

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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Frozen and canned “non-fresh” segments are losing relevance

Figure 1: Total US sales and forecast of vegetables, by segment, 2010-15

Stigmas with vegetable types aren’t being addressed by companies

Figure 2: Select negative characteristics by vegetable type, March 2015

Marketing and product positioning isn’t addressing health needs/interests

Figure 3: Attitudes toward vegetables (safety and nutrition), March 2015

The opportunities

Convenience an inroad for ailing non-fresh segments

Figure 4: Select favorable characteristics by vegetable type, March 2015

Labels and marketing must tell whole story

Figure 5: Purchase and consumption behavior, March 2015

Capitalize on Boomer spending power and affinity for health

Figure 6: Vegetable purchases, Boomers versus total, March 2015

What it means

The Market – What You Need to Know

Recent years moving vegetables market forward

Fresh segments nab nearly all sales while driving growth

Organics fuel natural channel sales

Market Size and Forecast

Vegetables surpasses the \$50 billion mark

Figure 7: Total US sales and fan chart forecast of vegetables, at current prices, 2010-20

Figure 8: Total US sales and forecast of vegetables, at current prices, 2010-20

Market Breakdown

Fresh segments approaching 90% of market while driving growth

Figure 9: Total US sales and forecast of vegetables, by segment, 2015

Figure 10: Total US retail sales and forecast of vegetables, by segment, at current prices, 2010-20

Market Perspective

Natural markets seeing surge in vegetable sales

Figure 11: Natural supermarket sales of packaged vegetables, by segment, rolling 52 weeks March 2013-March 2015

Market Factors

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

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.

Aging US population benefitting the vegetables market

Figure 12: Population share percentage, by generation, 2010, 2015, and 2020

Fresh vegetable prices swing wildly since 2011

Figure 13: Changes in food price indexes, fruits and vegetables, 2011-15*

Key Players – What You Need to Know

Packaged salad brands dominate in MULO

Beans getting quite a bit of attention

Carrot producers feeling squeezed

Frozen brands may be missing mark on innovation front

Manufacturer Sales of Vegetables

Fresh-cut salad brands lead the pack

Manufacturer sales of vegetables

Figure 14: MULO Sales of vegetables, by leading companies, rolling 52 weeks 2014 and 2015

What's Working?

Salad "meals" bolstering market

Bolthouse maximizing sales with complementary offerings

Store brands maintain significant presence

Figure 15: Private label versus name brand launches, vegetables, 2013-15*

Canned beans' diverse use brings a bright spot to the shelf-stable sector

What's Struggling?

Fresh leaders feeling competitive strain

Figure 16: "A True Organic story," 2015

Major frozen vegetable brands missing mark with consumers

What's Next?

Organics to niche further

Convenience at the heart of growth opportunity

Kid-friendly innovation expanding in and out of this market

The Consumer – What You Need to Know

Age and income impact vegetable purchases

Buyers seek out variety with retailers and vegetable products

Convenience trend is central to capitalize on for market growth

Vegetable Purchases by Type

Affluence and maturity drive fresh vegetable purchases

Figure 17: Vegetable purchases, March 2015

Frozen and Canned Usage

Convenient options in opposing usage trajectory

Figure 18: Household purchases – Frozen and canned/jarred vegetables, October 2010-December 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

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.

Purchase and Consumption Behavior

Variety is the name of the game

Figure 19: Purchase and consumption behavior, March 2015

Favorable Characteristics

Convenience matters

Figure 20: Correspondence analysis – favorable characteristics by vegetable type, March 2015

Negative Characteristics

Spoiling and processing damaging vegetables' image most

Figure 21: Correspondence analysis – Negative characteristics by vegetable type, March 2015

Nutritional Info Gathering

Label is key but Millennials seek out other sources

Figure 22: Nutritional info gathering, March 2015

Attitudes toward Vegetables

Food safety and nutritional/health info are top of mind

Figure 23: Attitudes toward vegetables (safety and nutrition), March 2015

What Matters to Millennials

Convenience, information, and health are key drivers

Figure 24: Attitudes toward vegetables (safety and nutrition), by generation, March 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast methodology

Consumer survey data

Correspondence map methodology

Abbreviations and terms

Abbreviations

Appendix – Market

Market sales and forecast

Figure 25: Total US sales and forecast of vegetables, at inflation-adjusted prices, 2010-20

Retail channel sales of packaged vegetables

Figure 26: Total US retail sales of packaged vegetables, by channel, at current prices, 2010-15

Figure 27: Total US retail sales of packaged vegetables, by channel, at current prices, 2013 and 2015

Macroeconomic factors

Figure 28: Unemployment and underemployment rates, January 2011-March 2015*

Figure 29: Disposable personal income, January 2011-February 2015*

Figure 30: Consumer confidence, January 2011-March 2015*

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

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.

Appendix – Key Players

Figure 31: MULO sales of fresh vegetables, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 32: MULO sales of shelf-stable vegetables, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 33: MULO sales of frozen vegetables, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 34: MULO sales of fresh-cut salad, by leading companies and brands, rolling 52 weeks 2014 and 2015

Appendix – Consumer

Experian Simmons

Figure 35: Household purchases – canned/jarred vegetables (excl. tomatoes), October 2010-December 2014

Figure 36: Household purchases – frozen vegetables (excl. potatoes), October 2010-December 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com