

# Fruit & Vegetable Consumption in the UK 2023

by Michael Barker

Fresh Food Journalist & Analyst

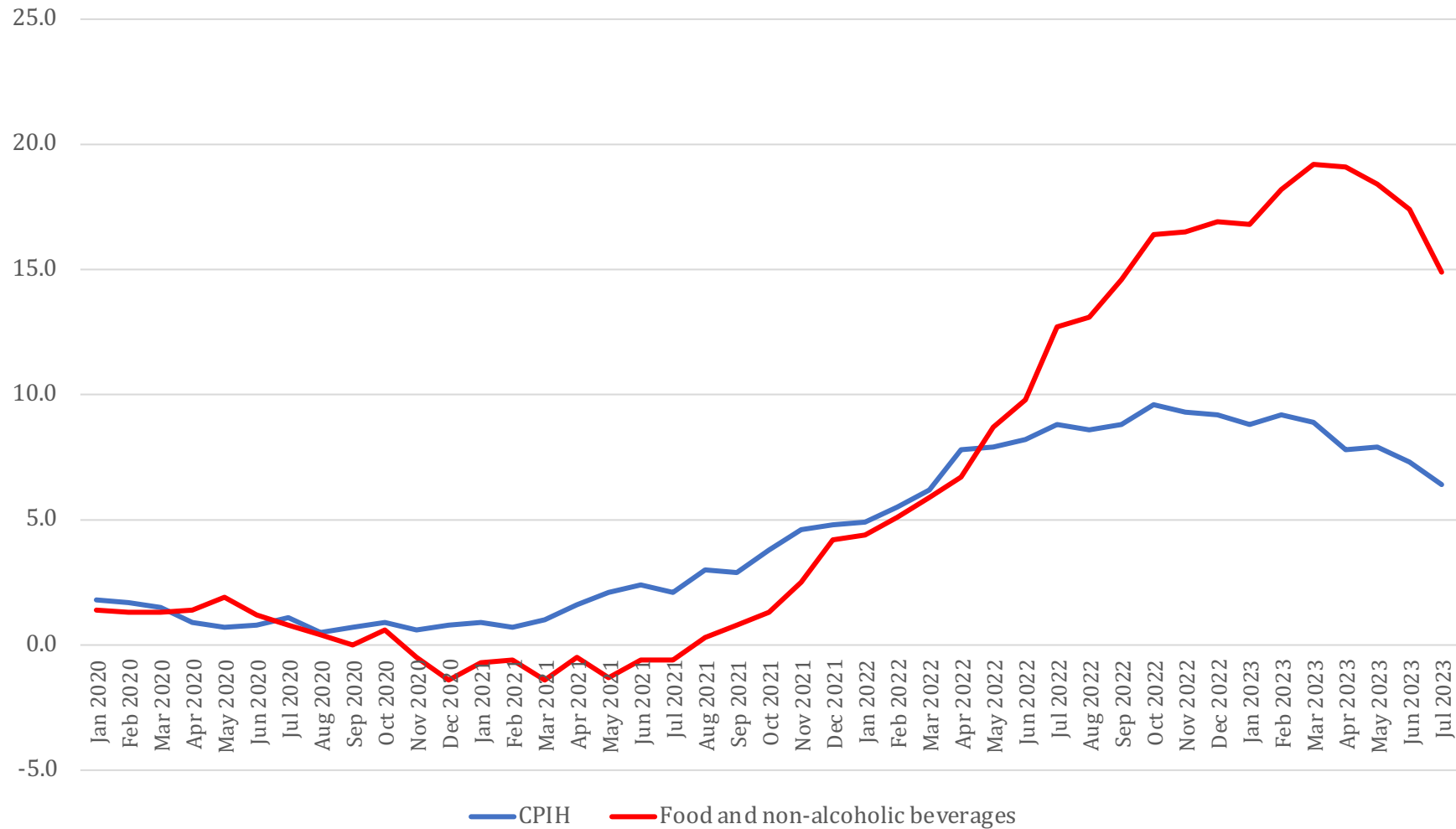




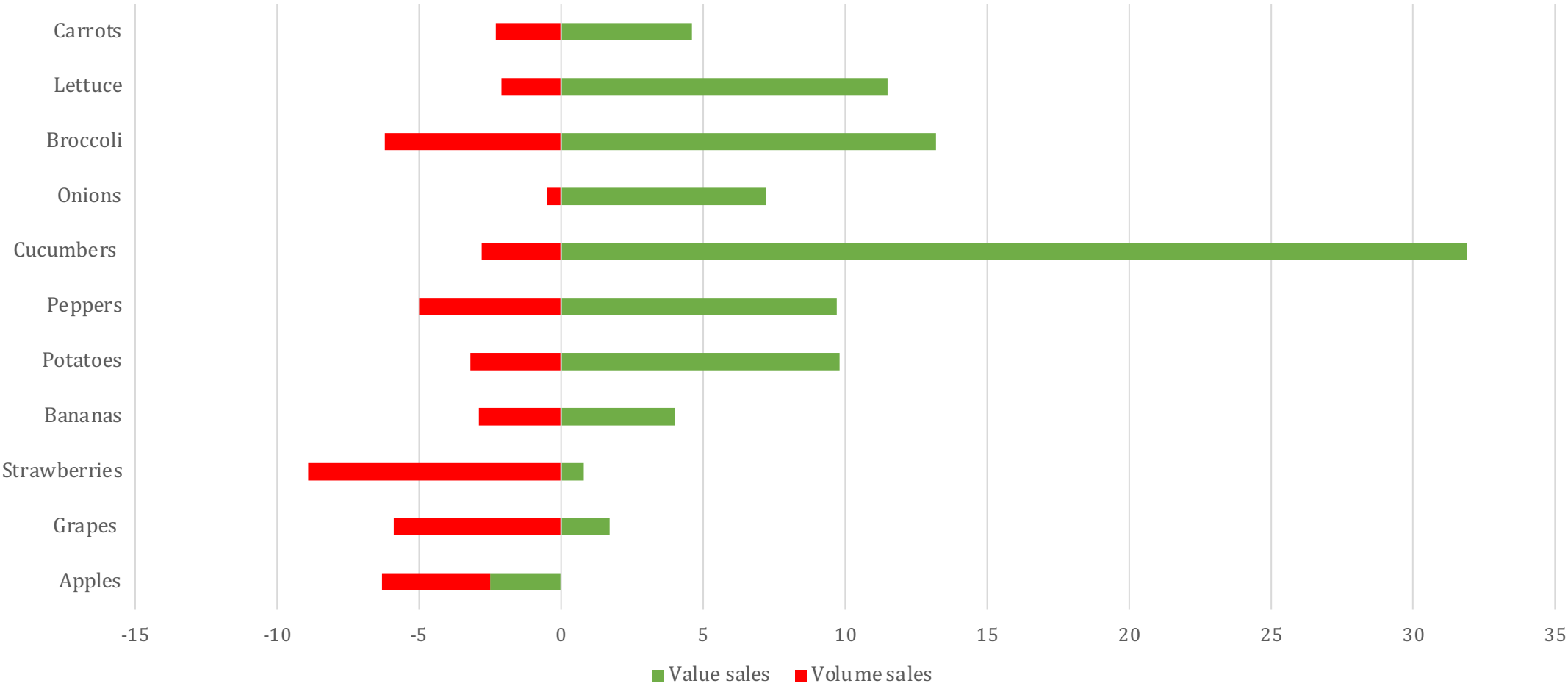




# UK price inflation (%)



# UK fresh produce sales change (%)



Source: Kantar / FPJ Big 50 Products, 52 w/e 14 May 2023



# Only four of the 50 best-selling fruit and vegetables have increased volume sales in the past year



Plums  
+0.5%



Avocados  
+2.2%



Blueberries  
+0.5%



Kiwifruit  
+6.1%



FRESH PRODUCE JOURNAL

# Aldi slashes a third of produce prices

By [Michael Barker](#) | 11 September 2023



**Huge discount move sees prices of 55 products falling by an average of 11 per cent**





Tesco locks 1,000 prices as part of plan to help shoppers 

23 September 2023



Tesco reaffirms commitment to support healthy, affordable diets 

22 June 2023

**TESCO**  
PLC

Tesco cuts price of more than 500 key products including fruit & veg, tuna and rice 

30 June 2023

# Tesco price-cutting drive focuses on fruit and veg

By [Michael Barker](#) | 3 July 2023

# Asda invests £23m to lower prices on hundreds of products



Prices Locked Low: Over 1,000 Prices Locked or Lowered



## Co-op announces biggest ever price investment on everyday essentials with members saving more

02 August 2023

*M&S Food Invests in the Price Of 200 Products as Part of its Trusted Value Promise to Customers*



# Punnets to Points: Nectar shoppers earn bonus Nectar points when buying fruit and vegetables

21 August 2023

- The Great fruit & veg challenge returns, with even more bonus Nectar points up for grabs
- Customers could earn a minimum of 1,000 additional Nectar points through the seven-week task when completing three personalised fruit and veg portion tasks
- The challenge is one of the ways Sainsbury's is encouraging customers to make healthier choices



# Sainsbury's rolls out £2 'Taste Me, Don't Waste Me' fruit and veg boxes to help reduce food waste

20 February 2023





**EAT THEM**

**TO DEFEAT THEM**

**STOP THEM TAKING OVER THE WORLD**



**£17.5m**

ADVERTISING

donated  
to **our**  
campaigns



**36m+**  
PEOPLE  
REACHED

every year since **2019**



**51%** PARENTS &  
CHILDREN

RECALL  
**SEEING**  
THE AD



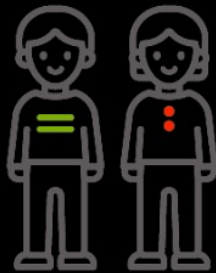
**45%**

PARENTS  
WHO SAW  
THE ADVERT  
said their children  
**ATE MORE**  
VEGETABLES



**1.5m**

CHILDREN  
have taken part  
in **TASTING,**  
**COOKING,**  
**GROWING** and  
**VEGETABLE FUN**



**4,884**

SCHOOLS  
took part in  
**OUR SCHOOLS'**  
PROGRAMMES



**77%**

PARENTS

of children who took part said they  
**ATE MORE VEGETABLES**



**+£132m**  
VEGETABLE  
SALES

as a **DIRECT RESULT** of our  
campaigns in 2019-2022



**1.4** BILLION  
PORTIONS



EXTRA VEGETABLES  
**SOLD AT RETAIL**





# Get help to buy food and milk

(the Healthy Start scheme)

## What is Healthy Start?

If you're more than 10 weeks pregnant or have a child under 4, you may be entitled to get help to buy healthy food and milk.

If you're eligible, you'll be sent a Healthy Start card with money on it that you can use in some UK shops. We'll add your benefit onto this card every 4 weeks.

You can use your card to buy:

- plain liquid cow's milk
- fresh, frozen, and tinned fruit and vegetables



## [Frequently asked questions](#)

Frequently asked questions that people



# Government Food Strategy

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- Maintain current food production levels overall, but *boost production in horticulture*
- Raise skills, training and pay in the food industry
- *Halve childhood obesity by 2030. Increase the proportion of healthy food sold*
- Reduce environmental impact of food production
- Increase exports
- Maintain food standards







Stay in touch

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