



The World Market for Fresh Food

January 2026

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Wellness shifts translate to varied consumer preferences, from nuts to starchy roots

Fruits and vegetables experienced a steep increase in market size up to 2025

Asia Pacific continues to be the growth engine of fresh food

Fresh food must compete with strong presence of staple foods with clean label claims

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The US forewarns developed markets of a resistant shift from processed food

Fresh meat growth potential in Asia Pacific lags other regions with room to grow

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Retail sales of fresh food fuel future growth, driving value sales up as well

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