

# Fruit and Vegetables - UK - February 2011

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## What is this report about?

Estimated to reach £12.3 billion in 2010, the fruit and vegetables market has experienced 24% growth between 2005 and 2010.

Nine in ten consumers eat fruit and vegetables, with over a quarter of consumers eating six or more types as a means of varying consumption.

Innovation has concentrated on convenience and assistance, catering to consumers' changing needs, tastes and lifestyle habits.

## What have we found out?

- An increasingly health-conscious consumer has brought more users to the fruit and vegetables category, driving growth to £12.3 billion in 2010.
- With those aged 55+ and ABs the key users of fruit and vegetables, the forecast future growth of these demographic groups bodes well for the market.
- Brands have sought to drive consumption by positioning fruit as an on-the-go snack, with Princes and Del Monte entering the snack pots market. With four in five (80%) eating fruit as a snack at home and less than half (44%) doing so out of home, there is a need to increase out of home snacking occasions.
- Advertising that promotes new recipe suggestions should find favour with female consumers, who are most likely to use fruit in more than five different ways. For veg, consumers aged 55+ experiment the most.
- Two in five consumers claim to regularly eat five a day. On-pack information is helping to educate consumers. Tesco has introduced "1 of 5 a day" labelling on 700 healthier products of its own-label range, a strategy which could be easily adopted by the other retailers.
- Cost savings are a driver of consumption of fruit and veg with over half (56%) buying more when it is on promotion. Waste is a concern, however, and consumers have indicated that they are interested in more buy one now get one free later promotions.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100