

United States Fruit and Vegetable Market By Product Type (Fruits, Vegetables), By Type (Dried, Frozen, Fresh), By Distribution Channel (Supermarkets/Hypermarkets, Grocery Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States fruit and vegetable market, valued at USD 99.72 billion in 2024, is projected to reach USD 127.79 billion by 2030, growing at a CAGR of 4.22% during the forecast period. This sector is a vital component of the U.S. agricultural economy, propelled by increasing consumer demand for fresh, organic, and locally sourced produce. Advances in farming technologies, cold chain logistics, and packaging have improved both product quality and shelf life. Seasonal imports bolster domestic production to ensure continuous availability. Expanding retail avenues—including supermarkets, e-commerce platforms, and farmers' markets—are enhancing access. Additionally, the rising popularity of ready-to-eat salads, smoothies, and pre-cut fruits and vegetables is fueling market growth.

Key Market Drivers

Rising Health and Wellness Awareness Among Consumers

A major growth driver in the U.S. fruit and vegetable market is the heightened consumer focus on health and wellness. In 2024, wellness became a priority for nearly 50% of Americans, up from 42% in 2020, amid rising concerns over chronic health issues like

obesity and diabetes. Consumers are increasingly turning to fresh, nutrient-dense foods such as fruits and vegetables for their health benefits, including vitamins, minerals, fiber, and antioxidants. National health campaigns like “MyPlate” and revised school meal programs emphasize greater fruit and vegetable intake. Additionally, social media and digital health influencers are encouraging younger audiences to adopt plant-based and clean eating habits. This cultural shift is boosting demand not just for raw produce but also for value-added options like smoothie kits, fruit snacks, and salad bowls. Importantly, this trend is spreading beyond urban centers to suburban and rural regions, driven by rising awareness and improved access—cementing wellness as a core demand driver in the market.

Key Market Challenges

Labor Shortages and Rising Operational Costs

The U.S. fruit and vegetable market continues to grapple with significant labor shortages, a longstanding challenge due to the manual nature of harvesting, especially for delicate crops. Much of the labor pool relies on seasonal migrant workers via the H-2A visa program, but restrictive immigration policies and elevated sponsorship costs have constrained worker availability. The COVID-19 pandemic further exposed vulnerabilities in the agricultural workforce. Labor shortages have forced some farms to abandon unharvested produce, incurring major losses. Meanwhile, increasing wages, legal compliance, and the demand for improved worker accommodations have raised operational expenses. Although some producers are turning to automation to offset labor gaps, these solutions remain costly and unsuitable for all crops and farm sizes. The continued labor strain threatens the viability of small and mid-sized farms, fueling industry consolidation and endangering long-term market competitiveness.

Key Market Trends

Growth of Convenience-Oriented Produce Products

One of the most notable trends in the U.S. fruit and vegetable market is the surging demand for convenience-based offerings. Consumers, particularly urban dwellers and working professionals, are increasingly opting for ready-to-eat and easy-to-prepare options such as pre-cut fruits, packaged salads, smoothie kits, and microwavable vegetable trays. This shift is driven by changing lifestyles, where time constraints make convenience a key factor in food choices. As health consciousness grows, these products provide a practical way to incorporate fruits and vegetables into daily diets

without extensive preparation. Retailers are expanding their portfolios to meet this demand, while producers invest in innovative packaging and processing techniques that preserve freshness and extend shelf life. The convenience trend is also influencing product placement and marketing strategies across both physical and digital retail channels, further fueling growth in this segment.

Key Market Players

Dole Food Company, Inc.

Fresh Del Monte Produce, Inc.

Sunkist Growers, Inc.

Chiquita Brands International, Inc.

General Mills Inc.

Fresh Pro

Sysco Corporation

Calavo Growers, Inc.

Tanimura & Antle Fresh Foods, Inc.

C.H. Robinson Worldwide, Inc.

Report Scope:

In this report, the United States Fruit and Vegetable Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Fruit and Vegetable Market, By Product Type:

Fruits

Vegetables

United States Fruit and Vegetable Market, By Type:

Dried

Frozen

Fresh

United States Fruit and Vegetable Market, By Distribution Channel:

Supermarkets/Hypermarkets

Grocery Stores

Online

Others

United States Fruit and Vegetable Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Fruit and Vegetable Market.

United States Fruit and Vegetable Market By Product Type (Fruits, Vegetables), By Type (Dried, Frozen, Fresh),...

Available Customizations:

United States Fruit and Vegetable 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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