

## Vegetables in the US

URL:	<a href="https://marketpublishers.com/r/V5BD5862768EN.html">https://marketpublishers.com/r/V5BD5862768EN.html</a>
Date:	April 19, 2018
Pages:	18
Price:	US\$ 990.00
ID:	V5BD5862768EN

With the growing health and wellness trend there has been a jump in the prioritisation of fresh and healthy foods to the benefit of fresh vegetables. As this dynamic has unfolded, sales of some processed packaged food items have fallen, pushing retailers to adjust to the trend by boosting and promoting their selection of fresh vegetable options. In this context, the performance of vegetables in 2017 comes as a surprise, with some categories even recording declines in total volume terms. A number..

Euromonitor International's Vegetables in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2013-2017, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Vegetables market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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