

Fruit - US - June 2017

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"The fruit market continues to experience sustained growth due to its near universal consumption and an increased interest in healthy fresh snacks among consumers. Though the fruit market as a whole is growing, the canned/jarred fruit segment faces year-over-year declines as consumers perceive these products as too processed and too high in sugar."

Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- Sales of canned/jarred fruit fall year-over-year
- Consumers view canned fruit/fruit cups as too sugary and processed

Definition

This Report expands on the analysis presented in *Fruit – US, July 2016* (see *Fruit – US, July 2016*) and previous iterations of the Report. The Report covers the US market for fruit, which is defined as the following:

- Fresh fruit - includes whole fruit (including random weight and packaged uniform weight), and fresh-cut packaged fruit
- Canned/jarred fruit - shelf-stable jarred/canned fruit
- Frozen fruit - bagged/boxed in the freezer section
- Dried fruit - such as apricots, dates, prunes, raisins, and banana chips

Unless otherwise noted, the following foods are excluded from the scope of this Report:

- Fruit juices, drinks, or smoothies
- Fruit jams, purees, sauces (including apple sauce) and spreads
- Fruit snacks (such as fruit rolls, bars, pureed pouches)
- Frozen fruit novelties (even those made with 100% fruit)
- Refrigerated prepared side dishes that include fruit
- Vegetables (which are covered in a similarly presented companion report: *Vegetables – US, May 2017*)

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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