

Processed Vegetable Market Forecasts to 2030 – Global Analysis By Product Type (Frozen Vegetables, Canned Vegetables, Dried Vegetables and Other Product Types), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores/Grocery Stores, Online Retail and Other Distribution Channels), End User and By Geography

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Abstracts

According to Statistics MRC, the Global Processed Vegetable Market is accounted for \$82.62 billion in 2024 and is expected to reach \$126.09 billion by 2030 growing at a CAGR of 7.3% during the forecast period. Vegetables that have undergone particular processes to preserve them, improve their flavor, or make them more convenient are referred to as processed vegetables. These procedures consist of fermentation, pickling, drying, freezing, and canning. This also includes minimal processing, such as washing and chopping. Processing prolongs shelf life and makes vegetables more accessible all year round, even though it can occasionally slightly change nutritional content.

According to the OECD-FAO Agricultural Outlook 2021-2030, global food availability per person is projected to grow by 4% over the next decade, reaching just over 3,025 kcal/day in 2030.

Market Dynamics:

Driver:

Rising health consciousness

The increasing awareness about health benefits and nutritional value of processed vegetables is driving market growth significantly. Consumers are becoming more health-conscious and seeking convenient ways to incorporate vegetables into their diets. The demand for processed vegetables has surged as they offer essential nutrients while maintaining longer shelf life compared to fresh produce. Additionally, busy lifestyles and growing disposable incomes have led consumers to opt for processed vegetables that provide both nutrition and convenience.

Restraint:

Short shelf life

Despite preservation techniques, processed vegetables still face challenges with shelf life limitations, particularly in fresh-cut and minimally processed categories. This constraint requires sophisticated packaging, storage, and distribution systems to maintain product quality. The need for specialized storage conditions and quick distribution networks increases operational costs for manufacturers and retailers, impacting overall market growth and profitability.

Opportunity:

Growing demand for plant-based foods

The rising trend towards plant-based diets presents a significant opportunity for the processed vegetable market. As more consumers adopt vegetarian and vegan lifestyles, the demand for plant-based food products has surged. Processed vegetables serve as a versatile and essential component in plant-based diets, offering a wide range of options for meal preparation. This shift in dietary preferences opens avenues for innovation and product diversification within the market, catering to the evolving tastes and nutritional needs of health-conscious consumers.

Threat:

Competition from fresh produce

The market faces intense competition from fresh vegetables, as consumers often perceive fresh produce as more nutritious and natural. The growing availability of fresh vegetables through modern retail channels and farmers' markets poses a significant

threat. Additionally, the presence of numerous local and unorganized players in the market intensifies competition and affects profit margins.

Covid-19 Impact:

The Covid-19 pandemic significantly disrupted the processed vegetable supply chain, affecting production, distribution, and consumption patterns. Labor shortages, transportation restrictions, and changes in consumer buying behavior led to temporary shortages and price fluctuations. However, the industry demonstrated resilience by adapting to new safety protocols and increasing focus on packaged products. The crisis also accelerated the shift toward online purchasing of processed vegetables.

The frozen vegetables segment is expected to be the largest during the forecast period

The frozen vegetables segment is expected to account for the largest market share during the forecast period due to its longer shelf life and convenience factors. This segment's success is attributed to technological advancements in freezing techniques that preserve nutritional value while maintaining product quality. The growing demand for ready-to-cook options, coupled with busy lifestyles and increasing working population, has further strengthened this segment's market position.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate. This growth is driven by increasing internet penetration, expanding e-commerce platforms, and changing consumer shopping preferences. Manufacturers are increasingly focusing on direct-to-consumer channels through digital platforms. Additionally, the conveniences of doorstep delivery, wider product selection, and the pandemic-induced shift toward online shopping have accelerated this segment's expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to factors such as a large consumer base, increasing urbanization, and rising disposable incomes in countries like China, India, and Japan. The region's growing middle class is driving demand for convenient and nutritious food options, including processed vegetables. Additionally, the adoption of modern retail channels and

changing dietary habits are contributing to the market's expansion in this region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This growth is driven by factors such as rapid urbanization, increasing disposable incomes, and a growing preference for convenient food products among consumers. The region's expanding middle class and evolving dietary patterns are contributing to the rising demand for processed vegetables. As a result, the Asia Pacific region is poised to experience significant market expansion.

Key players in the market

Some of the key players in Processed Vegetable Market include Conagra Brands, Dole Food Company, Del Monte Foods, Bonduelle Group, The Kraft Heinz Company, McCain Foods, Greenyard Foods, AGRANA Beteiligungs, Nestle, Archer Daniels Midland, SVZ International, OLAM International, B&G Foods, Sysco Corporation, Seneca Foods Corporation, Rhodes Food Group, SunOpta and Pinnacle Foods.

Key Developments:

In October 2023, B&G Foods has sold its Green Giant U.S. shelf stable product line to Seneca Foods Corporation. In connection with the sale, the Company recorded pre-tax, non-cash charges of \$132.9 million during the third quarter of 2023.

In July 2023, Conagra Brands, Inc., one of North America's leading branded food companies, has unveiled more than 50 new products this summer across the company's frozen, grocery and snacks divisions. As consumer needs evolve, Conagra's iconic brands have crafted new recipes that deliver contemporary, flavorful food in dynamic ways.

In March 2023, McCain Foods is making a substantial investment in Coaldale, doubling the size of its facility and output in Coaldale, Alberta. The project is a significant economic boost for the region that will create 260 new jobs. The investment is reflective of McCain's strong business growth and reconfirms the company's commitment to food production and agriculture in Canada.

Product Types Covered:

Frozen Vegetables

Canned Vegetables

Dried Vegetables

Pickled Vegetables

Fresh-cut & Ready-to-eat Vegetables

Distribution Channels Covered:

Supermarkets and Hypermarkets

Convenience Stores/Grocery Stores

Online Retail

Specialty Stores

Direct Distribution

End Users Covered:

Food Service Industry

Food Manufacturing Industry

Retail Consumers

Institutional Buyers

Exporters

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL PROCESSED VEGETABLE MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Frozen Vegetables
- 5.3 Canned Vegetables
- 5.4 Dried Vegetables
- 5.5 Pickled Vegetables
- 5.6 Fresh-cut & Ready-to-eat Vegetables

6 GLOBAL PROCESSED VEGETABLE MARKET, BY DISTRIBUTION CHANNEL

- 6.1 Introduction
- 6.2 Supermarkets and Hypermarkets
- 6.3 Convenience Stores/Grocery Stores
- 6.4 Online Retail
- 6.5 Specialty Stores
- 6.6 Direct Distribution

7 GLOBAL PROCESSED VEGETABLE MARKET, BY END USER

- 7.1 Introduction
- 7.2 Food Service Industry
- 7.3 Food Manufacturing Industry
- 7.4 Retail Consumers
- 7.5 Institutional Buyers
- 7.6 Exporters

8 GLOBAL PROCESSED VEGETABLE MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 Italy
 - 8.3.4 France

- 8.3.5 Spain
- 8.3.6 Rest of Europe
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 New Zealand
 - 8.4.6 South Korea
 - 8.4.7 Rest of Asia Pacific
- 8.5 South America
 - 8.5.1 Argentina
 - 8.5.2 Brazil
 - 8.5.3 Chile
 - 8.5.4 Rest of South America
- 8.6 Middle East & Africa
 - 8.6.1 Saudi Arabia
 - 8.6.2 UAE
 - 8.6.3 Qatar
 - 8.6.4 South Africa
 - 8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

10 COMPANY PROFILING

- 10.1 Conagra Brands
- 10.2 Dole Food Company
- 10.3 Del Monte Foods
- 10.4 Bonduelle Group
- 10.5 The Kraft Heinz Company
- 10.6 McCain Foods
- 10.7 Greenyard Foods

- 10.8 AGRANA Beteiligungs
- 10.9 Nestle
- 10.10 Archer Daniels Midland
- 10.11 SVZ International
- 10.12 OLAM International
- 10.13 B&G Foods
- 10.14 Sysco Corporation
- 10.15 Seneca Foods Corporation
- 10.16 Rhodes Food Group
- 10.17 SunOpta
- 10.18 Pinnacle Foods

List Of Tables

LIST OF TABLES

Table 1 Global Processed Vegetable Market Outlook, By Region (2022-2030) (\$MN)

Table 2 Global Processed Vegetable Market Outlook, By Product Type (2022-2030) (\$MN)

Table 3 Global Processed Vegetable Market Outlook, By Frozen Vegetables (2022-2030) (\$MN)

Table 4 Global Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 5 Global Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 6 Global Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 7 Global Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 8 Global Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 9 Global Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 10 Global Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 11 Global Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 12 Global Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 13 Global Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 14 Global Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 15 Global Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 16 Global Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 17 Global Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 18 Global Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 19 Global Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

Table 20 North America Processed Vegetable Market Outlook, By Country (2022-2030) (\$MN)

Table 21 North America Processed Vegetable Market Outlook, By Product Type (2022-2030) (\$MN)

Table 22 North America Processed Vegetable Market Outlook, By Frozen Vegetables (2022-2030) (\$MN)

Table 23 North America Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 24 North America Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 25 North America Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 26 North America Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 27 North America Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 28 North America Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 29 North America Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 30 North America Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 31 North America Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 32 North America Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 33 North America Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 34 North America Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 35 North America Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 36 North America Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 37 North America Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 38 North America Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

Table 39 Europe Processed Vegetable Market Outlook, By Country (2022-2030) (\$MN)

Table 40 Europe Processed Vegetable Market Outlook, By Product Type (2022-2030) (\$MN)

Table 41 Europe Processed Vegetable Market Outlook, By Frozen Vegetables (2022-2030) (\$MN)

Table 42 Europe Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 43 Europe Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 44 Europe Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 45 Europe Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 46 Europe Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 47 Europe Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 48 Europe Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 49 Europe Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 50 Europe Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 51 Europe Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 52 Europe Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 53 Europe Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 54 Europe Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 55 Europe Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 56 Europe Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 57 Europe Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

Table 58 Asia Pacific Processed Vegetable Market Outlook, By Country (2022-2030) (\$MN)

Table 59 Asia Pacific Processed Vegetable Market Outlook, By Product Type

(2022-2030) (\$MN)

Table 60 Asia Pacific Processed Vegetable Market Outlook, By Frozen Vegetables (2022-2030) (\$MN)

Table 61 Asia Pacific Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 62 Asia Pacific Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 63 Asia Pacific Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 64 Asia Pacific Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 65 Asia Pacific Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 66 Asia Pacific Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 67 Asia Pacific Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 68 Asia Pacific Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 69 Asia Pacific Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 70 Asia Pacific Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 71 Asia Pacific Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 72 Asia Pacific Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 73 Asia Pacific Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 74 Asia Pacific Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 75 Asia Pacific Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 76 Asia Pacific Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

Table 77 South America Processed Vegetable Market Outlook, By Country (2022-2030) (\$MN)

Table 78 South America Processed Vegetable Market Outlook, By Product Type (2022-2030) (\$MN)

Table 79 South America Processed Vegetable Market Outlook, By Frozen Vegetables (2022-2030) (\$MN)

Table 80 South America Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 81 South America Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 82 South America Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 83 South America Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 84 South America Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 85 South America Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 86 South America Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 87 South America Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 88 South America Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 89 South America Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 90 South America Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 91 South America Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 92 South America Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 93 South America Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 94 South America Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 95 South America Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

Table 96 Middle East & Africa Processed Vegetable Market Outlook, By Country (2022-2030) (\$MN)

Table 97 Middle East & Africa Processed Vegetable Market Outlook, By Product Type (2022-2030) (\$MN)

Table 98 Middle East & Africa Processed Vegetable Market Outlook, By Frozen

Vegetables (2022-2030) (\$MN)

Table 99 Middle East & Africa Processed Vegetable Market Outlook, By Canned Vegetables (2022-2030) (\$MN)

Table 100 Middle East & Africa Processed Vegetable Market Outlook, By Dried Vegetables (2022-2030) (\$MN)

Table 101 Middle East & Africa Processed Vegetable Market Outlook, By Pickled Vegetables (2022-2030) (\$MN)

Table 102 Middle East & Africa Processed Vegetable Market Outlook, By Fresh-cut & Ready-to-eat Vegetables (2022-2030) (\$MN)

Table 103 Middle East & Africa Processed Vegetable Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 104 Middle East & Africa Processed Vegetable Market Outlook, By Supermarkets and Hypermarkets (2022-2030) (\$MN)

Table 105 Middle East & Africa Processed Vegetable Market Outlook, By Convenience Stores/Grocery Stores (2022-2030) (\$MN)

Table 106 Middle East & Africa Processed Vegetable Market Outlook, By Online Retail (2022-2030) (\$MN)

Table 107 Middle East & Africa Processed Vegetable Market Outlook, By Specialty Stores (2022-2030) (\$MN)

Table 108 Middle East & Africa Processed Vegetable Market Outlook, By Direct Distribution (2022-2030) (\$MN)

Table 109 Middle East & Africa Processed Vegetable Market Outlook, By End User (2022-2030) (\$MN)

Table 110 Middle East & Africa Processed Vegetable Market Outlook, By Food Service Industry (2022-2030) (\$MN)

Table 111 Middle East & Africa Processed Vegetable Market Outlook, By Food Manufacturing Industry (2022-2030) (\$MN)

Table 112 Middle East & Africa Processed Vegetable Market Outlook, By Retail Consumers (2022-2030) (\$MN)

Table 113 Middle East & Africa Processed Vegetable Market Outlook, By Institutional Buyers (2022-2030) (\$MN)

Table 114 Middle East & Africa Processed Vegetable Market Outlook, By Exporters (2022-2030) (\$MN)

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