Vegetables - US - June 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The roughly $50 billion vegetable market has grown 2-5% annually since 2010. The market has been bolstered by fresh segments (fresh-cut salad and fresh vegetables), and hampered by the smaller frozen and shelf-stable vegetables segments.

This report looks at the following areas:

- Frozen and canned "non-fresh" segments are losing relevance
- Stigmas with vegetable types aren't being addressed by companies
- Marketing and product positioning isn't addressing health needs/interests

Mintel expects much of the same growth mentioned above through 2020 as consumers further latch on to the fresh food trend while dismissing all things processed. The organic food movement is also significantly benefitting this market, and innovation in this area, especially when coupled with convenient and portable prepared salads and cut vegetables, will move the market forward.

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

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Appendix – Key Players

Appendix – Consumer

Experian Simmons

