



World Market For Fresh Food

January 2024

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Examining five trends shaping fresh foods

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Total volume growth constant, however retail and sales to foodservice differ

Fruits and vegetables take a back seat in growth terms

Asia Pacific sales return to health

Vegetables, then fruits, remain top of the table

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India poised to overtake China in the not-too-distant future

Small local grocers dominate - and look set to continue

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Examining five trends shaping fresh foods

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Eggs and poultry punished by avian flu

Case study: Eggs disappear and prices soar in South Africa

Case study: Cage-free "Ba Moc" eggs launched by Larva Yum

Agriculture constantly adjusting to the uncertain certainty of climate change

Case study: Fresh Del Monte launches its first carbon neutral certified pineapple

El Buen Campo: The "agroecological" boom in Mexico

Meat prices rise while more consumers question its place at their table

Case study: "Mix up Midweek with Pork" campaign seeks to increase pork consumption

Case study: Vissan organises "Meat Festival" in 2023

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