

## **Fruits in India**

Market Direction | 2022-12-20 | 21 pages | Euromonitor

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### **Report description:**

The summer of 2022 was one of the hottest on record, with stronger heatwaves compared with past summers. Consumers therefore looked for food options that were healthy, and that at the same time could beat the summer heat. They included fruits on multiple consumption occasions. In particular, there was a steep rise in the consumption of fruits such as watermelon, mango, and melon in 2022, sales of which rose to significantly higher levels than pre-pandemic. This was due to the fact that in the su...

Euromonitor International's Fruits in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Fruits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2022

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Urban consumers opt for lighter and healthier meals and snacks, driving consumption of fruits

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Online demand for fruits expected to increase, especially amongst urban consumers

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