

# The World Market for Fresh Food

February 2021

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Scope

Examining five trends shaping fresh food

COVID-19: impact on fresh food

#### **GLOBAL OUTLOOK**

Total sales volume turns negative thanks to pandemic-driven restrictions

Fruit and vegetables continue to dominate global consumption

APAC and MEA most dynamic; North America to retain its sweet tooth

Vegetables and fruit sales growth ahead

Population growth and regulatory moves power top growth markets

Pandemic reinforces larger stores' strengths

#### TOP FIVE TRENDS SHAPING THE INDUSTRY

COVID-19 themes and their impact on fresh food

Examining five trends shaping fresh food

Healthy eating boosts fresh food retail sales

COVID-19 causes cooking to grow, driving sales

Online grocery sales surge in 2020

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Global snapshot of fish and seafood

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Global snapshot of vegetables

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

# **APPENDIX**

Definitions

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

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  country-specific local insight and comprehensive data, unavailable elsewhere.

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