



**Euromonitor
International**

Fruits in the US

December 2025

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Fruits in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Preference for at-home eating spurs retail volume sales

INDUSTRY PERFORMANCE

Berries drive growth as health trends favour convenient options

Climate volatility creates supply gaps and pricing pressures

Grocery retailers adapt to supply challenges

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Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

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