THE FOOD INDUSTRY ASSOCIATION

POWER of PRODUCE 2021

TOP INSIGHTS

1 MORE AT-HOME MEALS FUEL UNPRECEDENTED PRODUCE CATEGORY GROWTH.

Forty percent of shoppers now purchase more fruit and 35% buy more vegetables than pre-pandemic. This has resulted in record produce retail sales of $69.6 billion, reflecting an increase of 11.4% in dollars. Vegetables (+14.7%) outperformed fruit (+8.6%). *(Source: IRI)*

2 CONSUMPTION FREQUENCY REMAINS THE PRODUCE INDUSTRY'S BIGGEST OPPORTUNITY FOR GROWTH.

Only one-third of consumers eat fresh produce just about every day, while 44% consume produce no more than three days a week. Big opportunities exist to integrate more fresh produce into breakfast, lunch and snacking.

3 PRODUCE IS NATURALLY ASSOCIATED WITH NUTRITION AND HEALTH, BUT OPPORTUNITY LIES IN INFORMING CONSUMERS.

The importance of selecting nutritious and healthy options rose amid the pandemic. Produce has many positive associations, such as the inclusion of nutrients (51%), digestive health (49%), an overall healthy eating pattern (49%), heart health (48%) and immune support (47%). But still, most consumers, 85%, would welcome more information about the nutritional content of fresh fruit and vegetables.

4 THE PANDEMIC INSPIRES NEW COOKING APPROACHES FOR PRODUCE.

More than three-fourths (78%) made changes in their meal preparation with fruits and vegetables, including trying new spices and sauces or new preparation methods. Half of shoppers are integrating fruits and vegetables into their meal plans more often.

5 VALUE-ADDED PRODUCE'S TIME-SAVING CONVENIENCE CONTINUES TO DRIVE SALES, PARTICULARLY FOR VEGETABLES.

With enthusiasm for cooking waning, value-added produce offered a helping hand. Since the start of the pandemic, more shoppers frequently buy value-added vegetables (37%), driving 8.1% growth for overall value-added produce sales of $15.5 billion. *(Source: IRI)*

6 THE PANDEMIC CAUSED CHANNEL SHIFTING WITH E-COMMERCE GROWING.

Online shopping saw a tremendous upswing in engagement: 54% of shoppers have purchased fresh produce online in the past year (up from 19% in 2019). A majority (58%) are equally likely to buy produce online or in-store.

7 SHOPPERS BUY PRODUCE FROM ALL AREAS OF THE STORE WITH AN EYE ON SHELF-LIFE AND MINIMIZING STORE TRIPS.

Since the start of the pandemic, fresh produce has lost dollars to frozen and shelf-stable fruits and vegetables and 62% of those who are buying more frozen produce believe they will continue to do so. Fresh has conceptual advantages in taste, quality and seasonal item availability.

8 DURING THE PANDEMIC, DEMAND FOR ATTRIBUTE-BASED PRODUCE REMAINED STRONG.

Locally-grown and seasonal items remain the most sought after items, with the definition of local evolved toward greater emphasis on grown in the USA. Organic produce saw only moderate gains.

9 THE PANDEMIC PROMPTED A GREATER CONSIDERATION FOR THE FUNCTIONAL ROLE OF PACKAGING AMONG SHOPPERS.

Up from 31% in 2020, 40% believe the functionality of produce packaging is the most important consideration over minimizing its environmental impact. Four in 10 have bought more packaged fruits and vegetables than pre-pandemic.

10 NO STRONG PREFERENCES FOR GROWING METHODS, BUT ROOM TO EDUCATE ON THE BENEFITS OF GREENHOUSE GROWING.

Most shoppers do not have a preference between hydroponic or outdoor grown. Even among those who prefer hydroponics (19%), the benefits are not always clear.

Links and Resources

To download your copy of the report, visit: www.fmi.org/store/

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