

Business Information Centre



Fruit & Vegetable Sector Guide

Market Intelligence: Fruit & Vegetable Sector Guide

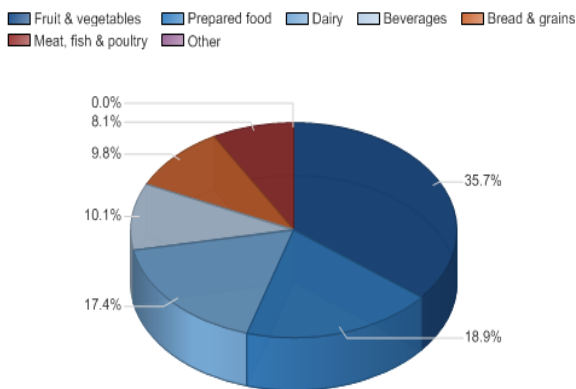
Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

Global Industry Outlook:

The global organic food market grew by 9.3% in 2014 to reach a value of \$84,281 million. In 2019 the market is forecast to have increased by 55%.

The fruit and vegetables segment is the market's most lucrative with total revenues of \$30,125.4 million, equivalent to 35.7% of the market's overall value.

Global organic food market category segmentation: % share, by value, 2014



The United States accounts for 42.6% of the global organic food market value, with Europe taking a further 41.3%.

Source: Marketline

Trend Analysis:

Between 2014 and 2015, the total value of the fruit and vegetable market for Iol grew by an estimated 6.5% to just under €1.7 billion – with economic recovery helping to boost consumer spending – despite falling consumer prices for vegetables. In ROI most consumers will eat on average three-four portions of fruit and vegetables a day, whilst in NI some 82% of adults agree that they do not meet the recommended five-a-day.

- Offering products that cover two, three or all portions of your five-a-day could therefore be a key driver in this market.
- Snack portions of fruit and vegetables such as ready to eat fruit or chopped portions of vegetables give healthy food more appeal at snacking times than a standard whole portion.
- Items such as the Nutribullet have helped to drive the smoothie trend, with consumers increasingly blending their own fruit and smoothies at home for health purposes.
- The need for convenience is a strong driver with sales of pre-washed/cut fruit and vegetables on the rise among Irish consumers.

Source: Mintel

Selection from current resources

Mintel

Recent reports include:

- Fruit and Vegetables Ireland – March 2016
- Attitudes towards Healthy Eating UK – February 2016
- Meal Accompaniments Review UK – February 2015
- Fruit Juice, Juice Drinks and Smoothies UK – November 2015
- Diet Trends US – October 2015
- Consumer Snacking Habits Ireland – January 2016
- Attitudes towards Healthy Dining out of Home UK – September 2015

Canadean

Product Launch Analytics:

This interactive tool is a useful guide to successful new product development with over 20 fields of data captured including: brand; product name and varieties; qualitative product design; ingredients and nutritional information; innovation rating; flavours and pack type, size, material and price; manufacturer/distributor and countries of distribution.

Marketline

Recent top line reports which are available for most geographies include:

- Fruit and Vegetables
- Canned Food
- Frozen Food
- Organic Food

Information includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Plimsoll

Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market.

Industries covered include:

- Fresh Produce
- Fresh Produce - Northern Ireland
- Fresh Produce - Scotland
- Fruit & Vegetable Growers
- Fruit & Vegetable Wholesalers
- Fruit Wholesalers & Importers
- Mushrooms
- Organic Foods
- Potatoes
- Prepared Vegetables

UK Company Data:	International Company Data:
<p>Fyffes is an Irish importer and distributor of tropical produce for both NI and RoI.</p> <p>The company has five UK based locations as well as operations in Europe and the Americas but is headquartered in Dublin.</p> <p>The company is involved in the production, procurement, shipping, ripening, distribution and marketing of specifically bananas, pineapples and melons. The fruit is primarily marketed under the Fyffes and Turbana brands which enjoy strong brand recognition.</p> <p>Source: Mintel</p>	<p>McCain Foods Ltd operates in the frozen food industry, producing potato products, vegetables and other food products such as pizza for both the retail and foodservice sectors.</p> <p>McCain has a presence in more than 160 countries worldwide, employing over 17, 000 people and is headquartered in Canada. The company was ranked among the top 10 most valuable brands in Canada. McCain has the capacity to process more than one million pounds of potato products/hour and makes 1/3 of all the frozen chips produced in the world.</p> <p>Source: Marketline</p>
<p>Specialist Resources:</p> <p>Hard copy journals include:</p> <ul style="list-style-type: none"> • Fresh Produce Journal (also online version) • The Grocer (also online version) • Ulster Grocer • Scottish Grocer • Horticultural Week (also online version) 	
<p>Resources available in our Business Information Centre include:</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> </div>	

If you require this leaflet in an alternative format (including Braille, audio disk, large print or in minority languages to meet the needs of those whose first language is not English) then please contact:

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