



Euromonitor  
International

# Top Five Trends in Fresh Food

June 2025

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Our expert's view of Fresh Food in 2024

Key findings

## INTRODUCTION

Fresh food sales growth is forecast to continue

Top five trends in Fresh Food

Top five trends uncovered

## COST REMAINS TOP OF MIND

Cost remains top of mind for consumers in tough (and uncertain) times

Good & Gather approaches USD4 billion mark

Lower-price produce may see growth vs packaged food

## CLIMATE CHANGE CONTINUES TO CAUSE PRICE SPIKES

Temperatures rising: as are prices

Seri, the climate-change resistant chickpea

Sustainability becomes essential for growth

## ULTRA-PROCESSED FEAR HELPS FRESH FOOD

Fresh food benefits as “processed” becomes pejorative

Germany's Haltungsform goes one better: organic

Fresh food has the opportunity to grow

## COOKING FRESH FOODS PRESSURED BY CONVENIENCE DEMAND

Threat to fresh food from growing lack of interest in cooking

Datekin trial pushes fruit as snacks

Opportunities lie in positioning as cooking popularity falls

## BRANDING PUSHED FOR PROFIT THROUGH PREMIUMISATION

Branding to break from the pack

Shoprite Checkers launches Frooties – fruit branded for children

Growth can come from getting the message across

## CONCLUSION

Future implications

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-five-trends-in-fresh-food/report](http://www.euromonitor.com/top-five-trends-in-fresh-food/report).