

MARKET INNOVATION OVERVIEW

CATEGORY: Fruit & Vegetables | **COUNTRY:** United States of America

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 AMERICAS

Respond to the need to boost fruit and veg intake: Consumers know they should be eating plenty of fruit and vegetables, but many struggle to have the recommended intake. This is particularly true for children, suggesting a need for brands to identify new ways of encouraging consumption of fruit and vegetables among all ages.

Promote vegetables as carb-replacements: Vegetable-based products such as riced vegetables and vegetable noodles represent innovative solutions to boosting overall vegetable intake. Positioning such products as a carbohydrate replacement could also prove to be an important selling point for brands.

Explore exotic fruits: Global manufacturers should be looking to explore the wide array of exotic fruits native to Latin America. The functional benefits of Latin American fruits, beyond the Acai berry and guava, can be explored as consumers continuously search for the next 'superfruit'.

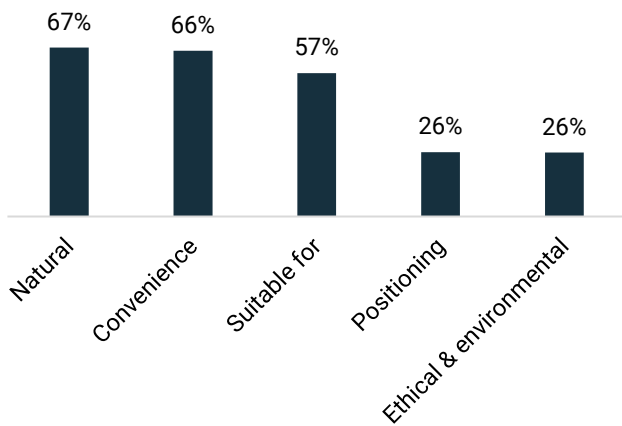


FRUIT & VEGETABLES IN UNITED STATES OF AMERICA

New Product Development Analysis

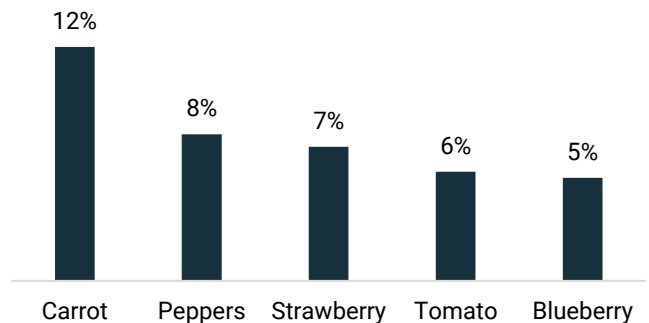
4% of food products launched in the USA in 2019 were Fruit & Vegetables.

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



The most used claim was the 'No Additives/Preservatives', from the 'Natural' category. The 'Microwaeable' claim, from the 'Convenience' category, was a close second. The 'Suitable for' claim category was mostly driven by the 'Kosher' claim.

Top 5 Selected Ingredients in Fruit & Vegetables product launches, 2019



In the fruit or vegetables ingredients, the 'Carrot' was the most used, present in 12% of products launched in the USA. 'Peppers' featured in 8% of products, while the 'Strawberry' was the most used fruit.



This product comprises a mix of potatoes, carrots, yellow corn, green peas, green beans, lima beans, okra, celery and onions, and is free from artificial ingredients and preservatives.



This microwaveable product comprises asparagus, cauliflower, snow peas, green zucchini, onion, red pepper, water chestnuts and mushrooms.



This kosher certified product is an excellent source of vitamin C, a good source of fiber and is free from artificial preservatives and added sugar.



THE AMERICAN CONSUMER

29%

say they are **concerned about the amount of produce that goes to waste** in their households

Of US vegetable consumers (2018)

41%

say that buying frozen, canned or shelf-stable vegetables **helps reduce food waste**



(2018)

22%

I buy vegetables **mixed with grains**

51%

Of US vegetable consumers buy **locally grown vegetables** as often as possible

27%

I only buy fruits **when they are in season**



(2018)

Just **16%** of consumers view canned fruit as healthy, compared to **80%** for fresh fruit

25%

Of US consumers describe canned fruit as **"old-fashioned"**, significantly higher than other fruit formats

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 knowledge.division@portugalfoods.org

