Euromonitor International

Top Five Trends in Fresh Food

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Table of Contents

INTRODUCTION

Our expert's view of fresh food in 2025
Key findings
Fresh food sales set to accelerate
Top five trends in fresh food
Top five trends uncovered

ULTRA-PROCESSED FOOD AVERSION DEEPENS

Growing avoidance of ultra-processed food (UPFs) drives potential of clean label
Lidl launches its first private label meat brand, Butcher's Specialty, in the US
Indians' backlash against Eggoz proves that trust in food safety and hygiene is fragile
Align with consumers' growing quest for fresh/minimally-processed food

SNACKING AND GENERATION Z ARE TWIN DRIVERS

Venture new occasions beyond cooking and target Generation Z to gain share of diets
Chilean fruit exporter Copefrut introduces a new brand, RedBeats , for Gen Z in China
Hydration effects of Coccola positions it as a beverage companion
Large opportunities in bite-sized snacks and drinks

PARTNERSHIPS TO NAVIGATE VOLATILITY

Efforts are made to secure more stable supply of crops in an unpredictable climate
Fresh Del Monte partners with THACO AGRI for a 10-year sourcing deal of bananas
Australian almond growers win in Asian markets as American sources get locked out
Strengthen partnerships to build resilience in the face of volatility

PREMIUM AND QUALITY AS A DIFFERENTIAL

Higher prices drive sales, but must come with precise benefits for consumers
Red Heart K-Grapes by Melissa's Produce rides on the Korean wave in the US
New opportunities in emerging markets where consumers are trading up

RETAIL RE-FRESH

Evolving shopper habits urge retailers to re- strategise around their fresh food offering
Waitrose commits to more ethical practices in the UK by pledging free range pork
Alibaba's Freshippo's success in China hinges on quality and variety over discounts
Fresh food could make or break grocery retailers

CONCLUSION

Opportunities for growth

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