

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

[Use of this material is subject to caution.](#)

Frozen fruits – Few opportunities

Market drivers that provide few opportunities

- Suppliers of frozen fruits have few opportunities to raise sales based on **wellness, indulgence, convenience, ethnicity, and demographic** as market drivers.
- Overall, due to high competition from a wide range of fresh and minimally processed fruit products that do not require further preparation, there are few product development opportunities in this product line.

Specific opportunities

- Consumers consider frozen fruits as old fashioned and these products appear to be uninteresting in today's supermarkets that contain a wide variety of fresh and ready-to-eat fruit products. These are not convenient or indulgent products. Thus suppliers of frozen fruits have few opportunities to raise sales based on these market drivers.
- Older adults and some ethnic groups who normally cook at home may continue consuming frozen fruits providing limited product development opportunity. But sales based on these market drivers will not be sustainable.
- Suppliers who can introduce new product or packaging innovations that minimize preparation time of frozen fruits may have better positions to increase sales.
- One potential area to reinvigorate the market for frozen fruits will be the side dish category. The side dish food industry is suffering from aging product lines that have not changed for decades, while tastes and preferences have long since changed. If conveyed properly, this trend may provide a unique opportunity for frozen fruits.
- Suppliers who succeed in building brand and product loyalty and who can co-brand with other food items may have a better chance to raise sales.

New product examples

- Wawona Frozen Foods, USA – All natural frozen fruits (mango, papaya, pineapple, strawberries), 32 oz flexible plastic.
- Europe's Best (for US market) – All natural 4-Field Berry mix (strawberries, raspberries, blueberries, blackberries), 600 g. flexible plastic.
- Aldi, USA – Fit & Active fresh frozen fruit (mixed fruit and three berry blend), 2 lb. flexible plastic.

Special issues

- Most of the present private label products are from large manufacturers. These manufacturers are currently showing less interest in frozen products and they have focused on repositioning their products. This will provide an opportunity for those who want to develop private label frozen fruit products. There is still, however, limited sales opportunity for these products.
- Limited space for frozen products in retail stores will also limit sales growth from these products. Suppliers who want to introduce new frozen products may need to look for alternative channels such as restaurants and other food service establishments.

Key to success

- Success in this product line will depend on product and packaging innovations that minimize preparation time and make the product more convenient to the consumer.

Sources

Mintel, Canned fruits and vegetables, US, August 2003.

_____, Global New Product Database. <http://www.gnpd.com>