

# Vegetables in the US

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## Abstracts

Consumers recognise fresh vegetables as a vitally important component of a balanced diet, which is helping to drive sales of these products. With health and wellness also currently an overarching theme in food products, vegetables are benefiting considerably from their healthy positioning. With consumers in the US generally becoming more informed about the food they eat, transparency from brands and suppliers is therefore seen as increasingly important. In terms of vegetables, sourcing is becomi...

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 2015-2019, 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 2024 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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