

Fruit and Vegetables - Ireland - March 2019

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This report looks at the following areas:

Increased efforts to boost fruit and vegetable intake has seen Irish consumers spending more on produce in 2018, and as the flexitarian trend continues to gain momentum, it could see further gains in 2019.



“With six in ten Irish consumers noting they would support a ban on plastic packaging for fruit and vegetables, it could see overall use of loose fruit and vegetables increase in 2019 and beyond. However prepared fruit and vegetable portions – which require packaging – may need to source more environmentally friendly packaging options.”

– **Brian O'Connor, Senior Consumer Analyst**

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Table of Contents

OVERVIEW

- What you need to know
- Issues covered in this Report
- Fresh fruit and vegetables
- Frozen fruit and vegetables
- Canned/ambient fruit and vegetables
- Dried fruit
- Potatoes in all forms
- Excluded

EXECUTIVE SUMMARY

- **The market**
Figure 1: Estimated total fruit vs. vegetable retail sales (including fresh and processed), Iol, 2014-18
- **Forecast**
Figure 2: Indexed estimated total fruit vs. vegetable retail sales (including fresh and processed), Iol, 2014-24
- **Market factors**
- **NI consumers facing higher produce prices**
- **Five a day to improve mental health**
- **One in 10 a flexitarian**
- **Over half would support a plastic ban for produce**
- **Companies and innovations**
- **The consumer**
- **Fresh bagged and loose fruit used most**
Figure 3: Types of fruit that consumers buy in a typical week, NI and RoI, January 2019
- **Frozen finds more favour with vegetables**
Figure 4: Types of vegetables that consumers buy in a typical week, NI and RoI, January 2019
- **Potatoes most used type of produce**
Figure 5: Types of potatoes that consumers buy in a typical week, NI and RoI, January 2019
- **Supermarkets key outlets for produce**
Figure 6: Where consumers buy their fruit and vegetables, NI and RoI, January 2019
- **Irish fruit and vegetables highly desired**
Figure 7: Agreement with statements related to fruit and vegetables, NI and RoI, January 2019
- **What we think**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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THE MARKET – WHAT YOU NEED TO KNOW

- **Fruit and vegetable sales increase on flexitarian trend**
- **Strong consumer price growth in NI**
- **Strong recognition of benefits of five per day**
- **Flexitarian/vegan trend benefits fruit and vegetable sales**
- **Need for more eco-friendly packaging**

MARKET SIZE AND FORECAST

- **Continued flexitarianism and looming Brexit boost sales value**
Figure 8: Estimated total fruit and vegetable retail sales (including fresh and processed), NI and RoI, 2014–24
- **Vegetables continue to account for the largest segment**
Figure 9: Estimated vegetable retail sales (including fresh and processed), NI and RoI, 2014–24
- **Fruit expected to see strong value growth from 2019–24**
Figure 10: Estimated fruit retail sales (including fresh and processed), NI and RoI, 2014–24
Figure 11: Selected types of snack food that consumers have eaten in the last two weeks, NI and RoI, June 2018

MARKET DRIVERS

- **2018 sees continued growth in produce prices for NI/UK**
Figure 12: Consumer Price Indices of vegetables (including potatoes and tubers) and fruit, UK (including NI), 2015–19
Figure 13: Agreement with the statement 'I am worried that I may not be able to get certain fruit and vegetables after the UK leaves the EU', NI and RoI, January 2019
- **RoI experiences vegetable price rise in late 2018**
Figure 14: Consumer Price Indices of vegetables (including potatoes), RoI, 2015–19
- **Consumers recognise benefits of getting their five a day in helping physical and mental health**
Figure 15: Agreement with the statement 'I don't think it is necessary to eat 5 portions of fruit and vegetables a day', NI and RoI, January 2019
- **One in five Irish consumers on reduced meat or meat-free diet in 2018**
Figure 16: Selective diets that consumers currently adhere to, NI and RoI, June 2018
- **Packaged fruit and vegetables at risk from increasing environmental trend**
Figure 17: Environmental and ethical issues most important to consumers, NI and RoI, November 2018

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Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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COMPANIES AND INNOVATIONS – WHAT YOU NEED TO KNOW

- **Birds Eye and McCain seeking to move towards healthier potato snacks**
- **Disputes with third parties hamstringing Irish fruit companies**
- **Environmental concerns starting to take centre stage for fruit and vegetable brands**

WHO'S INNOVATING?

- **Vegetables leading new product development**
Figure 18: New products launched in fruit and vegetables market, UK and Ireland, 2014-19
- **Marks & Spencer has launched the most new fruit and vegetable products**
Figure 19: Top 10 companies launching new fruit and vegetable products, UK and Ireland, 2014-18
- **Environmental claims populate the top ten**
Figure 20: Top 10 claims made by new fruit and vegetables products launched in UK and Irish markets, 2014-18
- **Brands could consider switching to bio-plastic packaging**
Figure 21: Top 10 packaging material used by brands in new fruit and vegetables product launches, UK and Ireland, 2014-18

COMPANIES AND BRANDS

- **Birds Eye**
- **Key facts**
- **Product portfolio**
- **Brand NPD**
- **Recent developments**
- **Florette**
- **Key facts**
- **Product portfolio**
- **Brand NPD**
- **Recent developments**
- **Fyffes**
- **Key facts**
- **Product portfolio**
- **Recent developments**
- **Green Giant**
- **Key facts**
- **Product portfolio**
- **Brand NPD**
- **Keeling's**

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Full Report PDF

Infographic Overview

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- Key facts
- Product portfolio
- Recent developments
- Kraft Heinz
- Key facts
- Product portfolio
- Brand NPD
- Mash Direct
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- McCain Foods
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Princes Group
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Total Produce Plc
- Key facts
- Product portfolio
- Recent developments
- Valeo Foods
- Key facts
- Product portfolio
- Brand NPD
- 2 Sisters Food Group
- Key facts
- Product portfolio

THE CONSUMER – WHAT YOU NEED TO KNOW

- Strong usage of bagged and loose fresh fruit
- Fresh vegetables continue to dominate
- Potatoes most-used type of produce
- Discounters more important channel to market in RoI
- Irish fruit and vegetables highly desired

USAGE OF FRUIT PRODUCTS

- Strong usage of bagged and loose fresh fruit

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Figure 22: Types of fruit that consumers buy in a typical week, NI and RoI, January 2019

- **Bagged fruit more prevalent with parents and married consumers**

Figure 23: Consumers that buy bagged fruit in a typical week, by marital status and presence of children in household, NI and RoI, January 2019

- **Loose fruit sees greater usage among mature age groups**

Figure 24: Consumers that buy loose fruit in a typical week, by age group, NI and RoI, January 2019

Figure 25: Consumers that buy loose fruit in a typical week, by gender, NI and RoI, January 2019

- **Frozen fruit sees strong use among women and parents**

Figure 26: Consumers that buy frozen fruit in a typical week, by gender and presence of children in household, NI and RoI, January 2019

- **NI consumers strong users of RTE fruit**

Figure 27: Consumers that buy fresh ready-to-eat fruit portions (eg apple slices) in a typical week, by age group, NI and RoI, January 2019

USAGE OF VEGETABLE PRODUCTS

- **Fresh vegetables continue to dominate**

Figure 28: Types of vegetables that consumers buy in a typical week, NI and RoI, January 2019

- **Affluent consumers show greater usage of fresh vegetables overall**

Figure 29: Types of vegetables that consumers buy in a typical week, NI and RoI, January 2019

- **Frozen vegetable usage higher compared to fruit**

Figure 30: Consumers who buy frozen fruit vs. frozen vegetables in a typical week, NI and RoI, January 2019

- **NI consumers more likely to buy tinned baked beans**

Figure 31: Consumers that buy tinned baked beans in a typical week, by age group, NI and RoI, January 2019

Figure 32: Consumers that buy baked beans in plastic pots/tubs (eg snap pots) in a typical week, by age group, NI and RoI, January 2019

USAGE OF POTATO PRODUCTS

- **Bagged potatoes most bought type of vegetable overall**

Figure 33: Types of potatoes that consumers buy in a typical week, NI and RoI, January 2019

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- **Bagged potatoes see universal high usage**

Figure 34: Consumers who buy fresh loose vs. fresh bagged potatoes in a typical week, by gender, NI and RoI, January 2019

Figure 35: Consumers who are responsible for the main grocery shop in their household, by gender, NI and RoI, September 2018

WHERE CONSUMERS BUY FRUIT AND VEGETABLES

- **Supermarkets key channel for produce**

Figure 36: Where consumers buy their fruit and vegetables, NI and RoI, January 2019

- **Supermarkets used most among those aged 55+ in RoI**

Figure 37: Consumers who claim to buy most of their fruit and vegetables from a supermarket, by age group, NI and RoI, January 2019

Figure 38: Consumers who claim to buy most of their fruit and vegetables from a discounter, by age group, NI and RoI, January 2019

Figure 39: Usage of selected retailers for main weekly grocery shopping, NI, September 2018

- **Discounters see greater usage with women and less affluent consumers**

Figure 40: Consumers who claim to buy most of their fruit and vegetables from a discounters, by gender and social class, NI and RoI, January 2019

ATTITUDES TOWARDS FRUIT AND VEGETABLES

- **Irish-sourced produce in high demand**

Figure 41: Agreement with statements related to fruit and vegetables, NI and RoI, January 2019

- **Mature consumers show strongest desire for local produce**

Figure 42: Agreement with the statement 'I think supermarkets should provide more Northern Irish/Irish sourced fruit and vegetables where possible', by age group, NI and RoI, January 2019

Figure 43: Top five factors that are important to consumers when shopping for food and drink in specialist/artisan food stores, NI and RoI, September 2018

- **Four in five making greater effort to eat more produce**

Figure 44: Agreement with the statement 'I am currently trying to eat more fruit and vegetables', by gender, NI and RoI, January 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

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Figure 45: Agreement with selected statements relating to '5 a day', by gender, NI and Rol, January 2019

- **Consumers want more information about growers**

Figure 46: Agreement with the statement 'I would like to see more information about the grower on fruit and vegetable packaging', by age group, NI and Rol, January 2019

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Market size rationale**
- **Data sources**
- **Consumer data sources**
- **Abbreviations**

What's included

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Infographic Overview

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