

## Fruit - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"With current sales of just over \$50 billion, fruit is a widely popular and growing category, even if that growth is a relatively slow 2-3% annually."

- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Fresh dictates category performance
- Declines continue for canned/jarred fruit
- Notable declines in the category's biggest demographic
- Health pertains mainly to fresh segment, less so to others

Within the category's largest segment – fresh – there is a relative lack of brand power, as private label options dominate in terms of sales. In fact, private label options resonate throughout the category's segments. Key to growing the category may well lie in exposing consumers to novel fruit flavors and a greater variety of healthy options.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Fresh dictates category performance

Figure 1: Total US sales and fan chart forecast of fruit, at current prices, 2013-23

Declines continue for canned/jarred fruit

Figure 2: Total US retail sales and forecast of canned and jarred fruit, at current prices, 2013-23

Notable declines in the category's biggest demographic

Figure 3: Households with own children under age 18, 1960-2017

Health pertains mainly to fresh segment, less so to others

Figure 4: Opinions of fruit types, April 2018

The opportunities

Convenient packaged options can keep the ubiquitous category moving

Figure 5: Fruit attitudes, April 2018

Positioning fruit – Fresh and otherwise – As a snack

Figure 6: Fruit type usage, April 2018

GMO-free private label potential

Figure 7: Claims on fruit introductions, branded versus private label, 2017-18

What it means

### The Market – What You Need to Know

Fresh options dominate fruit category

Interest in healthier options boosting fruit's overall potential

Shrinking primary demo

### Market Size and Forecast

Fresh sales fuel fruit category growth

Figure 8: Total US sales and fan chart forecast of fruit, at current prices, 2013-23

Figure 9: Total US sales and forecast of fruit, at current prices, 2013-23

### Market Breakdown

Fresh fruit maintains market dominance, increases sales

Figure 10: Sales of fruit, by segment, at current prices, 2013-23

Fresh sales growth to continue

Figure 11: Total US retail sales and forecast of fresh fruit, at current prices, 2013-23

Canned/jarred fruit sales drop

Figure 12: Total US retail sales and forecast of canned and jarred fruit, at current prices, 2013-23

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### Frozen sales recover from slight thaw

Figure 13: Total US retail sales and forecast of frozen fruit, at current prices, 2013-23

### Slow, steady sales growth for dried fruit

Figure 14: Total US retail sales and forecast of dried fruit, at current prices, 2013-23

### Supermarket fruit sales grow but outpaced by other channels

Figure 15: Total US retail sales of fruit, by channel, at current prices, with percent change from previous year in parentheses, 2013-18

## Market Factors

GMO labeling guidelines = Bioengineered disclosure

Fruit prices remain relatively steady

Figure 16: Consumer price index, % change in fruit prices

Potential for mounting pesticide concerns

Household size and number of children in decline

Figure 17: Households with own children under age 18, 1960-2017

## Key Players – What You Need to Know

Fruit brand sales grow slightly

Fruit cups grow up

Canned goods suffering amid consumer perception as being processed and less fresh

GMO/Bioengineered labeling to come

## Company and Brand Sales of Fruit

Del Monte gains on Dole, but private label dominates

Sales of fruit by company

Figure 18: Sales of fruit, by company, 2017 and 2018

## What's Working?

Dried fruit snack options

Figure 19: Notable date and plantain chip launches, 2017

Fruit cups mature

Figure 20: Fruit cup launches, 2017

## What's Struggling?

Canned and jarred can break processed mold

Figure 21: Fresh Thyme Pineapple Chunks in Pineapple Juice, 2017

Figure 22: Key attributes, Fresh Thyme Market's Pineapple Chunks, compared to segment benchmark, 2017

## What's Next?

Private-label GMO initiatives?

Figure 23: Fruit launches, branded versus private label, by storage type, 2013-18

Figure 24: Fruit launches, branded versus private label, by claim, 2013-18

## The Consumer – What You Need to Know

Shelf-stable options serve a small but useful role

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Older consumers buy fruit more at supermarkets, younger consumers from diverse channels

New ways, times to enjoy fruit will help consumers meet goals

Frozen, shelf-stable options could reduce fears of wasting fruit

Health factors strongly in parental fruit choice

Fresh fruit widely perceived as healthy; other segments could leverage convenience and price

### Fruit Purchase

Consumers seeking fresh fruit significantly more than other category options

Figure 25: Fruit purchases, April 2018

Younger consumers more likely to embrace prepackaged fresh options

Figure 26: Fresh fruit purchases, by age, April 2018

Hispanic Millennials more likely to opt for fresh in-pack

Figure 27: Fresh fruit purchases, by Hispanic origin, April 2018

Frozen fruit skews younger

Figure 28: Frozen fruit purchases, by age, April 2018

Frozen fruit appealing to parents

Figure 29: Frozen fruit purchases, by parental status, April 2018

Shelf-stable appeal largely among households with children

Figure 30: Frozen fruit purchases, by presence and number of children in household, April 2018

### Fruit Purchase Location

Supermarkets account for lion's share of fruit purchase

Figure 31: Fruit purchase locations, April 2018

Younger consumers fruit shop in diverse channels

Figure 32: Fruit purchase locations, by age, April 2018

Figure 33: Fruit purchase locations, by age, April 2018

Hispanic Millennials buying fruit from wide array of retailers

Figure 34: Fruit purchase locations, by Hispanic origin, April 2018

Fresh options

Figure 35: Fruit purchase locations, by fruit purchases, April 2018

### Fruit Type Usage

Expanding fruit's usage

Figure 36: Fruit type usage, April 2018

Making indulgences more permissible with fruit

Figure 37: Fruit type usage, by Hispanic origin, April 2018

### Fruit Attitudes

Relatively dim brand power

Figure 38: Fruit attitudes, April 2018

Struggle to get enough fruit

Figure 39: Fruit attitudes, by age, April 2018

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### Avoiding the waste

Figure 40: Fruit attitudes, by presence and number of children, April 2018

### Fruit Product Interest

#### Enhancing natural appeal

Figure 41: Fruit product interest, April 2018

#### Interest in avoiding GMOs

Figure 42: Fruit launches, by claim, 2013-18

Figure 43: Fruit product interest, by age, April 2018

#### Reaching parents through options for children

Figure 44: Fruit product interest, by parental status, April 2018

#### Health factors weighing on Hispanic fruit consumers

Figure 45: Fruit product interest, by Hispanic origin, April 2018

#### Healthy, natural options' wide appeal

Figure 46: TURF analysis – Fruit product interest, April 2018

### Opinions of Fruit Types

#### Fresh fruit could leverage snack potential

Figure 47: Opinions of fruit types, April 2018

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

### Appendix – The Market

Figure 48: Total US retail sales and forecast of fruit, at inflation-adjusted prices, 2013-23

Figure 49: Total US retail sales and forecast of fruit, by segment, at current prices, 2013-23

Figure 50: Total US retail sales of fruit, by segment, at current prices, 2016 and 2018

Figure 51: Total US retail sales and forecast of fresh fruit, at inflation-adjusted prices, 2013-23

Figure 52: Total US retail sales and forecast of canned and jarred fruit, at inflation-adjusted prices, 2013-23

Figure 53: Total US retail sales and forecast of frozen fruit, at inflation-adjusted prices, 2013-23

Figure 54: Total US retail sales and forecast of dried fruit, at inflation-adjusted prices, 2013-23

Figure 55: Total US retail sales of fruit, by channel, at current prices, 2016 and 2018

Figure 56: US supermarket sales of fruit, at current prices, 2013-18

Figure 57: US sales of fruit through other retail channels, at current prices, 2013-18

Figure 58: Total US retail sales of fruit, by channel, at current prices, 2013-18

### Appendix – Key Players

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Figure 59: Multi-outlet sales of canned and jarred fruit, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 60: Multi-outlet sales of frozen food, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 61: Multi-outlet sales of dried fruit, by leading companies and brands, rolling 52 weeks 2017 and 2018

### Correspondence Analysis – Methodology

Figure 62: Fruit type usage, April 2018

### Correspondence Analysis – Methodology

Figure 63: Opinions of fruit types, April 2018

### TURF Analysis – Methodology

Figure 64: Table – TURF analysis – Fruit product interest, April 2018

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