

Vegetables - US - May 2016

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"The vegetables category continued its steady year-over-year growth fueled mostly by sales of fresh produce, including fresh-cut salad. Consumers are eating and buying more vegetables, at home and away, and are looking for freshness, convenience, and nutrition. Despite category interest, consumers still want more information about product nutrition, preparation, and origin."

Amanda Topper, Senior Food Analyst

This report looks at the following areas:

- Fresh vegetables propelling market forward
- Most consumers buy fresh vegetables
- Price, and local, organic positioning resonates with consumers

This Report covers the US market for vegetables, which are defined as follows:

- Fresh vegetables
 - including random weight whole vegetables and packaged uniform-weight vegetables such as carrots, potatoes, or spinach
- Shelf-stable vegetables
 - including canned/jarred and dried vegetables. Among the vegetables covered in this segment are:
- Broccoli
- Carrots
- Corn
- Onion
- Spinach and other leafy greens
- Mushrooms
- Potatoes/sweet potatoes
- Tomatoes
- Beans, peas, other legumes
- Mixed vegetables
- Other vegetables
- Frozen vegetables
 - including boxed/bagged plain vegetables such as spinach or broccoli sold in the freezer section
- Fresh-cut salad
 - including pre-cut lettuce, spinach, and kale, as well as packaged salad mixes

Excluded from the scope of this Report are:

- Vegetable juices, drinks, or smoothies
- Refrigerated prepared side dishes that include vegetables
- Tomato sauce, paste, and puree, and tomato or vegetable-based pasta/cooking sauces
- Instant potatoes
- Fruit, which will be covered in Fruit – US, July 2016

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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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