

Fruit and Vegetables - UK - September 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

– Colette Warren, Food and Drink Analyst

This report looks at the following areas:

- The market faces an ingrained expectation of low prices
- “Fresher for longer” packaging lacks awareness
- Scope to turn ‘ugly’ fruit and veg into a point of difference

Price inflation has been a key feature of the market in recent years, driving much of the value growth. However, improving growing conditions and the supermarkets’ price wars are expected to bring this to a halt in 2014.

Fruit and vegetables remain ingrained menu staples, however, their role as day-to-day grocery items also feeds into a keen focus on price among shoppers. While this poses a challenge for the future of the market, the openness to ‘ugly’ produce and interest in added-value products suggest areas to explore.

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