

The World Market for Fresh Food

May 2025

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Our expert's view of fresh food in 2024

THE WORLD MARKET FOR FRESH FOOD

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INTRODUCTION AND OVERVIEW

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Fresh foods may lose out to convenience demand and foodservice offer

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Fresh food sales grow, supported by health trends and prices in other categories

Fruits and vegetables lead per capita sales

Asia Pacific leads sales of fruit and vegetables

Young adults more likely to cut out animal-derived food

Small local grocers remain the preferred channel

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China to remain ahead of India - for now

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