Euromonitor International

Fresh Food in the United Kingdom

December 2023

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Fish and Seafood in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption is significantly impacted by inflation as fish and seafood is considered one of the more expensive protein options
Anticipated climate challenges, alongside imposition of tariffs and taxes, are expected to sustain higher unit prices in the local market

PROSPECTS AND OPPORTUNITIES

Shift in consumer preferences away from fresh options towards convenient formats is poised to place further strain on recovery efforts
Promotion of sustainability and improved accessibility set to support consumption

CATEGORY DATA

Fruits in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Elevated input costs continue to adversely affect total volumes of fruits
Weak performance for apples, while berries emerge as resilient option in light of current challenges

PROSPECTS AND OPPORTUNITIES

Expectations for fruits include innovation in technology and improving production methods
Investments in sustainability and innovative formats are anticipated to inject fresh excitement into fruits, potentially driving up consumption

CATEGORY DATA

Meat in the United Kingdom

Nuts in the United Kingdom

Pulses in the United Kingdom

Starchy Roots in the United Kingdom

Sugar and Sweeteners in the United Kingdom

Vegetables in the United Kingdom

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