



Euromonitor
International

Fruits in the United Kingdom

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of fruits post growth in 2025 thanks to the category’s healthy image

INDUSTRY PERFORMANCE

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Strawberry surplus drives UK fruit retail, while premium and imports face pressure

WHAT’S NEXT?

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Fresh food sales influenced by economic pressures and health concerns in 2025
Financial pressures push consumers to favour cheaper alternatives
Despite supply pressures demand for many fresh foods remains strong

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