

## Fruit and Vegetables - UK - February 2012

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"As food waste has become a primary concern for consumers and industry alike, companies can benefit from working together with consumers to avoid waste and cut costs."

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research

### In this report we answer the key questions:

- How can companies use consumers' waste-phobia to their advantage?
- How can the sector leverage convenience to engage consumers?
- How can fruit and vegetables appeal to 16-24s?
- How can companies encourage consumers to choose British fruit and vegetables?

#### Definition

This report covers the UK retail market for fruit and vegetables. This essentially breaks down into five major sub-groups:

Fresh fruit and vegetables

Frozen fruit and vegetables

Canned/ambient fruit and vegetables

Dried fruit

Potatoes in all forms

Excluded are:

- Mixed vegetables including meat
- Pre-packed and dressed salads
- Dried fruit sold by weight/in bulk in-store bins
- Fruit bars
- Prepared dishes which combine vegetables and protein or carbohydrates.

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