

Global Fresh Fruits & Vegetables Market: Industry Analysis & Outlook (2017-2021)

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Abstracts

Vegetables and fruits are loaded with vitamins, minerals, fiber, and antioxidants, which have been shown to protect against chronic diseases such as heart disease and cancer. Therefore, recommendations for a balanced diet must include the consumption of fruits and vegetables. Consumers in developing countries have become more concerned about the nutritional aspects as well as the safety of the food they eat due to growing health awareness.

Fresh Produce comprising fresh fruits and vegetables serves as a nutritional powerhouse for most healthy diets. Loaded with vitamins, minerals, fiber and phytochemicals, they help protect against diseases. Purchasing and eating freshly-grown fruits and vegetables is the best way to ensure no preservatives, chemicals, or dyes have been added to food. Fresh produce is also a rich source of vitamins, minerals, proteins, and carbohydrates which are essential in human nutrition. These are referred to as protective foods and have assumed great importance as nutritional security of the people.

The global fresh fruits & vegetables market is set to experience favorable growth driven by factors such as rising middle class population, upsurge in disposable income, rapid urbanization, changing consumer lifestyles and rise in veganism. The major trends observed in this market include increased share of fresh segment, rise of branding, technological advancements and advent of online grocery shopping. However, the growth of this budding market is constrained by challenges such as volatility in prices, adverse weather conditions and quality issues.

The report "Global Fresh Fruits & Vegetables Market: Industry Analysis & Outlook (2017-2021)" analyses the development of this market, with focus on the US and

European markets. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Total Produce Plc., Calavo Growers Inc., Fresh Del Monte Produce Inc. And Greenyard NV are being profiled along with their key financials and strategies for growth.

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