

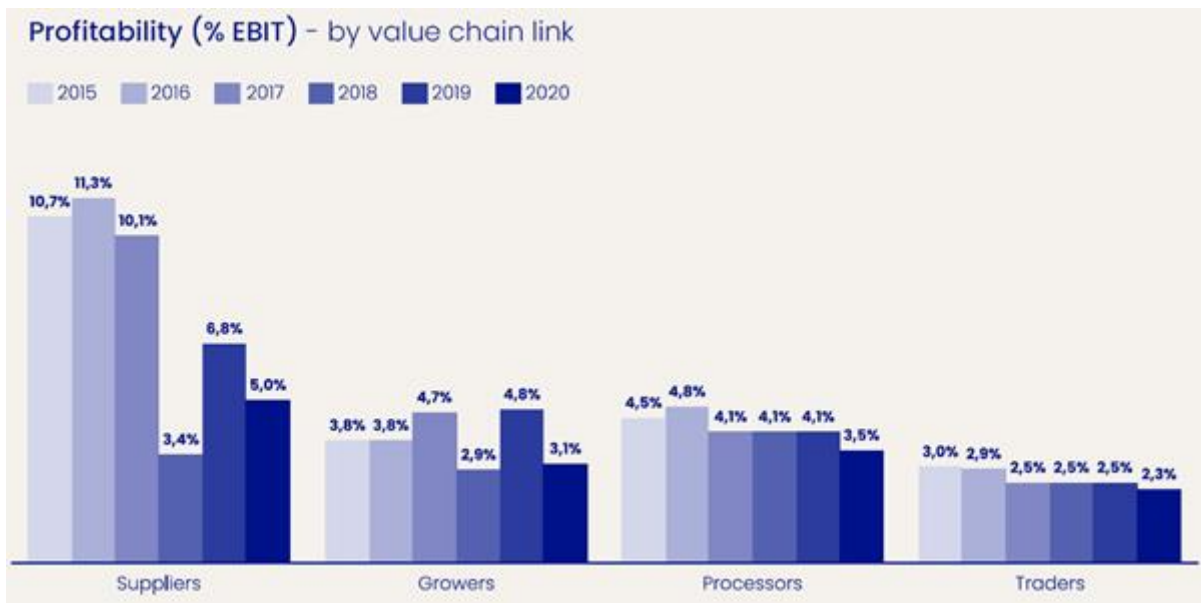
How COVID-19 has impacted the fruit and vegetable industry

Now, two years down the line, COVID-19's effects are becoming ever clearer. Fruit and vegetable businesses, too, have been forced to adapt. Lockdowns, hoarding consumers, and raw materials shortages are putting pressure on the market.

A-INSIGHTS has analyzed data from Western Europe's top 500 fruit and vegetable companies and reflects on things like growth, profits, and revenues. "Intuition and experience aren't enough to make the correct strategic decisions: you need reliable insights. The market was analyzed, using figures from 2015 to 2020, and the most important developments were recorded in a new trend report. We're delighted to share a few noteworthy conclusions here," says an A-INSIGHTS representative.

Consumer-driven growth

The global pandemic magnified the previously existing trends. The focus on healthy living was the fruit and vegetable industry's main consumer-driven boost. The lockdowns were the catalyst for this increased awareness among consumers. And not only that: pantry supplies were amply restocked, resulting in increased, temporary or otherwise, frozen and preserved fruits and vegetable sales.



Pressure on the chain

There was not only growth. Almost all chain players are feeling the pressure that increasingly complicated legislation and regulations bring. Growers, in particular, are taking the biggest hit. Add to this the current raw materials shortages and rising inflation, and it is becoming more and more difficult for them to survive.

New players on the market

Yet, new market players are those who can benefit. The pandemic has not prevented companies that invested in a retail focus from expanding. Also, it has become evident that it is vital that businesses continue to innovate. Take, for example, the extra-ripe avocados or the meal kits you can now find in supermarkets. It is becoming increasingly important to add value to your product and have a more exclusive or diverse offering.

The report further examines:

- Which companies performed best in the corona year, 2020, and why.

- Which link in the chain made the most money, but also why margins are under pressure.
- How businesses can skilfully deal with rapid changes in the market.

You can download the full trend report [here](#).

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