

# **Fresh Fruits & Vegetables Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Fruits, Vegetable, Others), By Nature (Organic, Conventional), By End User (Food & Beverage Processing, Foodservice, Retail/Household), By Region, & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The global Fresh Fruits & Vegetables market was valued at USD 814.42 Million in 2024 and is expected to reach USD 1078.99 Million by 2030 with a CAGR of 4.8% during the forecast period. The global fresh fruits and vegetables market is experiencing robust growth, driven by rising consumer awareness of health, wellness, and nutrition, alongside increasing preference for fresh, minimally processed food products. Growing urbanization, improving cold chain logistics, and expanding modern retail formats are enhancing accessibility and availability, enabling year-round supply of diverse produce across regions. The surge in plant-based diets, veganism, and flexitarian eating habits is boosting demand, while government initiatives promoting healthier eating and reducing food wastage are supporting market expansion. Technological advancements in agriculture, such as precision farming, hydroponics, and vertical farming, are improving yields, quality, and sustainability, addressing the challenges of climate change and land scarcity.

Additionally, the rapid growth of e-commerce and online grocery delivery platforms is revolutionizing purchase patterns, making fresh produce more convenient to procure. Rising disposable incomes, especially in emerging economies, are fostering a shift towards premium and exotic varieties, while the hospitality and foodservice sectors'

demand for fresh ingredients continues to climb in line with global tourism and dining-out trends. Consumers are increasingly attentive to food origin, safety, and certifications, driving producers to adopt traceability systems and sustainable farming practices.

Furthermore, the rising influence of social media, culinary shows, and healthy eating campaigns is inspiring greater consumption diversity, encouraging the inclusion of superfoods, organic varieties, and locally sourced produce in diets. However, the industry faces challenges such as high perishability, price volatility due to weather fluctuations, and supply chain disruptions, which are being mitigated through advancements in packaging, storage, and distribution. The market is also witnessing strong momentum from innovations in fresh-cut, ready-to-eat, and convenience-oriented offerings that cater to busy lifestyles without compromising nutritional value. Collectively, these factors position the global fresh fruits and vegetables market for steady growth, supported by a convergence of health-driven consumer behavior, technology-led production improvements, and expanding retail and foodservice networks worldwide.

## Market Drivers

### Rising Health and Wellness Awareness Among Consumers

One of the most significant growth drivers for the global fresh fruits and vegetables market is the increasing global awareness of the importance of healthy eating habits and nutrition-rich diets. Consumers across demographics are becoming more conscious of the direct link between dietary choices and long-term health outcomes, such as reduced risk of chronic illnesses like obesity, diabetes, cardiovascular diseases, and certain cancers. According to the U.S. Centers for Disease Control and Prevention (CDC), only about one-third of U.S. adults meet the daily fruit recommendations, and just over one-quarter meet the daily vegetable recommendations—highlighting widespread underconsumption of produce linked to chronic disease risk. The same data shows that approximately 45% of working-age Americans live with chronic conditions like hypertension, diabetes, heart disease, stroke, or high cholesterol—many of which are strongly influenced by poor nutrition and overweight/obesity. This awareness has been fueled by government health campaigns, public health organizations, social media influencers, and educational initiatives that emphasize the benefits of fresh produce over processed and packaged foods. Millennials and Generation Z, in particular, are actively incorporating more fruits and vegetables into their meals as part of plant-based, vegan, or flexitarian diets, which is contributing to steady consumption growth.

Moreover, global health crises such as the COVID-19 pandemic have intensified the demand for foods that boost immunity, driving a surge in the consumption of vitamin-rich produce like citrus fruits, berries, leafy greens, and cruciferous vegetables. Consumers are also more informed about micronutrients, antioxidants, and dietary fiber content, making fresh produce a preferred choice over synthetic supplements for many.

## Key Market Challenges

### High Perishability and Post-Harvest Losses

One of the most persistent challenges facing the global fresh fruits and vegetables market is the inherently high perishability of these products, which leads to significant post-harvest losses and wastage. Fresh produce is highly sensitive to factors such as temperature, humidity, handling practices, and exposure to light, making it vulnerable to spoilage during storage, transportation, and display. In many developing and emerging markets, inadequate infrastructure—such as insufficient cold storage facilities, lack of temperature-controlled transportation, and poor road connectivity—exacerbates this problem. Even in developed economies with advanced logistics systems, supply chain disruptions, delays in distribution, or improper handling can lead to losses and reduced quality, impacting consumer satisfaction. The perishable nature of these products forces retailers and suppliers to manage tight inventory turnover and accurate demand forecasting to avoid both stockouts and overstocking, which can result in waste. Seasonal fluctuations and unpredictable weather events further complicate supply stability, causing mismatches between supply and demand. Moreover, the disposal of spoiled produce contributes to environmental issues, as decomposing fruits and vegetables release methane, a potent greenhouse gas, and waste the resources used in their cultivation. Addressing perishability requires substantial investments in post-harvest technologies, cold chain development, and farmer training, but these solutions can be capital-intensive and challenging to implement at scale, especially in regions with fragmented agricultural supply systems.

## Key Market Trends

### Rising Demand for Fresh-Cut, Ready-to-Eat, and Convenience-Oriented Produce

One of the most notable trends shaping the global fresh fruits and vegetables market is the growing consumer preference for fresh-cut, ready-to-eat (RTE), and convenience-oriented produce. Busy lifestyles, urbanization, and the increasing number of dual-income households have created a strong appetite for products that save time without

compromising freshness or nutritional value. As a result, pre-washed, pre-cut, peeled, and packaged fruits and vegetables are becoming more popular in retail shelves and online grocery platforms. These products cater to on-the-go consumers, office workers, and health-conscious individuals who want quick meal solutions. Technological improvements in packaging—such as modified atmosphere packaging (MAP), vacuum sealing, and antimicrobial coatings—have significantly extended shelf life while preserving texture, taste, and nutrient content, making convenience-oriented products more viable for both retailers and consumers. The trend is also evident in the growth of salad kits, smoothie packs, vegetable snack packs, and fruit cups in supermarkets. Foodservice operators, from cafes to fast-food chains, are also relying on pre-prepared produce to streamline operations, reduce labor costs, and ensure consistent quality. Additionally, the rise of subscription-based meal kit services and home delivery of RTE produce is broadening access to these convenience products. This shift towards convenience is expected to continue, especially as consumers seek a balance between healthy eating and time efficiency, making fresh-cut and packaged produce a steadily growing category within the market.

### Key Market Players

Calavo Growers

Dole plc

Chiquita Brands International

Driscoll's

Fresh Del Monte Produce

Unifrutti Group

Bonduelle S.A.

Zespri International Ltd.

Nature's Pride

Greenyard NV.

## Report Scope:

In this report, the global Fresh Fruits & Vegetables market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Fresh Fruits & Vegetables Market, By Product:

Fruits

Vegetable

Others

### Fresh Fruits & Vegetables Market, By Nature:

Organic

Conventional

### Fresh Fruits & Vegetables Market, By End User:

Food & Beverage Processing

Foodservice

Retail/Household

### Fresh Fruits & Vegetables Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Fresh Fruits & Vegetables market.

## Available Customizations:

Global Fresh Fruits & Vegetables market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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