



# Top Five Trends in Fresh Food

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## INTRODUCTION

Our expert's view of fresh food in 2025

Key findings

Fresh food sales set to accelerate

Top five trends in fresh food

Top five trends uncovered

## ULTRA-PROCESSED FOOD AVERSION DEEPENS

Growing avoidance of ultra-processed food (UPFs) drives potential of clean label

Lidl launches its first private label meat brand, Butcher's Specialty, in the US

Indians' backlash against Eggoz proves that trust in food safety and hygiene is fragile

Align with consumers' growing quest for fresh/minimally-processed food

## SNACKING AND GENERATION Z ARE TWIN DRIVERS

Venture new occasions beyond cooking and target Generation Z to gain share of diets

Chilean fruit exporter Copefrut introduces a new brand, RedBeats, for Gen Z in China

Hydration effects of Coccola positions it as a beverage companion

Large opportunities in bite-sized snacks and drinks

## PARTNERSHIPS TO NAVIGATE VOLATILITY

Efforts are made to secure more stable supply of crops in an unpredictable climate

Fresh Del Monte partners with THACO AGRI for a 10-year sourcing deal of bananas

Australian almond growers win in Asian markets as American sources get locked out

Strengthen partnerships to build resilience in the face of volatility

## PREMIUM AND QUALITY AS A DIFFERENTIAL

Higher prices drive sales, but must come with precise benefits for consumers

Red Heart K-Grapes by Melissa's Produce rides on the Korean wave in the US

New opportunities in emerging markets where consumers are trading up

## RETAIL RE-FRESH

Evolving shopper habits urge retailers to re-strategise around their fresh food offering

Waitrose commits to more ethical practices in the UK by pledging free range pork

Alibaba's Freshippo's success in China hinges on quality and variety over discounts

Fresh food could make or break grocery retailers

## CONCLUSION

Future implications

Opportunities for growth

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