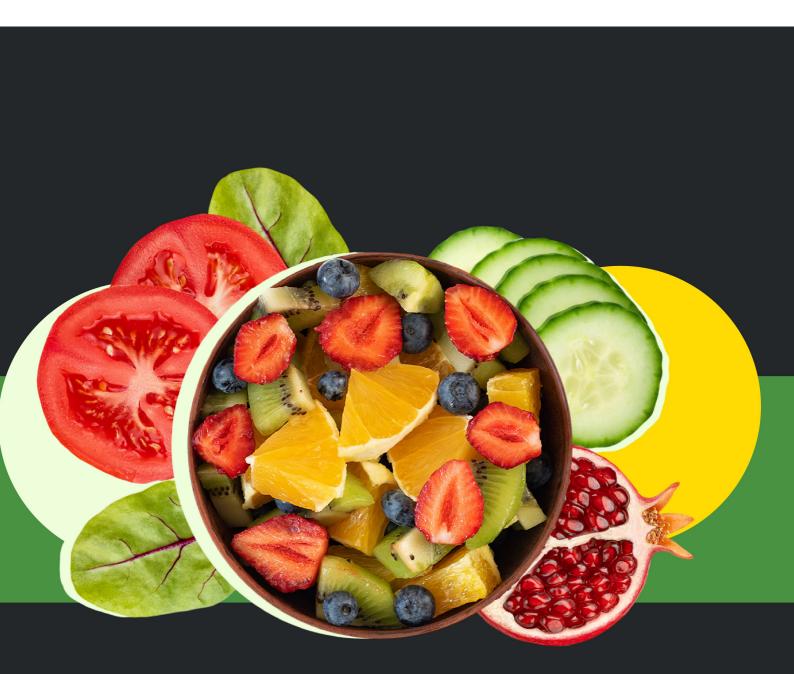
THE FUTURE OF FRUIT AND VEGETABLES: 2024

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



Melanie Zanoza Bartelme, Associate Director, Mintel Food & Drink



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

- 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

Disclaimer

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

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 <u>http://www.mintel.com/terms</u>

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

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