



Euromonitor  
International

# Top Five Trends in Fresh Food

January 2026

Table of Contents

## 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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).