

Brands are playing an increasingly important role in the produce department, as consumer interest in fresh foods continues to grow. Between 2012 and 2016, the dollar share for branded produce grew by


7.7% 

Global net sales for Fresh Del Monte Produce fresh-cut products climbed

18% 
to \$607.8 MILLION in 2017

Today's younger consumers are much more interested in — and willing to pay premium prices for — food products they perceive as healthier.


Consumers are eating more fruits and vegetables than they did five years ago.


Bananas are the top fruit. 


Fresh foods are now driving total store sales, with fresh produce emerging as a key factor driving store choice.

In another notable leap, branded produce dollar sales jumped

8%
since Sept. 20, 2017.

Six of the seven varieties of value-added vegetables increased in both dollar and volume sales compared to 2016. 

Millennials, who spend about **\$200 billion** each year in the U.S., are leading the change in the food revolution including trends such as fast casual to farm-to-table 

Born between 1997 and the present, Generation Z is already impacting the food industry. Gen Z's grew up understanding the purpose of food and how it fits into a well-lived life. This tech-savvy generational group also seeks personalization, engagement, and fluidity, like portable foods, to meet the needs of their busy lives. 



PRODUCE SPOTLIGHT

Single-finger bananas and fresh-cut fruit/veggies are perfect examples of products that meet the needs of on-the-go Millennials



PACKAGE SPOTLIGHT

Del Monte's on-the-go line includes innovative features such as non-spill containers, re-sealable containers and packaging that fits in car cup holders.

SOURCES: "When It Comes to Branding, the Produce Department is Ripe with Opportunity", November 2017 article, Nielsen; The Packer 2017 Fresh Trends, Produce Marketing Association; Food and Drink Shopper 2017 Report, Mintel; Nielsen FreshFacts, 52 weeks ended Sept. 30, 2017; Make It Happen for Gen Zs, The NPD Group, Inc.; Del Monte Fresh Produce; FreshFacts on Retail, Whole and Fresh Cut Produce Trends, Q4 2017, Nielsen Perishables Group FreshFacts, with United Fresh Produce Association; The Nielsen's Global Health and Wellness Survey



Del Monte Fresh Produce N.A., Inc. is one of North America's leading marketers and distributors of high-quality fresh and fresh-cut fruit and vegetables. Del Monte Fresh Produce N.A., Inc. markets its products in North America under the Del Monte® brand (as well as other brands), a symbol of product innovation, quality, freshness and reliability for 125 years.