

Fruits in the United Kingdom

Market Direction | 2023-12-13 | 23 pages | Euromonitor

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Report description:

Fruits in the UK are experiencing persistently high input costs, impacting their overall consumption. Despite the recommendations for higher fruit consumption, local consumers are struggling to meet these targets. The ongoing cost-of-living crisis has exacerbated the situation, causing consumers to become more price-conscious and view fruits as a luxury rather than a necessity. Consequently, there has been a noticeable shift towards cheaper food alternatives, particularly carbohydrates, which ar...

Euromonitor International's Fruits in United Kingdom 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 2018-2022, 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 2027 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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FRUITS IN THE UNITED KINGDOM

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Elevated input costs continue to adversely affect total volumes of fruits

Weak performance for apples, while berries emerge as resilient option in light of current challenges

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Investments in sustainability and innovative formats are anticipated to inject fresh excitement into fruits, potentially driving up consumption

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