

Fruit: Incl Impact of COVID-19 - US - August 2020

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“The fruit category comprises two distinct groups, fresh and processed, with the former being the behemoth in terms of market share. Fresh accounts for 90% of fruit sales, leveraging a reputation as relatively healthy and largely convenient. Where fresh fruit falls short in terms of health (principally in sugar content), packaged varieties offer little in the way of alternatives.”

– **Billy Roberts, Sr. Analyst – Food and Drink**

This report looks at the following areas:

- Consumer stockpiling led to a significant sales jump for most fruit, particularly in the area of frozen, an increase that will be temporary and followed by an adjustment in 2021.
- Economic recession leads to consumers embracing private label fruit to an even greater degree, with brands likely to lose further market share.
- Packaged fruit sales have long languished in the shadow of fresh fruit, but in the wake of a pandemic, non-fresh fruit could leverage food safety to resonate with consumers.
- Locally sourced fruit options are of keen interest to consumers, but retailers and brands alike will be challenged to leverage a “local” message.

Fruit has maintained a slow, steady sales growth for much of the past decade, growing 13% from 2015-19. 2021 will see a decline, as the category returns to a degree of normalcy, but fruit is well positioned to leverage a reputation as a largely healthy snack and even drink option and should see sales resume their steady growth as consumers seek to improve their health. Fresh fruit will remain a much larger segment than the non-fresh portion of the market, but the latter could well leverage drivers related to nutrition and safety to resonate with consumers emerging from a pandemic and seeking a healthier lifestyle for themselves and their households.

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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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