

THE FUTURE OF FRUIT AND VEGETABLES: 2024

Produce brands will grapple with low consumption but find inspiration in new messaging. Farming, meanwhile, will push the limits to battle climate change.



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Report Content



WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Increase consumption through permissibility

- Consumption remains the core issue for produce
- Health awareness isn't the barrier to consuming more produce
- Other categories promise consumers easy fruit and vegetable servings
- Give consumers permission to make their produce work for them
- Show consumers that every fruit and veg counts
- Hydration holds untapped potential for driving fruit consumption

Produce becomes a lifestyle

- Fruit and vegetables are becoming part of consumers' lifestyles
- Fruits and vegetables are trending on TikTok
- Social media trends give fruit and veg new relevancy
- Fruit and veg are being used to describe consumer identities
- The produce lifestyle will push demand for new fruit and vegetables

Make every format feel versatile

- Help consumers find the right way to purchase produce
- It can be hard for consumers to find the right value from the produce they buy
- Fresh options give consumers flexibility
- Frozen will reinforce its value
- Frozen products help consumers save time and money
- Shelf-stable will shift beyond the side dish
- Sauces and seasonings encourage consumers to transform leftovers

IN FIVE YEARS AND BEYOND

- Mintel's perspective

The Future of Fruit and Vegetables: 2024

- Alternatives will mainstream in fruit and vegetable production
- Emerging solutions will be put to the test
- GMOs could become a reality, not a preference
- Consumers are seeing potential for GMOs
- Produce enters the next frontier: space

KEY TAKEAWAYS

- Key takeaways

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