

Fruits in the United Kingdom

Market Direction | 2024-12-17 | 22 pages | Euromonitor

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Report description:

While the average unit price of fruits in the UK significantly increased in 2023, pressuring overall demand, 2024 is witnessing some stabilisation of food inflation and more moderate price growth. Although the elevated cost of living in the UK has notably impacted consumption of fruits among children, whereby families view these fresh products as a luxury instead of a necessity, demand is likely to rise as the local economic climate improves. Certain types of fruits have shown resilience and rec...

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 2019-2023, 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 2028 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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2024 DEVELOPMENTS

Demand for fruits remains weak due to further price increases
Good harvest of berries boosts value sales, while climate challenges could still provide other opportunities

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Adding specific value expected to boost the offer from local retailers
Fruit consumption reliant on education and wide product range

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