Vegetables - US - May 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The vegetable category remains sizable, though sales are largely driven by consumer interest in lower prices and fresher options. While consumers indicate they would like more vegetables in their diet, data shows they continue to fall short of recommendations, suggesting brands may well have to incorporate novel approaches to garner consumer interest."

- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- **Modest growth, bordering on stagnation for the category**
- **Processed perception among frozen, shelf-stable vegetables**
- **Consumption falling short of goals**

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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