



Nuts in the United Kingdom

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Nuts grow in popularity as a healthy and versatile food choice

INDUSTRY PERFORMANCE

Focus on healthy eating habits fuels demand for nuts
Competition from processed nut mixes persists but demand for versatile, clean label options remains robust

WHAT'S NEXT?

HFSS exemption set to boost sales through increased visibility
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Fresh food sees solid growth in 2025 despite headwinds

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Fresh food sales influenced by economic pressures and health concerns in 2025
Financial pressures push consumers to favour cheaper alternatives
Despite supply pressures demand for many fresh foods remains strong

WHAT'S NEXT?

Positive outlook for the UK's fresh food market
Healthy eating campaigns should benefit fresh food sales
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