

A Full-Serving Starring Fruits and Veggies

Eating enough fruits and vegetables has always been a challenge for consumers. With recommended guidelines on the upswing, it's going to become even harder to fill up on these food groups unless consumers take advantage of nutritional powerhouse concepts that offer both fruits and veggies. Manufacturers that find a way to incorporate fruits and veggies across categories will be first pick.



Yes, More is Better

- Many consumers believe that fruit and vegetable blends are healthier than fruits alone.
- **35%** of parents still say they have a hard time getting their kids to eat fruit and **44%** are open to new ideas for how to accomplish this.
- Countries outside of the U.S. are increasing recommendations for fruits and vegetables. The UK is considering seven servings per day, while Australia thinks 5 servings of veggies and two of fruits would work just fine. And Japan? A staggering 17 servings per day!
- **64%** of households feel that more snacks should include veggies. Recent introductions of new carrot and parsnip based “French fry” introductions should do well given consumers healthy snacking goals.
- **40%** of U.S. consumers only eat one to two servings of vegetables per day.

A Taste of Fruits & Veggies

Beverages and snack bars lead the way in fruit & veggie new product introductions. We surveyed introductions to get a taste for flavors being featured in these products.

Indulgent Flavors

Chocolate
Vanilla
Oatmeal Raisin
Maple
Honey
Mocha
Chocolate Peanut Butter
Carrot Cake

Fruit Flavors

Triple Berry
Blueberry
Mango
Banana Berry
Mango Peach
Raspberry Orange
Lemon

Savory & Spice

Nacho Cheese
BBQ Teriyaki
Spicy Jalapeño
Ginger
Cinnamon
Clove

Veggies

Purple Carrot
Sweet Potato
Pumpkin
Beet
Kale



Coming Soon: A Healthier Snack

Pizza

The increasing popularity of homemade veggie-based crusts is poised to translate into frozen concepts. With **72%** of households with one child or more purchasing frozen pizza from a retail grocer, this is an opportunity to keep an eye on.



Breakfast Cereals

In some parts of the world, consumers are eating root vegetables like sweet potatoes or purple potatoes in their breakfast cereals. This trend hasn't yet fully translated to the U.S. with only 11% of U.S. cereal concepts containing vegetables and 5% containing root veggies compared to 61% in Asia.

Frozen Desserts

Fresh, cold-pressed juice concepts are on the rise, and we expect that the next step would be to see this carry over to the freezer case. Adults are the primary consumers of "gourmet" juices and would be attracted to frozen desserts containing a combination of fruit and veggies.



Full Serving? It's in There!

Beverages

The beverage category is a natural fit as smoothie kits, RTD shakes and juices blended with veggies and fruit have become mainstream for adult and kids alike. We don't seem to have issue with drinking our veggies and are accepting that fruits make the veggies go down much easier. **18%** of new product introductions in 2014 were fruit and/or veggie full serving beverage concepts.

Pasta / Pasta Sauces

Since 2010, **23%** of all new products with full serving claims were pastas or pasta sauces. We love our carbs, and if we can have a full serving of veggies on top in an easy-to-use, healthy sauce, all the better.

Snacks

More than half of all new products claiming to have a full serving of fruits or vegetables arrived in the snack format, which is right in line with consumers' snacking obsession. Snack bars containing veggies are becoming new favorites.

Frozen Desserts

The freezer case has some surprising new offerings with frozen desserts claiming to have full servings of fruit and vegetables. These sweet treats satisfy consumer desire for indulgence and health at the same time.