

# Role of Regional Festivals and Food Traditions in Processed Food Market Growth

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**Abstract:** *Regional festivals and food traditions are powerful cultural drivers influencing consumer behavior and demand in processed food markets. This paper reviews existing literature to examine how festivals and traditional eating habits shape consumption patterns, market segmentation, product innovation, and marketing strategies in the processed food sector. The synthesis identifies key mechanisms through which cultural occasions bolster market growth, supported by empirical and theoretical evidence.*

**Keywords:** Regional festivals, Traditional food practices, Festive demand surge