

Fresh Fruit: Ripe for the Picking at Snack Time

Because it's widely available and consumed throughout the day, fresh fruit is the most commonly eaten better-for-you snack among U.S. consumers. In fact, fresh fruit strongly leads morning snacking. **See what we see...**



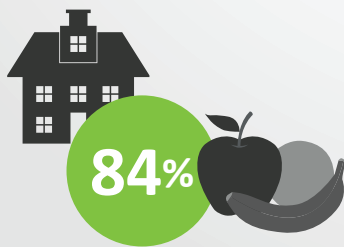
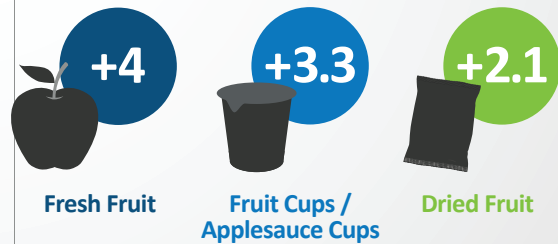
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The better-for-you snacking segment makes up roughly 1/3 of the ready-to-eat snack food universe.

Fresh fruit, individual fruit cups, and dried fruit rank in the **TOP 10** fastest-growing better-for-you snacks.

Annual Eatings Per Capita

Since 2012



84% of U.S. households have **fresh fruit** on hand,



compared to 45% that have **cookies** available.

As a snack food, fresh fruit is ripe for the picking. Watch for opportunities to market and merchandise around morning snack occasions, when people are most likely to reach for fresh fruit. Also consider new ways to package and promote it for on-the-go activities, when it's less likely to be consumed.

Sources: The NPD Group/Eating Patterns in America, 32nd edition, 2017; and Inside America's Kitchens: Cooking, Convenience, Cocooning

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