

Bonduelle Group finalises sale of packaged salad business in France

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The Bonduelle Group has officially concluded the sale of its packaged salad business in France to the LSDH Group, effective July 17, 2025. The transaction was first announced on August 29, 2024.

This strategic divestment comes as Bonduelle responds to a decade-long structural decline in salad consumption in France. The move is aimed at reinforcing the company's focus on its growing fresh delicatessen segment in France and across Europe.

Despite the sale, the Bonduelle brand will remain visible on French shelves through a licensing agreement allowing LSDH Group to continue using the Bonduelle name on its packaged salad products.

The divested unit accounted for approximately 3.5 per cent of Bonduelle's total revenue, about €80 million, during the 2024-2025 fiscal year. The financial outcome of the sale will be reflected in the company's 2025-2026 accounts, which commenced on July 1, 2025.

Bonduelle has expressed strong confidence in the LSDH Group's ability to rejuvenate the salad business. As a family-owned company, LSDH has laid out an ambitious growth strategy to revitalise the operations and expand its footprint in the French market.