

Vegetables - US - May 2017

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"The vegetables category has experienced stable growth, driven primarily by fresh vegetables and fresh-cut salad. Consumers indicate interest in vegetables that are fresh, nutritious, and natural. Interest also exists for convenient packaging and formats that allow consumers to easily consume vegetables as a snack, meal, or in a recipe."

- Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Fresh vegetable segments find success while others struggle
- Vegetable purchase universal, still room for growth
- Shelf-stable vegetables lack perception of nutrition, versatility

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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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