

Fruit and Vegetables - US - October 2014

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“The US fruit and vegetables category is expected to grow moderately based on consumer perceptions that these foods provide nutritious meals and snacks. Demand for fresh foods is driving sales in the fresh vegetable, fresh fruit, and fresh cut salad segments. Sales of processed vegetables and fruit are expected to grow more slowly.”
 – Amy Kraushaar, US Category Manager, Food & Drink and Foodservice

This report looks at the following areas:

- How can brands and grocers encourage more consumption?
- How can frozen and canned brands compete with fresh?
- How can brands compete with the growing number of alternative products?

The US fruit and vegetable category is forecast to grow moderately between 2014 and 2019. Sales will primarily be driven by consumer awareness of the link between diet and health. Respondents are very likely to perceive fruit and vegetables as good sources of vitamins and nutrients that help consumers ward off chronic disease, and to say they are eating more fruit and vegetables than they were in the past. Brands (particularly fresh brands) must continue to focus on the health benefits of fruit and vegetables and provide more time- and step-saving products that align with consumer need for convenience.

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