

THE FUTURE OF FRUIT AND VEGETABLES: 2019

Global Annual Review: what's now and what's next for the fruit and vegetables market



Melanie Zanoza
Bartelme, Associate
Director, Mintel Food &
Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Veg moves into new forms

- Consumers look to increase their plant consumption
- Consumers want to incorporate plants across their diets
- 'Zoodles' cover new ground
- Vegetables boost the nutritional profile of classic sides
- Vegetables appear across categories
- Vegetables migrate into snacks

Companies take a stand against food waste

- Apeel extends the viability of fresh produce
- Consumers are concerned about their fruit and vegetable spoilage
- Ugly produce and upcycling pick up steam
- Wonky fruit and veg finds new life in imperfect produce products
- Changing the conversation around best-by dates prevents unnecessary waste
- Waste prevention efforts resonate with consumers

Veggies target foodies

- Strong Roots takes inspiration from foodservice to create premium frozen vegetables
- Premium and unique frozen vegetable products are becoming available
- Retail salad bowls packed with quality ingredients are succeeding
- Foodservice salads draw on-trend healthful ingredients
- Joyböl aims to turn smoothie bowls into a more satisfying breakfast
- Smoothie bowls should resonate with social media-savvy younger consumers

IN THE NEXT TWO YEARS

- Mintel's perspective

Production methods will become more sustainable

- Farming methods will evolve to improve yields and promote sustainability
- Vertical farming creates higher yields with fewer resources

The Future of Fruit and Vegetables: 2019

- Companies will experiment with new systems to deliver on sustainability
- Consumer understanding of sustainability will evolve
- Engage consumers by linking soil health with local agriculture
 - Graph 1: agreement that buying organic products means you support local farmers and agriculture, % consumers, 2017

Vegetables will take center-stage

- Following success at foodservice, innovative new fruit and veg dishes will expand at retail
- Veggies move to the center of the plate at foodservice, and can enter retail
- Consumers demand plant power, but prepared meals haven't kept up
- Prepared meals and pizza begin to focus on vegetables, but there's room for expansion

Ambient and frozen will evolve

- 'Processed' fruit and veg becomes seasonal and local
- Consumers look for local
- Ambient veg will get hip to encourage wider usage, especially among younger consumers
- Ambient fruit requires a reinvention
- Bulk packaging gives consumers control

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Companies will draw on technology to prevent unnecessary waste during food safety scares
- Increasing trust and better tools will drive more produce consumers online
- Consumers will demand different fruits and veg
- Expanding availability of fruit and veg varieties increases biodiversity

KEY MARKET DATA

- US leads fruit and vegetable NPD in 2018
- US leads fruit and vegetable NPD in 2018
 - Graph 2: fruit and vegetable introductions, top 10 countries, 2018
- Frozen fruit and veg introductions tick up
 - Graph 3: fruit and vegetable introductions, by storage type, 2016-18
- Flexible packaging continues to lead in fruit and vegetable introductions
 - Graph 4: fruit and vegetable introductions, by pack type, top 10, 2018
- Convenience, 'suitable for,' and natural remain top claims
 - Graph 5: fruit and vegetable introductions, by claim category, 2016-18
- Ease of use and microwaveability drive convenience claims in 2018
- Ease of use and microwaveability drive convenience claims in 2018
 - Graph 6: fruit and vegetable introductions, by claim, top 10, 2018

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

email: store@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