

Canned Vegetable Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Canned Vegetable Market was valued at USD 23.8 billion in 2023 and is projected to grow at a CAGR of 4% from 2024 to 2032, driven by a growing focus on health-conscious diets. With more people incorporating plant-based foods into their meals, the demand for canned vegetables continues to rise as they offer a convenient and nutritious option. The tomatoes segment, valued at USD 6 billion in 2023, is expected to grow at a 4.9% CAGR from 2024 to 2032. Canned tomatoes, available in various forms like diced, crushed, or whole, have become a kitchen essential due to their versatility in recipes such as sauces and soups. This demand has been further accelerated by the rise in home cooking, offering consumers an affordable and long-lasting pantry option.

In the household segment, which reached USD 17.7 billion in 2023, the demand for canned vegetables is being fueled by the need for quick, nutritious meal solutions. Busy lifestyles are driving consumers to choose products that are not only convenient but also packed with nutritional benefits. Smaller portion and family-sized packs have also become popular, catering to diverse household needs. The supermarkets/hypermarkets segment surpassed USD 12.8 billion in 2023 and is projected to grow at a CAGR of approximately 4.3% between 2024 and 2032. These retail giants remain dominant in canned vegetable sales, providing consumers with a wide variety of options under one roof.

The growing preference for one-stop shopping continues to drive the popularity of larger retail formats. Moreover, frequent promotions and discounts on canned vegetable products these retailers offer are further propelling sales growth. The U.S. canned vegetable market exceeded USD 6.6 billion in 2023 and is expected to maintain a 5.2%

CAGR through 2032. Shifting consumer preferences, increased health awareness, and a greater emphasis on convenience are key growth factors. The market has seen a rising demand for healthier options, such as low-sodium, organic, and non-GMO products.

Additionally, the growing popularity of plant-based diets has positively impacted the market, with canned beans and mixed vegetables being used as versatile ingredients in meat-free dishes. In summary, the global canned vegetable market is experiencing robust growth, fueled by health-conscious trends, rising demand for convenient meal options, and the increasing adoption of plant-based diets. This shift in consumer preferences is driving innovations in product offerings and packaging, ensuring the market's continued expansion.

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