

Processed Fruit and Vegetables in Belarus

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Abstracts

The competition between local and foreign producers will remain strong in 2020. Local companies mostly offer shelf stable vegetables which grow in Belarus, such as carrots, beetroot, pickles and salad mixes. Foreign players mostly offer fruits and vegetables that are not processed in Belarus, such as pineapple, peaches, carrots, peas, cauliflower, broccoli and various mixes. As foreign players offer a wider variety of processed fruit and vegetables, they will continue to enjoy a higher current r...

Euromonitor International's Processed Fruit and Vegetables in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Processed Fruit and Vegetables market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Competition between local and foreign producers remains strong in 2020

Wide product variety will maintain the lead of shelf stable vegetables in 2020

More local brands in stores in 2020, but stronger competition from fresh products

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Price sensitivity is expected to lead to discounts into the forecast period

The private label share will continue to increase due to active promotion and wide shelf space

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