

# Europe Packed Pickles Market (2019-2025)

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## Abstracts

The Europe Packed Pickles Market is expected to grow at a CAGR of 3.2% during 2019-2025. The Germany market dominated the Europe Packed Pickles Market by Country in 2018, and would continue to be a dominant market till 2025; thereby, achieving a market value of \$583.6 million by 2025, growing at a CAGR of 2.5 % during the forecast period.

Europe Pickles market's driving factors are health benefits such as better digestion, a source of antioxidants that help the body fight free radicals. Other factors are the extensive awareness of GMO products and the longer shelf-life of packed pickles. Nonetheless, factors such as increased awareness of the harmful effects of GMO products hinder the market. Reducing the use of preservatives in organic pickles decreases its shelf life, which eventually limits this market's development.

An increase in the number of product launches by premium pickle companies like The Kraft Heinz Company and GLK Foods has played a key role over the years in increasing consumer awareness. Changing consumer preferences as far as different cuisines and flavors are concerned to have also generated interest in the product.

A rise in promotional activities by packed pickles manufacturers across multiple platforms has piqued the interest of consumers. Increasing demand for cross-cultural cuisines also facilitates the interest. In addition, major companies are developing cost-effective and easy packaging solutions for these products. Smaller, single-serve packs are well designed for on-the-go use, which also encourages a number of restaurants to sell them together with meals as a complementary product.

Among the distribution channel segment, the online distribution channel is projected to witness the highest growth rate over the forecast period. The growing popularity of online grocery shopping apps in developing and developed countries would propel segment growth. This growth rate can be linked to the advent of and access to high-speed internet and an increased number of smartphone users worldwide. The flexibility provided by online platforms is unparalleled and will continue to be a key driver of this segment. Players such as Amazon and Walmart made a mark in the online grocery

market and gained substantial prominence among urban consumers. Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, Specialty Stores and Online. Based on Product, the market is segmented into Fruit Pickles, Vegetable Pickles and Meat & Seafood Pickles. Based on Packaging, the market is segmented into Jars, Pouches and Other Packaging. The report also covers geographical segmentation of Europe Packed Pickles market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key companies profiled in the report include ADF Foods Ltd., Conagra Brands, Inc. (Pinnacle Foods, Inc.), Del Monte Foods, Inc. (Nutri-Asia, Inc.), Reitzel S.A., Mt. Olive Pickle Company Inc., Mitoku Company Ltd., Peter Piper's Pickle Palace Inc., Orkla ASA (MTR Foods), Nilons Enterprises Pvt. Ltd. and The Kraft Heinz Company.

## Scope of the Study

### Market Segmentation:

#### By Distribution Channel

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores and

Online

#### By Product

Fruit Pickles

Vegetable Pickles and

Meat & Seafood Pickles

#### By Packaging

Jars

Pouches and

Other Packaging

## By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## Companies Profiled

ADF Foods Ltd.

Conagra Brands, Inc. (Pinnacle Foods, Inc.)

Del Monte Foods, Inc. (Nutri-Asia, Inc.)

Reitzel S.A.

Mt. Olive Pickle Company Inc.

Mitoku Company Ltd.

Peter Piper's Pickle Palace Inc.

Orkla ASA (MTR Foods)

Nilons Enterprises Pvt. Ltd. and

The Kraft Heinz Company

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