

Fruits in the United Kingdom

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Expectations for fruits include innovation in technology and improving production methods
Investments in sustainability and innovative formats are anticipated to inject fresh excitement into fruits, potentially driving up consumption

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