

Fresh Food: Quarterly Statement Q1 2021

March 2021

Table of Contents

INTRODUCTION

Scope

About fresh food quarterly forecast updates

Q1 FRESH FOOD UPDATE

Key findings

Fresh food considered inelastic as a necessity purchase

A new outlook: Fresh food forecasts remain largely unchanged

Market upgrades/downgrades

India sees the largest absolute revisions

Retail value sales growth shows strong recovery

Vertically farmed produce increasingly available on US shelves

Healthy living to drive forecast sales of fresh food

Q1 MACROECONOMIC UPDATE

Global baseline outlook: downside risks to the recovery have declined

Uncertainty remains high, but with a more optimistic tilt

Real GDP annual growth forecasts and revisions from last quarter, AE (% , percentage points)

Real GDP annual growth forecasts and revisions from last quarter, EMDE (% , percentage points)

Global Risk Index scores and rankings

ABOUT OUR INDUSTRY FORECAST MODEL

Euromonitor International and COVID-19: forecasts and analysis

Fresh Food: reporting timeline

About Euromonitor International's Industry Forecast Model

Soft drivers and the Industry Forecast Model

Growth decomposition explained

Significance and applications for growth decomposition

Key applications for Industry Forecast Models

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fresh-food-quarterly-statement-q1-2021/report.