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US Collection



Fresh Produce Retail: United States

September 2017



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About This Report

Scope & Method

This report forecasts annual US retail sales of fresh produce (vegetables and fruits) in pounds for 2017-2021. Total retail sales of vegetables are segmented by product in terms of:

- starchy
- red and orange
- leafy greens
- other vegetables such as onions, bell peppers, and broccoli.

Total retail sales of fruits are segmented by product in terms of:

- tropical/exotic
- melons
- citrus
- berries
- other fruits such as apples, grapes, and pears.

To illustrate historical trends, total retail sales and the various segments are supplied for 2011-2016.

This report encompasses consumption of fresh fruits and vegetables purchased from retail outlets such as convenience stores, supermarkets and other grocery stores, general merchandise stores (including warehouse clubs and supercenters), and specialty food stores. Sales by non-store retailers such as e-commerce and mail-order direct sellers are also included. The scope of this report encompasses fresh fruits and vegetables sold loose or packaged for personal consumption; bulk products are excluded. Canned, dried, frozen, and otherwise non-fresh fruits and vegetables are not included in this report.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

About This Report

Other various topics are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Fresh Produce Retail: United States (FF10051) is based on *Fresh Produce: US Market Trends and Opportunities*, a comprehensive industry report published by Packaged Facts. Sources of market and consumer data consulted for this report include:

- government agencies such as the US Census Bureau, US Department of Agriculture, and the US International Trade Commission
- fruit and vegetable producers and representative trade associations
- a range of industry sources, including business newspapers and magazines, company websites, consumer blogs, press releases, and trade publications.

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey, which includes a panel of 2,000 US adults (age 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.

Another source of consumer data in this report is the Simmons National Consumer Study from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of large and randomly selected samples of consumers (approximately 25,000 for each 12-month survey compilation), which, as an aggregate, are intended to represent a statistically accurate cross-section of the US population as a whole. Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | Industry Codes Related to Fresh Produce Retail

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
115114	Postharvest Crop Activities (except Cotton Ginning)	0723	Crop Preparation Services for Market, except Cotton Ginning
311991	Perishable Prepared Food Mfg	2099	Food Preparations, NEC
424480	Fresh Fruit and Vegetable Merchant Wholesalers	5148	Fresh Fruits and Vegetables

Source: US Census Bureau

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Resources

Packaged Facts

Fresh Produce: US Market Trends and Opportunities, September 2017

The Freedonia Group

Freedonia Industry Studies

Converted Flexible Packaging Market in the US, May 2017

Food & Beverage Hydrocolloids Market in the US, May 2017

Poultry Packaging Market in the US, March 2017

Alternative Sweeteners Market in the US, February 2017

Meat Packaging Market in the US, February 2017

Global Labels Market, January 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

Produce Packaging, August 2015

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Alternative-Ingredient Snacks: United States

Canned Foods: United States

Cheese: United States

Dairy Products: United States

Frozen Foods: United States

Gluten-Free Foods: United States

Grain-Based Foods: United States

Healthy-Ingredient Snacks: United States

Hispanic Foods & Beverages: United States

Meat & Poultry Retail: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Restaurants & Foodservice: United States

Salty Snacks: United States

Snack Foods: United States

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Supermarket News

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American Frozen Food Institute

Grocery Manufacturers Association

National Frozen & Refrigerated Foods Association

Organic Trade Association

Private Label Manufacturers Association

Simmons National Consumer Survey

United Fresh Produce Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission

World Health Organization