

Produce - US - 2023

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This report looks at the following areas:

- Total US produce market size, forecast and segment performance
- Macroeconomic factors influencing the produce industry
- Produce brands' performance and activities
- Changes in produce purchase habits
- What indicators denote quality to consumers
- Attitudes toward produce

Inflation's lingering impact has heightened the challenge at the crux of produce purchase: the threat of food waste. The need to balance the appeal of fresh produce against the pressures of consumption before spoilage is more complicated than ever.

But the impact of inflation on produce sales aren't linear: due to inflation, many consumers are shifting grocery purchasing away from higher-priced meat and dairy products and toward produce. 45% of those who are financially struggling or in trouble say they have added more fruits and vegetables to their diet to replace higher priced foods – but so have 36% of those who are financially healthy.

Among consumers increasing their produce intake, the biggest threat to sales is accessibility, further complicated by production challenges. Among those who aren't increasing their produce purchasing, brands' biggest challenge is indifference – 51% of consumers who aren't increasing their produce consumption say they're happy with the amount of produce they eat, quite above even higher prices as a deterrent (41%).

Brands can support consumers in maximizing their purchases and combatting food waste: helping them make the most of fresh produce, offering exciting ideas for incorporating non-fresh or providing additional information about food safety beyond best-by dates.



“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like meat.”

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

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