

# World Market For Fresh Food

January 2024

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## INTRODUCTION

### Scope

Examining five trends shaping fresh foods

## STATE OF THE INDUSTRY

Total volume growth constant, however retail and sales to foodservice differ

Fruits and vegetables take a back seat in growth terms

Asia Pacific sales return to health

Vegetables, then fruits, remain top of the table

Case study: Wismettac pushes on-pack health claims to attract consumers

India poised to overtake China in the not-too-distant future

Small local grocers dominate - and look set to continue

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping fresh foods

Inflation's impact continues through 2023

Eggs and poultry punished by avian flu

Case study: Eggs disappear and prices soar in South Africa

Case study: Cage-free "Ba Moc" eggs launched by Larva Yum

Agriculture constantly adjusting to the uncertain certainty of climate change

Case study: Fresh Del Monte launches its first carbon neutral certified pineapple

El Buen Campo: The "agroecological" boom in Mexico

Meat prices rise while more consumers question its place at their table

Case study: "Mix up Midweek with Pork" campaign seeks to increase pork consumption

Case study: Vissan organises "Meat Festival" in 2023

Sales to foodservice finally return to pre-pandemic level

## MARKET SNAPSHOTS

Global snapshot of Eggs

Global snapshot of Fish and Seafood

Global snapshot of Fruits

Global snapshot of Meat

Global snapshot of Nuts

Global snapshot of Pulses

Global snapshot of Starchy Roots

Global snapshot of Sugar and Sweeteners

Global snapshot of Vegetables

Regional snapshot: Asia Pacific

Regional snapshot: Australasia

Regional snapshot: Eastern Europe

Regional snapshot: Latin America

Regional snapshot: Middle East and Africa

Regional snapshot: North America

Regional snapshot: Western Europe

## APPENDIX

Definitions

## About Euromonitor International

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