Euromonitor International

# The World Market for Fresh Food

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STATE OF THE INDUSTRY

Fresh food expands as consumers increasingly favour minimally processed food
Wellness shifts translate to varied consumer preferences, from nuts to starchy roots
Fruits and vegetables experienced a steep increase in market size up to 2025
Asia Pacific continues to be the growth engine of fresh food
Fresh food must compete with strong presence of staple foods with clean label claims
Growth opportunities at the intersection of wellness and sustainability
Retail e-commerce continues to push fresh food, though physical grocery is still king

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Growth trajectory of nuts remains strong up to 2030
Asia Pacific continues to drive global volume sales, trailed by large emerging markets
The US forewarns developed markets of a resistant shift from processed food
Fresh meat growth potential in Asia Pacific lags other regions with room to grow
In contrast, fish and seafood is an Asian-centric market
Retail sales of fresh food fuel future growth, driving value sales up as well

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Wellness trends create opportunities, but lagging efficiencies may risk growth
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