

## Fruit - US - August 2015

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"The fruit market has experienced fairly steady growth since 2010. Fruit's performance has been bolstered by fresh fruit , and hurt by shelf-stable segments. The frozen fruit segment may be small but it has maintained rapid growth and generally favorable consumer perception."  
- Amy Kraushaar, Category Manager - Food, Drink and Foodservice

This report looks at the following areas:

- Shelf-stable fruit segments aren't pulling weight
- Brand leaders aren't helping matters in respective shelf-stable subsegments
- Fruit's snack-able appeal isn't grabbing parents and Millennials

This report covers the US market for fruit, which is defined as follows:

- Fresh fruit – includes whole fruit (loose and packaged), and fresh-cut packaged fruit
- Canned/jarred fruit – shelf-stable jarred/canned fruit
- Frozen fruit – bagged/boxed in the freezer section
- Dried fruit – such as apricots, dates, prunes, and raisins.

Unless otherwise noted, the following foods are excluded from the scope of this report:

- Fruit juices, drinks, or smoothies
- Fruit jams, purees, sauces, and spreads
- Fruit snacks (such as fruit rolls, bars, pureed pouches)
- Frozen fruit novelties (even those made with 100% fruit)
- Refrigerated prepared side dishes that include fruit
- Vegetables (which are covered in a similarly presented companion report: Vegetables – US, June 2015 ).

### 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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## Market Factors

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Experian Simmons

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