



Fruits in the United Kingdom

December 2025

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Fruits in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of fruits post growth in 2025 thanks to the category's healthy image

INDUSTRY PERFORMANCE

Health concerns, convenience, and retail support drive growth in fruits in 2025
Strawberry surplus drives UK fruit retail, while premium and imports face pressure

WHAT'S NEXT?

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Creative branding and innovation can propel UK fresh fruit beyond commodity status
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Fresh food sees solid growth in 2025 despite headwinds

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INDUSTRY PERFORMANCE

Fresh food sales influenced by economic pressures and health concerns in 2025
Financial pressures push consumers to favour cheaper alternatives
Despite supply pressures demand for many fresh foods remains strong

WHAT'S NEXT?

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