



# THE FUTURE OF FRESH FOOD

## “TWO-THIRDS OF CONSUMERS INCREASED THEIR SPENDING ON THE FRESH FOOD CATEGORY”\*

The survey from Deloitte uncovers growth potential in the fresh food category for manufacturers and retailers. 2000 consumers and 153 industry leaders took part in the survey.

60% of these consumers increased their spending in fresh foods and spend up to 30% of their average monthly budget on this category.\*

With the increase in demand, stores are starting to expand fresh produce departments to meet the needs of their customers, but according to Barb Renner, Vice Chairman and U.S. consumer products leader at Deloitte, growth rates are not living up to their potential.

### THE MOST IMPORTANT TAKE-AWAYS FROM THE SURVEY ARE:

1. 80% of consumers are actively shopping for healthier options
2. Price-Point speaks volumes with 92% of consumers citing price as a factor in purchasing decisions
3. Spoilage, storage, product pricing and shelf life are obstacles for retailers
4. Sustainable packaging and local sourcing are priorities for customers
5. Slow implementation of warehousing and consumer smartphone technologies

Opportunity abounds for retailers with targeting the right audiences and increasing the value of fresh foods by communication tools relating to the sourcing, safety and health benefits of fresh foods.

Change is inevitable and our team at Bollin Label would love to be a part of your new fresh food strategy, from concept and design to material selection and printing, we'll be here every step of way.

Contact our promotional sales team to help you design and implement a fresh new brand that will help you address some of your fresh food challenges.

Contact us by phone:  
**800.882.5104** or by email:  
[sales@bollin.com](mailto:sales@bollin.com).



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\*<https://progressivegrocer.com/5-things-you-need-know-about-future-food>