



# Food Report 2019 – Processed Vegetables, Fruit & Potatoes

Statista Consumer Market Outlook – Segment Report

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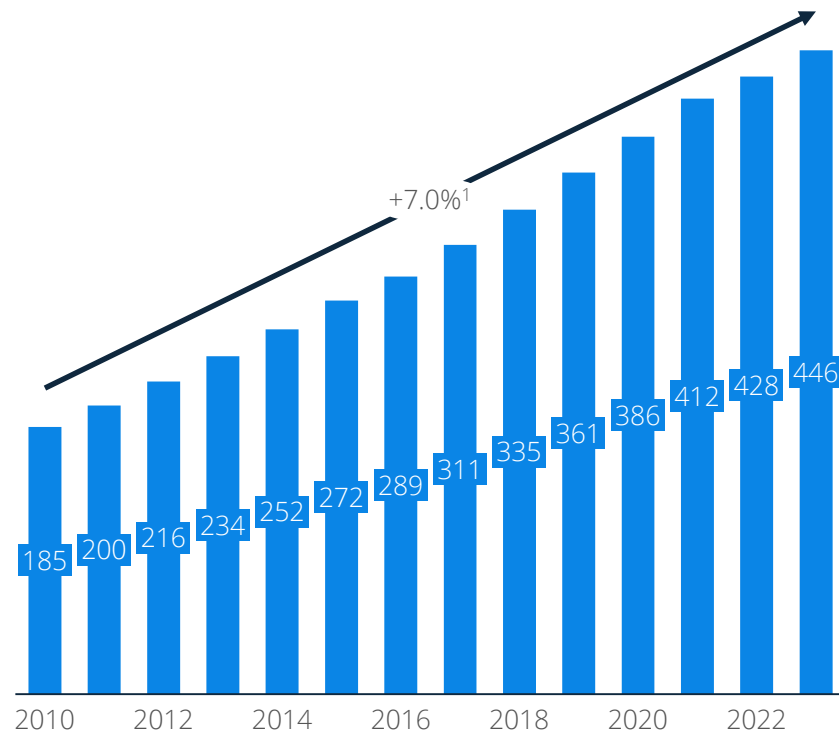
April 2019

**statista** 

# In 2018, worldwide Processed Vegetables, Fruit & Potatoes sales amounted to US\$335 billion

Processed Vegetables, Fruit & Potatoes: overview and sales figures

## Worldwide revenue in billion US\$



## Segment overview

The segment Processed Vegetables, Fruit & Potatoes accounted for 9% of the Food revenue and 12% of volume sales in 2018.

In 2018, Processed Vegetables, Fruit & Potatoes sales increased by 7.8% in comparison to 2017 and reached US\$335 billion and 149,73 billion kg.

In the Processed Vegetables, Fruit & Potatoes segment, the United Kingdom (US\$272) and Luxembourg (US\$174) had the highest annual revenue per capita in 2018.



Revenues

**US\$335bn**  
in 2018

**+7.7%**  
CAGR<sup>1</sup> 2010-2018


























Volume sales

**149.73bn kg**  
in 2018

**+5.8%**  
CAGR<sup>1</sup> 2010-2018

# With US\$63.2bn, Nestlé has by far the highest sales in Food

Key players: representative companies and their brands

Company				
Sales <sup>1</sup> 2018	US\$63.2bn	US\$34bn	US\$24.6bn	US\$23.3bn
Key brands	    	   	    	    

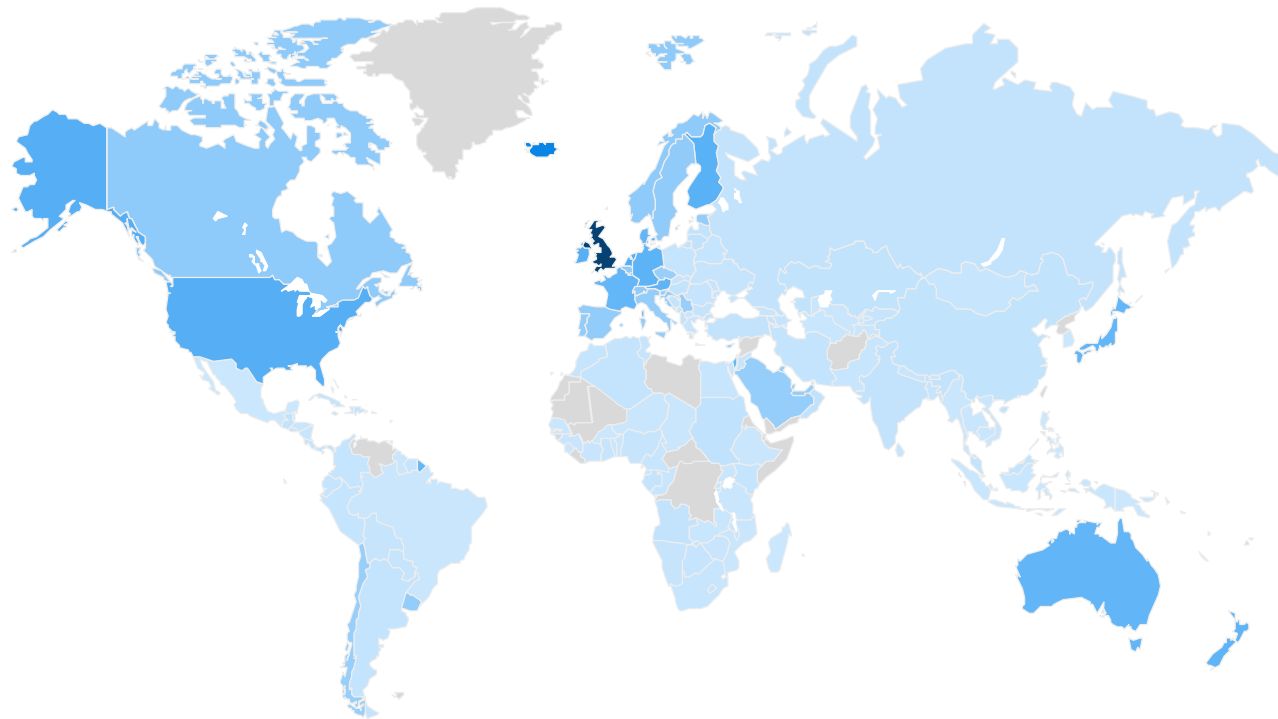


# In 2018, the United Kingdom and Luxembourg spent the most on Processed Vegetables, Fruit & Potatoes

Processed Vegetables, Fruit & Potatoes: regional comparison (1/2)

## Per-capita revenue in US\$ in 2018

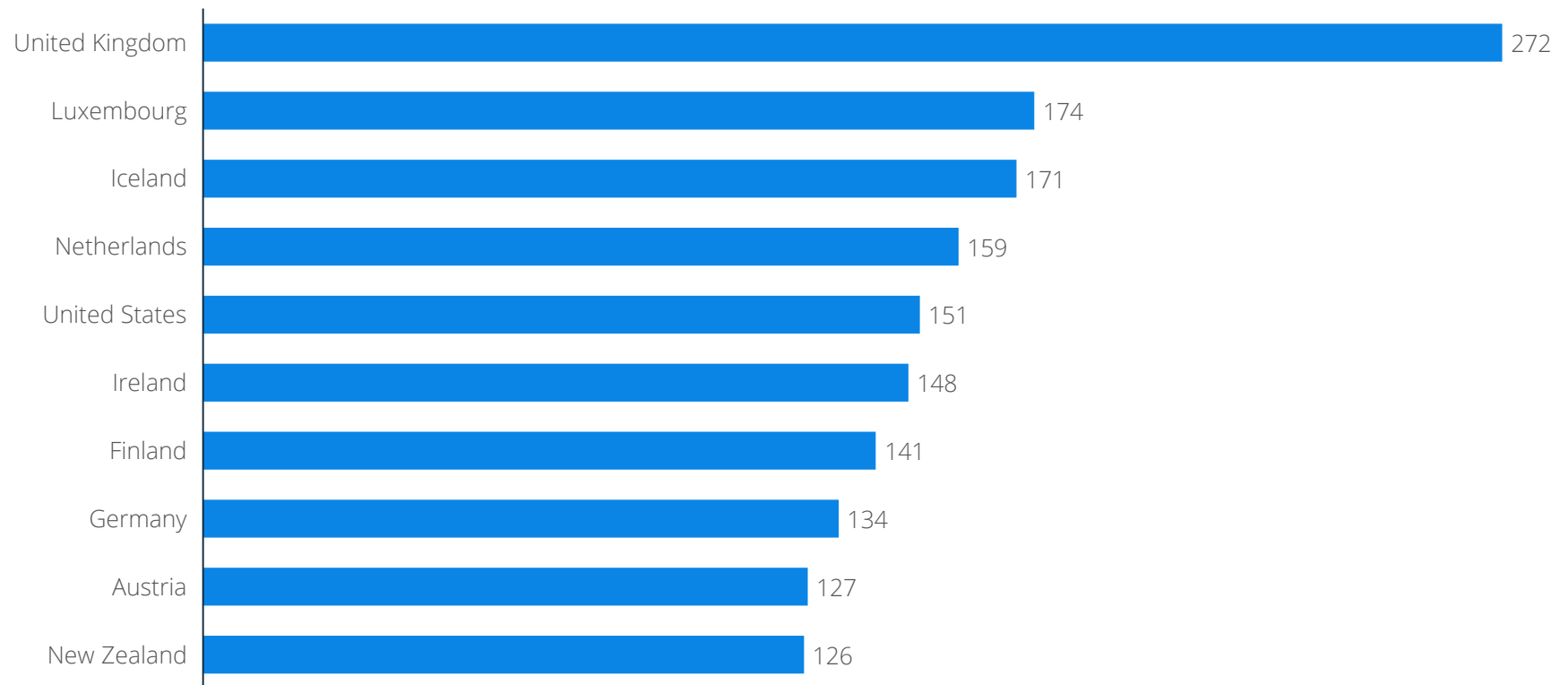
US\$1    US\$272    Out of scope



# In 2018, the British spent an average of US\$272 on Processed Vegetables, Fruit & Potatoes

Processed Vegetables, Fruit & Potatoes: regional comparison (2/2)

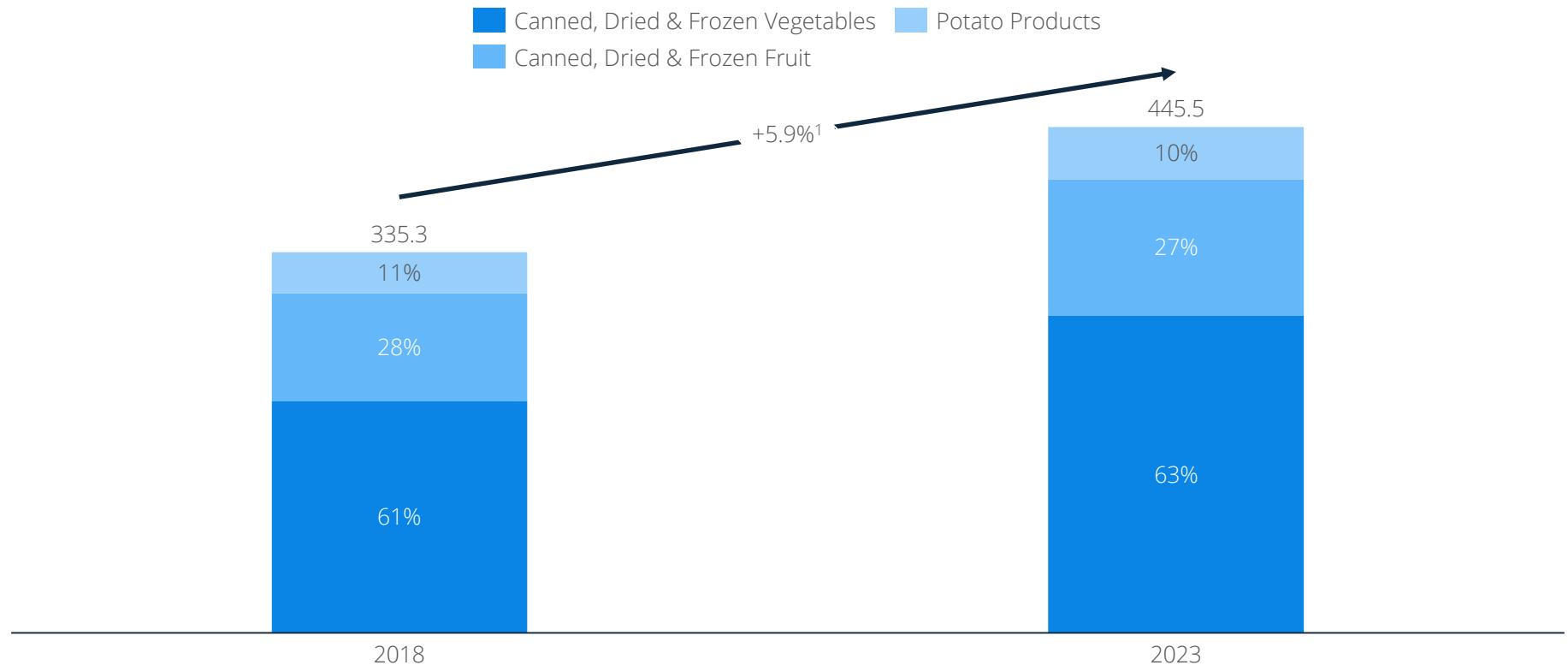
## Top-10 per-capita revenue in US\$ in 2018



# Canned, Dried & Frozen Vegetables generates the most revenue within the segment

Processed Vegetables, Fruit & Potatoes: revenue and growth by subsegment

## Worldwide revenue in billion US\$



# Processed Vegetables, Fruit & Potatoes sales in Europe will increase by 3.5% between 2010 and 2023

Processed Vegetables, Fruit & Potatoes: KPI comparison (1/2)

## Revenue in billion US\$

### Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR <sup>1</sup>
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
<b>Processed Vegetables, Fruit &amp; Potatoes</b>	53.6	55.1	56.9	59.3	61.4	65.4	67.1	70.1	73.0	75.8	78.6	81.6	82.7	84.1	3.5%
Share of total market (in %)	7.4	7.3	7.3	7.4	7.4	7.6	7.6	7.7	7.7	7.8	7.8	7.9	7.9	7.9	0.5%

### United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR <sup>1</sup>
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
<b>Processed Vegetables, Fruit &amp; Potatoes</b>	42.9	44.6	45.7	46.3	47.8	48.7	47.5	48.0	49.2	50.5	51.4	52.4	52.6	52.8	1.6%
Share of total market (in %)	8.4	8.2	8.1	8.1	8.0	7.9	7.7	7.5	7.4	7.4	7.3	7.3	7.2	7.1	-1.3%

# Processed Vegetables, Fruit & Potatoes sales in South America will increase by 9.5% between 2010 and 2023

Processed Vegetables, Fruit & Potatoes: KPI comparison (2/2)

## Revenue in billion US\$

### China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR <sup>1</sup>
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
<b>Processed Vegetables, Fruit &amp; Potatoes</b>	32.5	36.5	41.4	46.2	49.9	53.5	57.2	61.1	65.1	69.8	74.9	79.7	82.2	84.9	7.7%
Share of total market (in %)	13.4	13.0	13.5	13.7	13.7	13.7	13.8	13.9	14.0	14.2	14.4	14.6	14.7	14.7	0.7%

### South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR <sup>1</sup>
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
<b>Processed Vegetables, Fruit &amp; Potatoes</b>	3.9	4.3	4.7	5.3	5.9	6.8	7.5	8.1	8.9	9.7	10.6	11.5	11.9	12.6	9.5%
Share of total market (in %)	3.8	3.8	3.8	3.8	3.8	3.9	3.9	4.0	4.0	4.1	4.1	4.2	4.3	4.3	1.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019



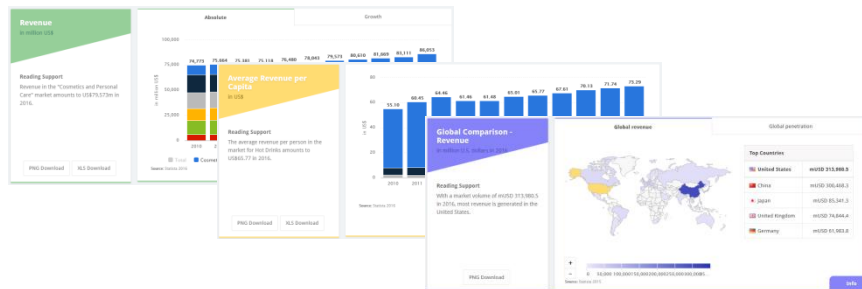
# About the Statista Consumer Market Outlook

Included  
in the  
Corporate  
Account

**200+** markets  
**150** countries  
**13** years (2010-2023)  
**50,000+** interactive statistics

The **Consumer Market Outlook** presents the key performance indicators sales, revenues and prices of the most important consumer markets worldwide. Our specialized analysts' market calculations are based on data from validated sources.

- Revenues, sales, prices and forecasts
- More than 200 product categories in up to 150 countries
- Covering the period 2010 to 2023



Accessories



Alcoholic Drinks



Apparel



Consumer Electronics



Cosmetics & Personal Care



Eyewear



Food



Footwear



Furniture



Home & Laundry Care



Hot Drinks



Household Appliances



Non-Alcoholic Drinks



OTC Pharmaceuticals



Luxury Goods



Tissue & Hygiene Paper



Tobacco Products



Toys & Hobby

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# Author, imprint, and disclaimer



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Jakob Degenhard studied History, Philosophy and Economics at the Universities of Marburg (B.A.) and Hamburg (M.A.). In the Consumer Market Outlook he is mainly responsible for Food & Drink topics as well as general socio-economic indicators. Before, he worked as an editorial researcher on consumer goods, retail, international trade and agricultural commodities.

## **Imprint**

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