

MSU Product Center

For Agriculture and Natural Resources

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Frozen fruits - Overview

Products included in the product line

- For the purpose of this report, these are processed and packaged fruits that enter the market frozen. It does not include shelf-stable canned and dried fruits as well as frozen meals and meal kits that contain frozen fruits.

General market trend and information

- Frozen fruits have high competition from other non-frozen fruits especially minimally processed fruits.
- Per capita consumption of frozen fruits has declined from 4.2 pounds in 1995 to 3.7 pounds in 2000.
- In 2003, retail sales through mainstream channels was \$1.3 billion, 1.5% higher than sales in 2002.
- An increase in away-from-home consumption has negatively affected the market for frozen fruits. Imports of frozen fruits are generally low.

New product trends

- New frozen fruit products entering the market are very few. 38 new products were introduced in 2004.
- Products are coming in a package that contains one type of fruit or mixes of a variety of fruits.
- Companies introduced frozen fruits to be used for side dishes, fruit salads, desserts, and breakfast or in baking and cooking. They also have a healthy line of extension with low sugar, low calorie, without preservatives, etc.

Manufacturing and distribution issues

- Supermarkets and mass merchandise retail stores are major outlets for frozen products. One of the challenges in retailing frozen products is the high level of competition for space in the freezer section of retail stores.

Overall assessment of opportunities

- Since consumers are looking for fresh, healthy and convenient food products, frozen fruit suppliers have few to selective opportunities to raise sales from these products.

Sources

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

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