

# Vegetables - US - August 2019

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## This report looks at the following areas:

- Supply poised to become an issue
- Speak to sustainability
- Competition looms for vegetables

Consumers appear interested in adding more vegetables to their diet, but with novel concepts in other categories incorporating vegetables or even using them as a base, vegetables may well see a strong degree of competition coming to the market.



"Sales of vegetables continue to grow conservatively but steadily, with growth in the frozen and fresh segments mitigated by declines among shelf-stable varieties."

- William Roberts, Jr, Senior Food & Drink Analyst

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- Fan chart forecast
- Consumer survey data
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TURF ANALYSIS – VEGETABLES – METHODOLOGY

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