

# A YEAR OF INNOVATION IN FRUIT AND VEGETABLES, 2023

Fruit and vegetable producers are embracing consumer interest in positive nutrition and eco-friendly packaging, and also innovating around their convenience needs.



Mikolaj Kaczorowski,  
Innovation Analyst



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Fruit and Vegetables, 2023

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: fruit and vegetable producers have scaled back sustainable packaging efforts

- Consumers expect companies to employ sustainable initiatives
- Sustainable packaging claims see a decline after years of growth
  - Graph 1: fruit and vegetable launches, by select ethical claims, 2018-23
- Frozen vegetable brands offer recyclable paper packaging

### Europe: fruit and vegetable brands are celebrating ingredient sourcing stories

- Consumers crave locally produced and sourced food
- Fruit and vegetable brands are flagging up ingredient sourcing
- Brands outline how local sourcing has ethical and environmental benefits

## The Middle East & Africa (MEA)

- Brands are flagging up locally grown and produced fruit and vegetables

## ASIA PACIFIC (APAC)

### Asia: fruit and vegetable brands are responding to the convenience needs of time-pressed consumers

- Looking to save time and effort, fruit and vegetable shoppers are impressed by convenience quality
- Convenience claims record a surge in innovation
  - Graph 2: fruit and vegetable launches, by top five convenience claims, 2018-23
- Fruit and vegetable brands highlight convenient formats and features

### Asia: fruit and vegetable producers reduce additive and preservative content

- Consumers are seeking out less processed and more natural fruit and vegetable options
- Fruit and vegetable producers are reducing artificial additives and preservatives
- Fruit and vegetable brands are reducing artificial additives and preservatives
- Brands are highlighting natural and additive-free recipes

## Australia & New Zealand

- Vegetable brands celebrate flavour quality

## THE AMERICAS

### North America: fruit and vegetable launches celebrate better-for-you attributes

- Consumers recognise the holistic health benefits of adhering to a diet which is rich in fruit and vegetables
- Antioxidant, fibre and vitamin and mineral claims lead better-for-you positioning in fruit launches
  - Graph 3: fruit launches by share of top five plus and functional claims, 2022-23
- Frozen smoothie brands offer consumers a quick and convenient nutritional boost
- Brand renovation/innovation: Pitaya Foods launches smoothie bowls with functional benefits

### North America: vegetable brands are innovating with more flavoured options

- Consumer are looking for shortcuts to prepare flavourful meals
- Flavoured vegetable options gain traction
  - Graph 4: vegetable launches, by share of flavour component, 2018-23
- Frozen vegetable brands tempt consumers with flavoured options
- Brand renovation/innovation: Heyday Canning Co. aims to reinvigorate the canned bean market

### Latin America: on-pack social media links provide recipe inspiration for consumers

- Video platforms and social media are a haven for recipe ideas
  - Graph 5: fruit and vegetable launches, by social media claim, 2018-23
- Brands are using social media links to share recipe ideas
- Fruit pulp and smoothie launches can be used in various ways

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850