

## Fruit - US - August 2019

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"The fruit category is seeing slow growth, with a modest 1.4% increase from 2018 to reach \$42.2 billion in sales in 2019. The fresh fruit segment dominates fruit sales, and its success positively impacts category sales overall but steals market share away from center-of-store segments such as frozen and canned/jarred fruit."

**- Kaitlin Kamp, Food & Drink Analyst**

This report looks at the following areas:

- Loose fresh fruit dominates consumption
- Perceptions low among non-loose fresh fruit
- Brands struggle to stand out among private label in non-fresh segments
- Expanding consumption into meal times
- Younger consumers are strong targets for trial, loyalty
- Increasing non-parent consumption

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Key Takeaways

The issues

Loose fresh fruit dominates consumption

Figure 1: Fruit consumption, May 2019

Perceptions low among non-loose fresh fruit

Figure 2: Correspondence Analysis – Symmetrical map – Fruit type associations, May 2019

Brands struggle to stand out among private label in non-fresh segments

Figure 3: Multi-outlet sales of fruit, by leading companies, rolling 52 weeks 2018 and 2019

Expanding consumption into meal times

Figure 4: Reasons for increased consumption, May 2019

Younger consumers are strong targets for trial, loyalty

Figure 5: Change in fruit consumption, by age, May 2019

Increasing non-parent consumption

Figure 6: Repertoire of fruit consumption, by parental status, May 2019

### The Market – What You Need to Know

Growth of fruit sales slows

Fresh segment increasingly holds the largest market share

Declining number of households with children could prove problematic

Center-of-store struggles hurting non-fresh segments

### Market Size and Forecast

Fruit sales growth slows

Figure 7: Total US sales and fan chart forecast of fruit, at current prices, 2011-21

Figure 8: Total US sales and forecast of fruit, at current prices, 2012-22

Figure 9: Total US retail sales and forecast of fruit, at inflation-adjusted prices, 2014-24

### Market Breakdown

Fresh fuels category performance, at the expense of other segments

Center-of-store struggles impact other category segments

Canned/jarred fruit falls deeper into existing losses

Frozen slides into a downward slope

Dried fruit sees small, steady gains

Figure 10: Total US retail sales and forecast of fruit, by segment, at current prices, 2014-24

### Market Perspective

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### Made-to-order and RTD smoothies can challenge (or inspire) fruit sales

Figure 11: Made-to-order smoothie purchase – Net – Any location, February 2017 and January 2019

### Vegetable sales outpace fruit as the war against sugar stays strong

Figure 12: Health attributes sought, May 2018

### Center-of-store growth remains minimal

Figure 13: MULO sales and forecast of center of the store at current prices; total US retail sales and forecast of perimeter-of-store products, % of total sale, 2012-2020

## Market Factors

### Declining number of households with children give fruit fewer mouths to feed

Figure 14: US households, by presence of related children, 2008-18

### Snack revolution favors fruit consumption

Figure 15: Snacking frequency, January 2015 and November 2018

## Key Players – What You Need to Know

Private label dominates share and growth

Brands struggle

Snack occasion drives innovation

## Company and Brand Sales of Fruit

### Sun-Maid a bright spot amid big brand losses

Figure 16: Multi-outlet sales of fruit, by leading companies, rolling 52 weeks 2018 and 2019

Figure 17: Multi-outlet sales of fruit, by leading companies, rolling 52 weeks 2018 and 2019

### Private label chipping away at brand sales

Figure 18: Fruit introductions in the US, private label versus branded, 2014-2018

### Dole and Del Monte leverage holistic wellness amid declining sales

Figure 19: Multi-outlet sales of fruit, by market share percent change, rolling 52 weeks of 2018 and 2019

## What's Working?

### Exotic fruits give an old category new tricks

Figure 20: Multi-outlet sales of fruit, by select growing frozen brands – Sambazon, Pitaya Plus, The Jackfruit Company, rolling 52 weeks 2018

### Fruit chips 2.0

Figure 21: Multi-outlet sales of fruit, by select growing dried brands – Dang, Crispy Fruit, Chifles, Sun-Maid, rolling 52 weeks 2018

### Smoothie packs remove guesswork

Figure 22: Multi-outlet sales of fruit, by select growing frozen brands – Dole, Thrive!, Great Value, rolling 52 weeks 2018

### Cleaner positioning, claims can revive shelf stable

Figure 23: Percentage of shelf canned/jarred fruit products with claims, percent change 2017-2018

Figure 24: Multi-outlet sales of fruit, by select growing canned/jarred brands – Del Monte, Dole rolling 52 weeks 2018

### Farm to Freezer

Figure 25: Multi-outlet sales of fruit, by select growing frozen brands – Seal the Seasons, Michigan Farm to Freezer, Wyman's of Maine rolling 52 weeks 2018

## What's Struggling?

### Innovation overload?

Figure 26: Multi-outlet sales of fruit, by select declining canned/jarred brands – Del Monte, Dole rolling 52 weeks 2018

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Basic frozen fruit products easily overshadowed by private label options

Figure 27: Multi-outlet sales of fruit, by select declining frozen brands – Dole rolling 52 weeks 2018

### What's Next?

Removing blenders from the smoothie experience

Sustainability an answer to differentiation and expansion?

### The Consumer – What You Need to Know

Loose fresh is the fruit of choice

Not all fruit is created equally

Snacking is the occasion of choice

Age is the strongest differentiator in consumer perception

### Fruit Consumption

Most consumers opt for loose fresh fruit

Figure 28: Fruit consumption, May 2019

Women are ripe for engagement

Figure 29: Fruit consumption, by gender, May 2019

Parents more deeply engaged in the category

Figure 30: Fruit consumption, by parental status, May 2019

Figure 31: Repertoire of fruit consumption, by parental status, May 2019

More children means wider engagement

Figure 32: Fruit consumption, by household size, May 2019

Consumers age out of non-fresh fruit

Figure 33: Fruit consumption, by age, May 2019

### Change in Fruit Consumption

The majority of consumers holding steady or increasing fruit consumption

Figure 34: Change in fruit consumption, May 2019

Younger adults are more likely to change their consumption

Figure 35: Change in fruit consumption, May 2019

### Reasons for Increased Consumption

BFY snacking boosts fruit consumption

Figure 36: Reasons for increased consumption, May 2019

Dried is the fruit of choice for consumers, replacing other snacks with fruit

Figure 37: Reasons for increased consumption – Replacing other snacks with fruit, by fruit format, May 2019

Frozen fruit is recipe-ready, needs to break away from smoothies

Figure 38: Reasons for increased consumption – Using fruit as an ingredient in recipes, by fruit format, May 2019

Brands need to meet non-parents at meal times

Figure 39: Reasons for increased consumption, by parental status, May 2019

Consumers over 55 most likely to replace snacks with fruit

Figure 40: Reasons for increased consumption – Replacing other snacks with fruit, by age, May 2019

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### Fruit Purchase Factors

Everything is second to freshness

Figure 41: Fruit purchase factors, May 2019

Freshness and flavor most important to older consumers

Figure 42: Fruit purchase factors – Freshness and flavor, by age, May 2019

Figure 43: Fruit purchase factors, pre-washed and pre-cut, by age, May 2019

### Fruit Associations

The further away from loose/fresh, the worse the perceptions

Dried fruit ekes out some positive perceptions

Frozen segment struggles with taste and nutrition

Figure 44: Correspondence Analysis – Symmetrical map – Fruit format associations, May 2019

Figure 45: Fruit format associations, May 2019

Versatility an opportunity for growth

Figure 46: Fruit type associations – Versatile, May 2019

Dried fruit has low kid-friendly perception

Figure 47: Fruit format associations – Dried fruit, by parental status, May 2019

Fruit cups can't shake the unhealthy rap

Figure 48: Fruit format associations – Snack friendly, May 2019

### Fruit Behaviors

Moving past the snack occasion

Figure 49: Fruit behaviors, May 2019

Snacking motivations differ by age

Figure 50: Snack motivations, by age, November 2018

Consumers aged 35-44 seek out functional fruit

Figure 51: Fruit behaviors, by age and parental status, May 2019

18-24 year olds struggle the most to consume enough fruit

Figure 52: Fruit behaviors – I struggle to eat the daily recommended amount of fruit, by age, May 2019

### Fruit Attitudes

Some skepticism remains in fruit segments

Figure 53: Fruit attitudes, May 2019

Younger consumers need guidance in the benefits of frozen

Figure 54: Fruit attitudes – Frozen fruit provides as much nutrition as fresh, by age, May 2019

Older consumers most concerned about pre-cut fruit

Figure 55: Fruit attitudes, pre-cut attitudes, by age, May 2019

Households with more children more aware of food waste

Figure 56: Fruit attitudes – Non-fresh fruit helps reduce food waste, by number of children in household under 18, May 2019

Households with 3+ children are a bright spot for ugly produce programs

Figure 57: Fruit attitudes, interest in ugly produce programs, by number of children under 18 in household, May 2019

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### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Correspondence analysis methodology

Repertoire methodology

Abbreviations and terms

Abbreviations

### Appendix – The Market

Figure 58: Total US retail sales of fruit, by segment, at current prices, 2017 and 2019

Figure 59: Total US retail sales and forecast of fresh fruit, at current prices, 2014-24

Figure 60: Total US retail sales and forecast of fresh fruit, at inflation-adjusted prices, 2014-24

Figure 61: Total US retail sales and forecast of canned/jarred fruit, at current prices, 2014-24

Figure 62: Total US retail sales and forecast of canned/jarred fruit, at inflation-adjusted prices, 2014-24

Figure 63: Total US retail sales and forecast of frozen fruit, at current prices, 2014-24

Figure 64: Total US retail sales and forecast of frozen fruit, at inflation-adjusted prices, 2014-24

Figure 65: Total US retail sales and forecast of dried fruit, at current prices, 2014-24

Figure 66: Total US retail sales and forecast of dried fruit, at inflation-adjusted prices, 2014-24

Figure 67: Total US retail sales of fruit, by channel, at current prices, 2014-19

Figure 68: Total US retail sales of fruit, by channel, at current prices, 2017 and 2019

Figure 69: US supermarket sales of fruit, at current prices, 2014-19

Figure 70: US sales of fruit through other retail channels, at current prices, 2014-19

### Appendix – Key Players

Figure 71: Multi-outlet sales of canned/jarred fruit, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 72: Multi-outlet sales of frozen fruit, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 73: Multi-outlet sales of dried fruit, by leading companies and brands, rolling 52 weeks 2018 and 2019

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