

July 7, 2025

“Fresh fruit is a growth catalyst for retailers. When freshness, variety, and cultural relevance collide, the fruit aisle becomes a true destination, driving bigger baskets and more frequent trips. But the opportunity doesn’t stop there: pre-sliced options—especially for harder-to-prepare fruits like mango—are unlocking new levels of convenience, while affordability remains a key lever to expand access and frequency, particularly among value-conscious shoppers. Retailers who deliver on all three—freshness, variety, and accessibility—will be best positioned to lead the next wave of growth.”



Chris Costagli

Vice President,  
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Here’s what industry experts are saying:

“2025 will be defined by a shift toward consumer-centric innovation, where brands that prioritize enhanced experiences and align with consumer expectations will lead the way in trust and satisfaction. “Millennial parents will continue to dominate purchasing decisions, however, recognizing and responding to the Next Gen and preparing for the unique preferences will be crucial in 2025.”

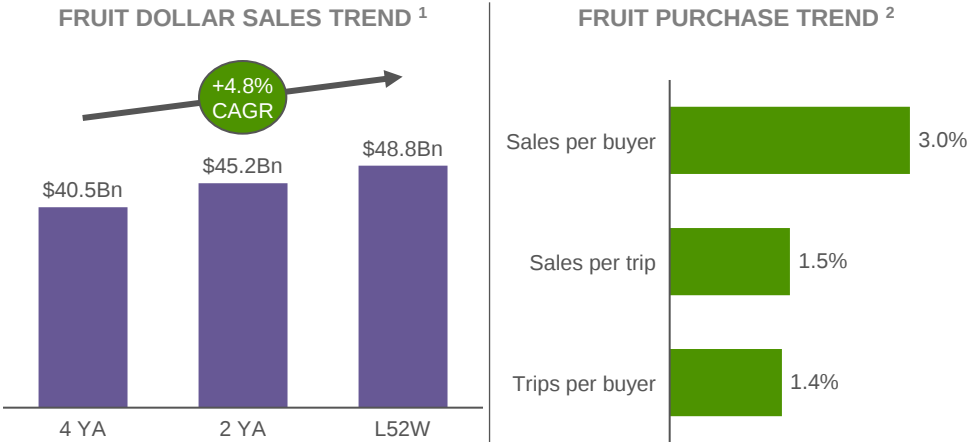
Frances Dillard  
Vice President of Marketing,  
Driscoll’s

Fresh Fruit Is A Breakfast Staple & Basket Builder

Implications for the Fruit Industry

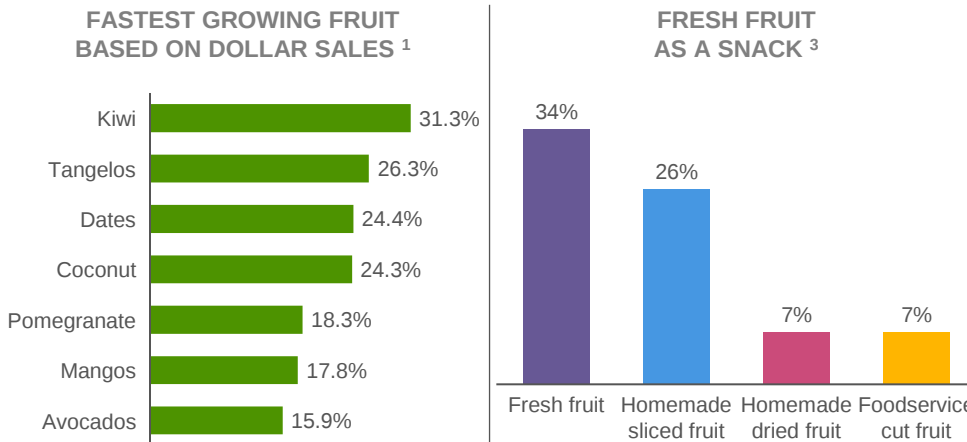
Fruit is a front-end powerhouse, driving bigger baskets and more trips

Fruit sales growth is a key driver of retail performance, as it reflects shoppers’ increasing frequency and basket size when engaging with the category. This trend not only boosts overall store traffic but also enhances basket value, making fruit a strategic lever for driving both volume and profitability.



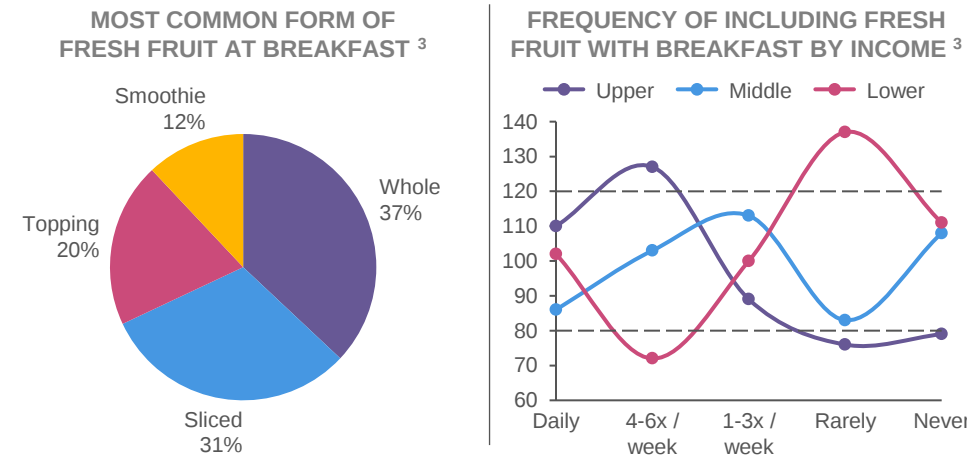
Fresh, flashy, and fast growing

Fruit isn’t just growing—it’s having a moment. Stuffed dates are going viral, and fruits like tangelos and kiwi are catching fire, turning the fruit bowl into a snack destination for more than a third of consumers. Freshness and variety may be table stakes, but these trends show that with the right spark, even the most familiar fruits can become breakout stars.



Fruit faces a morning crossroads of nutrition and affordability

Fresh fruit remains a breakfast staple, with 77% of consumers enjoying it weekly and over 1 in 5 daily—valued for its nutrition and energizing start. Yet, affordability concerns among lower-income households highlight an opportunity for the industry to explore more accessible formats and pricing to sustain fruit’s role in the morning routine.



Industry Analysts Source: <sup>1</sup>NIQ, Retail Measurement Services, US Total Store Inc. Fresh, Total US xAOC, 52 weeks ending 05/24/2025; <sup>2</sup>NIQ, Panel On Demand, Homescan, Total US, Total Panel, 52 Weeks Ending 05/31/2025; <sup>3</sup>NIQ, BASES Quick Question Omnibus Survey, July 2025; n=1,020; <sup>4</sup>And Now You Know, Produce Industry News, Driscoll’s Vice President of Marketing Frances Dillard Predicts 2025 Industry Shifts, January 22, 2025  
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