

# Fruit – US – 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the fruit category
- Drivers of fruit purchase
- Attitudes toward fruit
- Produce purchase factors and locations

Half of all consumers struggle to get enough fruit into their diet, which indicates that the interest in fruit is there, but that there is something of a disconnect between fruit options available and interested consumers. A greater diversity of fruit types could inspire greater engagement, and the shift to online ordering of produce could present brands and growers with the opportunity to establish a more direct-to-consumer strategy and offer a greater degree of selection. At the same time, brands could use such measures to reassure consumers of the safety of their supply chain and of the quality of their home-delivered fruit.

The category will not match its 2020 sales growth of 12%, but the fresh segment, in particular, is maintaining the sales momentum gained during the pandemic year, as consumer interest in eating healthier persists. The pre-packaged segments face considerable sales declines in 2021, but innovation and messaging in the segments are seeking to leverage snacking (among frozen fruit) and to assuage concerns about processed canned foods.

As consumer behaviors slowly return post-COVID, the threat to the fruit category is a return to behaviors where fruit struggles to resonate. The interest in on-the-go snacking, for instance, should be an area of opportunity for fresh fruit, which is the original snack – and a nutritious one, at that.

Wellness continues to be a key driver among consumers, and not solely personal wellness, but that of the planet and the growers and farmers that comprise key portions of the supply chain. Consumers regard fruit as generally healthy, but brands/growers could do more to assure them that they are treating workers fairly and maintaining environmental sustainability.



“The fruit category is poised to maintain much of the sales momentum it gained over the course of the pandemic, particularly the fresh segment.”

– Billy Roberts, Sr Analyst –  
Food and Drink

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