

Fruit - US - July 2016

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"Fruit sales in the US have surpassed the \$48 billion mark, growing consistently for the past decade. Fruit's overall healthy reputation and the consumer desire for fresher foods should propel fruit sales even higher through 2021."

- William Roberts, Jr - Senior Food & Drink Analyst

This report looks at the following areas:

- Sales forecast to increase further through 2021
- Cans/jars suffer from processed perception
- Fruit consumption widespread, particularly fresh option

Jarred/canned options have underperformed during the period under review, but frozen fruit has benefitted strongly from assuring consumers that the freezing process preserves fruit's taste, texture, and nutrients.

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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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