

## Fruit and Vegetables - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Increasing consumer interest in healthy and natural foods should help drive fruit and vegetable sales but a growing local foods movement and the existence of a variety of tastier healthy alternatives present challenges for the stagnant market.”

– Sarah Day Levesque, Food and Drink Analyst

### This report looks at the following areas:

- How can this stagnant category jump on the health bandwagon?
- How can produce companies adapt to the growing local food movement?
- How can fruit and vegetables better compete in the snack category?
- How can companies help parents motivate kids to eat more produce?

Despite an increasing focus on health in America today, the ultra-healthy fruit and vegetable categories are experiencing very slow growth. Both categories grew 13-14% from 2008-13 due to poor consumer perceptions of taste and convenience and a lack of product innovation. The categories have an opportunity to capitalize on consumers' increasing demand for healthy, local, and convenient foods, as well as appeal to consumers with new occasions for fruit and vegetable use. This report will address the current situation in the fruit and vegetable market and the opportunities for innovation and sales growth.

Among the topics covered in this report are:

- What is driving, or hindering, the fruit and vegetables market?
- What is the current market size and future projections?
- Which companies have been the most aggressive in marketing, product mix, and product innovations, and are they in sync with what consumers are most interested in?
- What role does private label/store brand play in this category?
- What types of fruit and vegetables do consumers buy most often?
- What factors influence consumer behavior and what matters most to consumers?
- What potential do innovative new products hold?

This report builds on the analysis presented in Mintel's *Fruits and Vegetables—U.S., February 2012*, *Vegetables—U.S., March 2011* (vegetable market size totals differ between the two reports as a different approach was used to eliminate inappropriate categories for this report), and *Fruit—U.S., February 2009*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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