

## Canned Fruit & Vegetables - US - August 2003 (\$2995.00)

The food processing industry is one of the most important markets in the U.S., accounting for almost 13% of the value of goods produced each year. In the fruit and vegetable segment, the industry produces more than 7 billion pounds of canned products. The industry itself has changed little in the last two decades, and consumer demands, the evolution of the trading environment, changing eating patterns, and new processing technologies are presenting major challenges to the market. In addition, the influence of globalization has made the market more open and competitive. This is creating changes in the traditional grower, manufacturer, retailer and consumer value chains.

The U.S. fruit and vegetable processing industry consists of three sub-sectors that are categorized according to their dominant method of processing: canned and preserved fruits and vegetables, frozen fruits and vegetables, and fruit and vegetable juices. This report focuses on the canned fruits and vegetables segment. This includes all canned fruit and vegetables, as well as some in bottles or jars, except tomatoes and baked beans. Products may be canned in water, juice, or syrup.

This report excludes:

- canned tomatoes, tomato sauce or paste
- canned fruit pie filling
- juice
- fresh, frozen, dried, or glazed fruit and vegetables
- refrigerated or marinated fruit and vegetables
- fruit butter and fruit flavored syrup
- pickles, relish, and olives

This report contains U.S. IRI InfoScan data. Report contents may be subject to change prior to the date of publication.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

Frozen Meals, consumer intelligence-U.S. Report, September 2003  
Hispanic Food and Drink, consumer intelligence-U.S. Report, August 2003  
Side Dishes, consumer intelligence-U.S. Report, June 2003  
Hispanic Demographics, consumer intelligence-U.S. Report, May 2003  
Shelf Stable Meals, consumer intelligence-U.S. Report, December 2002  
Emerging Ethnic Foods V1, consumer intelligence-U.S. Report, May 2002  
Pasta and Pasta Based Meals, consumer intelligence-U.S. Report, May 2002  
Dining Out Review Pt 2 - Family/Casual, consumer intelligence-U.S. Report, May 2002  
Organic Food, consumer intelligence-U.S. Report, May 2002  
Kids & Teens Eating Habits, consumer intelligence-U.S. Report, April 2002  
Mexican Foods Volume 1 consumer intelligence-U.S. Report, April 2002  
Seasonings, consumer intelligence-U.S. Report, April 2002  
Meal Kits, consumer intelligence-U.S. Report, April 2002  
Dining Out Review Pt 1 - QSR, consumer intelligence-U.S. Report, March 2002  
Eating Habits, consumer intelligence-U.S. Report, February 2002  
Salad and Salad Accompaniment, consumer intelligence-U.S. Report, January 2002  
The Vegetarian Food Market, consumer intelligence-U.S. Report, November 2001