

Produce - US - 2022

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This report looks at the following areas:

- Effects of market factors on produce sales and consumer behavior
- Successful produce brands, marketing strategies and innovation opportunity areas
- Fruit and vegetable consumption formats, frequency and occasions
- Incentives to cook with produce
- Attitudes toward produce

Produce is synonymous with wellness, but can't rest on its laurels if it wants to be relevant with the next generation. Younger consumers notoriously skimp on their produce intake and are lost on how to incorporate more fruits and vegetables in their diets; however, they would be most motivated to cook with more produce if they had personalized recipes based on their health needs. These findings signify a broader youth-led movement away from one-size-fits-all nutrition and toward personalized nutrition that produce brands have no choice but to keep up with.

Record inflation and supply chain issues due to the conflict in Ukraine, along with escalation of environmental emergencies, spell nothing short of pressure for the produce industry. Bottlenecks created by the aforementioned issues that complicate both pricing and general product availability will be a threat to the produce market. As produce brands cope with these stressors to deliver the same quality products to consumers, consumers must decide whether they're worth the cost.

Now is the time for produce brands to step up as beacons of wellness for consumers who increasingly place importance on preventative health measures. Successfully addressing public health will rely heavily on increasing consumers' intake of fruits and vegetables, and brands must tactfully navigate the fluid interests of their target audience to best figure out how.



"The produce market is riding the lockdown-induced boost it experienced due to increased consumer cooking at home, a trend that will extend through 2022 as consumers grapple with the aftershocks of pandemic-related inflation – now compounded by the crisis in Ukraine."

– **Adriana Chychula, Analyst**
– **Food, Drink and Nutrition**

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