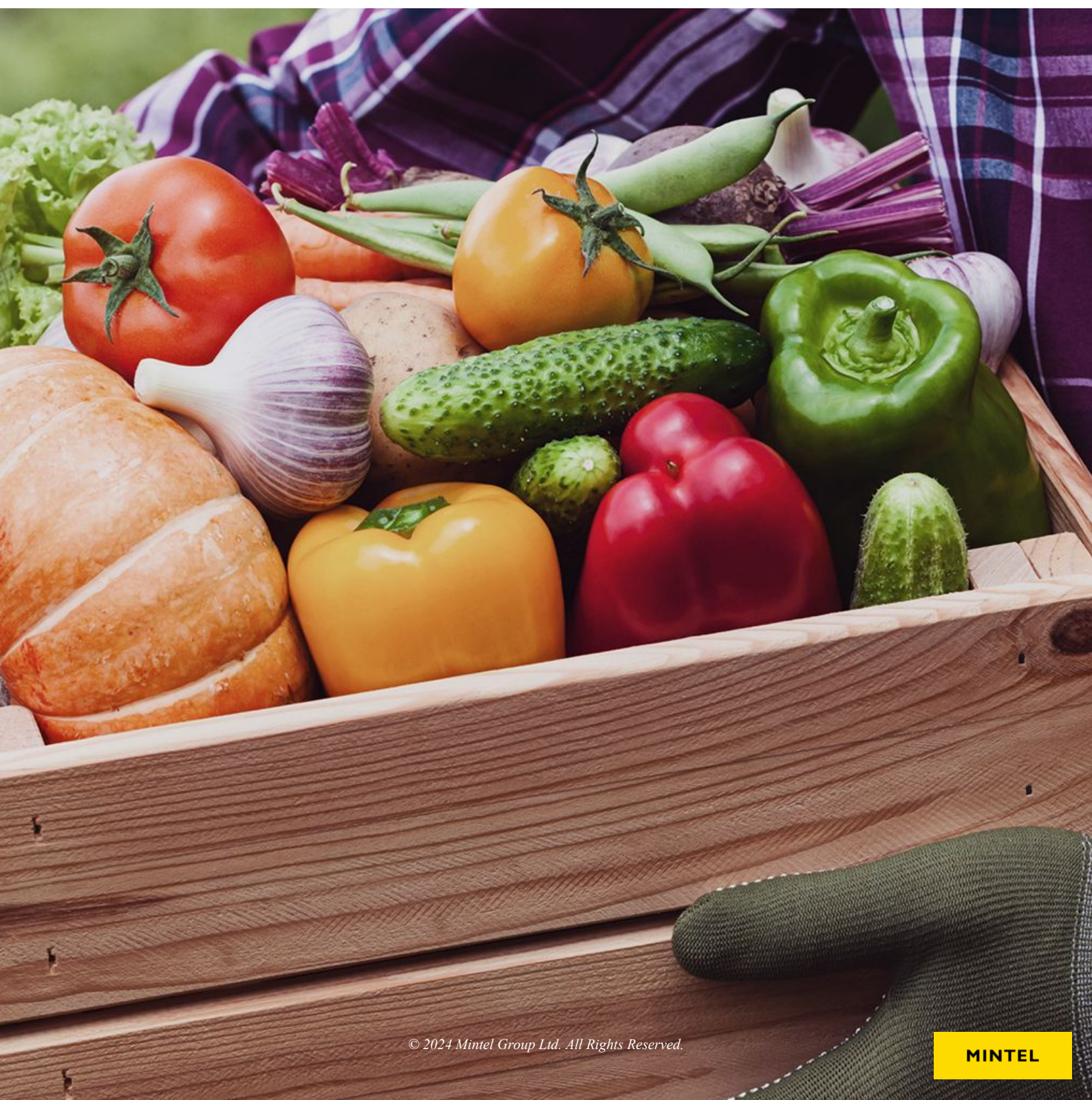


THE FUTURE OF FRUITS AND VEGETABLES: 2020

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



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Drink



Report Content



- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Vegetables "healthify" food and drink

- Plants appear across categories
- Plant-based ingredients were used in innovative ways in 2019
- Veg-added products must "Prove It"

Whole veg can win as consumers question faux meat

- Plant "meats" are popular, but consumers are casting a critical eye on their healthfulness
- People around the world are increasing their consumption of plants
- Consumers see whole plants as healthy

Subtle flavor remains an opportunity in frozen veg

- Frozen veg begins to explore flavor, but nuance is needed
- Frozen veg brands would do well to start simple with flavors
- Frozen vegetables are missing an opportunity in speed-scratch cooking

IN THE NEXT TWO YEARS

- Mintel's perspective

Sustainability positioning opens doors for ambient produce

- Sustainability and waste avoidance could change consumers' perception of canned produce
- Cans offer a sustainability advantage

Technology spreads "local" fruit

- "Plant-based" doesn't seem to include fruit
- Processing makes different fruits available to all
- Technology will make "exotic" fresh fruits more prevalent

The cauliflower boom is just getting started

- For all the talk, cauliflower products have been minimal
- Cauliflower can deliver on attributes consumers prioritize
- Cauliflower will drive growth of other veg

FIVE YEARS AND BEYOND

- Intel's perspective
- Vertical farming expands
- Indoor agriculture will challenge produce brands
- Micro-farming is already a reality, with plenty of room to grow
- Sustainable agriculture will come in many forms

KEY MARKET DATA

- A majority of veg launches are shelf stable
 - Graph 1: vegetable introductions by storage type, 2019
- Shelf-stable fruit dominates, but frozen isn't far behind
 - Graph 2: fruit introductions by storage type, 2019
- Flexible packaging leads in vegetable introductions
 - Graph 3: vegetable introductions, by pack type, top 10, 2019
- Canned is nearly as popular as flexible in fruit packaging
 - Graph 4: fruit introductions, by pack type, top 10, 2019
- Convenience claims appear in vegetable introductions
 - Graph 5: vegetable introductions, by claim, top 10, 2019
- Environmentally friendly packaging leads fruit claims in 2019
 - Graph 6: fruit introductions, by claim, top 10, 2019

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