Fresh Food in the US

Contributed by Euromonitor
Monday, 30 September 2013

Fresh food showed static volume growth in 2012; similar to the review period performance. Whilst meat, starchy roots and sugar and sweeteners showed declines, healthy fare, including pulses and nuts, showed the highest growth in 2012. Given the wide publicity of the poor health record of the country, consumers were prompted to take action by multiple sources, including the government, grocery retailers, the media and food marketing.

Commodities get a makeover Historically commoditised fresh foods are rapidly undergoing a makeover. In recent years, producers and marketers of fresh food turned their attention to higher brand management aspects. These included packaging innovations, product formats and labelling, and other value additions, such as cause marketing, produce traceability and animal welfare in marketing and communications for fresh food. Healthy eating preferences, convenient product formats and food safety concerns were the primary drivers of this trend. Non-traditional channels gain importance Non-traditional channels continued to gain ground and offered alternative places for consumers to shop for fresh food. Traditional dominant channels such as supermarkets increasingly faced competition from non-traditional channels, such as internet retailing, mass merchandisers, health and beauty specialist retailers, farmersâ€™ markets and even virtual grocery aisles on train platforms. Many of these new channels attempted to offer convenience to time-strapped shoppers through a one-stop shop. Fresh food is expected to show steady growth Fresh food is expected to show steady growth over the forecast period. Whilst fish and seafood is anticipated to see the most dynamic volume growth, vegetables, fruits, pulses and nuts are also expected to be promising new fresh food categories in the coming years. Much of the growth in these categories can be attributed to the ubiquitous health and wellness trend. Increasing health concerns and rising prices will continue to dampen sales of meat in the near future.Republished with permission from Euromonitor Market Research Blog, originally posted onSeptember 2013Follow Market Research World on Twitter or join in the conversation with our LinkedIn GroupÂ Â