

MARKET INNOVATION OVERVIEW

CATEGORY: Fruit & Vegetables | **COUNTRY:** Belgium

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

FRUIT & VEGETABLES IN EUROPE, MIDDLE EAST AND AFRICA

Eliminate produce and plastic waste: The fruit and vegetable category can celebrate commitments to reducing waste, to improve its ethical and added value perception. Producers have an opportunity to tout the inherent 'waste-saving' benefits of products, allowing consumers to get more value out of their purchases.

Promote imperfect produce: Amid ongoing concerns about food waste, consumers are feeling more favourable about fruit and vegetables which are visually imperfect, yet safe to eat. Highlighting how imperfect produce can be as equally nutritious as its 'perfect' counterpart can help it to be accepted by consumers.

Convenient life hacks: Consumers' busy lifestyles are propelling a need for short-cut food solutions. The produce market has seen a rise in convenience-focused fruit and vegetable products, which are suitable for quick cooking and on-the-go needs.

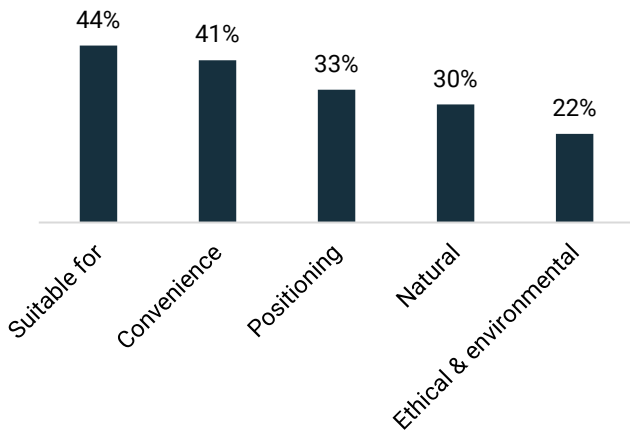


FRUIT & VEGETABLES IN BELGIUM

New Product Development Analysis

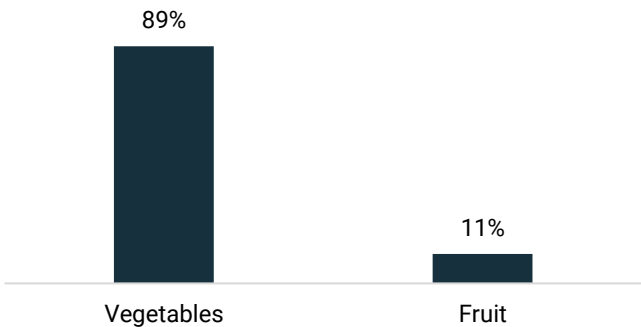
2% of food products launched in Belgium in 2019 were Fruit & Vegetables.

Top 5 Claim Categories in Fruit & Vegetables product launches, 2019



The 'Suitable for' claim category was the most used in new product launches in the fruit & vegetables sector, mainly due to the 'Gluten Free' claim. The 'Microwaveable' claim was the top in the 'Convenience' category and the 'Social Media' claim drove the 'Positioning' category.

Sub-Categories of Fruit & Vegetables product launches, 2019



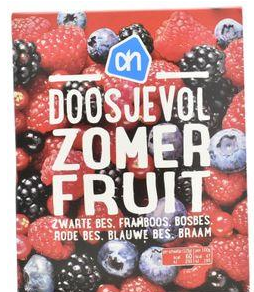
The 'Vegetables' sub-category saw the majority of the new product launches of this sector in Germany, with 'Fruit' only accounting for a 11% share.



This microwaveable product comprises firm and melting beans, tomatoes, courgettes and black olives.



This product is peeled, steam cooked, cut and packaged at the peak of its freshness, and retails in a resealable pack featuring the Facebook and Instagram logos.



This product is gluten free and dairy free and retails in a 250g pack.



THE BELGIAN CONSUMER

Types of organic products most frequently purchased by the population (ages 3 to 64)

83%

Vegetables



64%

Fruits

The usual consumption of fruit

110 grams/day

The equivalent of
one fruit per day



Only 89%

Of the population (3-64 years)
 respects the recommendations
 in this regard.

The usual consumption of vegetables

145 grams/day



Only 5%

Of the population (3-64 years)
 respects the recommendations
 in this regard.

Source: Belgian National Food Consumption Survey 2014 (<https://fcs.wiv-isp.be>)

A GLOBAL LOOK INTO THE FUTURE

Production methods will become more sustainable: Regenerative farming and other more sustainable farming methods will allow farmers to improve their yields while minimizing their impact on the environment.

Vegetables will take center-stage: Consumer demand for flexitarian meals is spurring creative new menu items like cantaloupe burgers and cauliflower steaks that will translate into exciting new retail offerings.

Ambient and frozen will evolve: Canned and frozen fruit and vegetables will continue to innovate by embracing local, seasonal, and superfood ingredients, as well as outside-the-box formats to attract fresh-obsessed consumers.

*Para mais informações acerca do Observatório da PortugalFoods, por favor contactar
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