



BAHAMAS TRADE INFO



MINISTRY OF FINANCIAL SERVICES



Global market trends: fruit & vegetables



Overview of global market trends

Production:

1. Increasingly regional and urban production
2. New concepts: vertical farming
3. Non-industry producers (Google, Toshiba, etc.)
4. Fully-automated mixed cultivation production

Distribution:

1. Autonomous
2. Smaller urban delivery services
3. On demand/instant
4. Crowd-sourced delivery
5. Rise of the platforms: producer comes to consumer

Consumer behavior:

1. Marketing of product characteristics
2. Ready-made healthy recipes
3. Transparency: required to know ingredients and origin of products
4. Controlled lifestyle
5. Fast to-go and healthy supply



Production trends (1 of 2)

- Digitalization has sharpened customer awareness
- Increasing transparency in the supply chain
- Unique and individual experience becomes more important
- It is cheaper and easier to market producer and origin, than to elevate products into branded items

- **As a result producers are becoming more and more important in terms of marketing strategies:**
 - **They are used for storyline marketing purposes**
 - **Growers are becoming the new heroes**



Production trends (2 of 2)

- Industry 4.0 - the development of new efficient cultivation methods using
 - big data / internet of things
 - precision farming / vertical farming
 - stepping towards full automation
- New (technology) players get involved in the industry including:
 - Google
 - Philips
 - Toshiba





Distribution trends

- Technology opening up completely new logistical possibilities:
 - Automation of distribution
 - Drones, delivery robots, autonomous cars, trucks and trains
- New players (specialized distributors) appear in the distribution game including:
 - Amazon (Amazon Fresh)
 - Uber (UberEATS)
 - Google (Google Express)
- Healthy delivery options are increasingly demanded and offered





Consumer behavior trends – the glass supply chain (1 of 3)

- Greater health awareness is leading to a need for transparency and information
- Demand for organic and fair-trade products keeps increasing
- Consumers are willing to pay premiums
- Official certification has to be supplemented to create transparency and trust, therewith justifying the higher prices





Consumer behavior trends – society of longevity (2 of 3)

- Global life expectancy is increasing, especially in highly developed countries
- Sports and a balanced diet become part of every day routine
- Fresh natural products continuously gain popularity
- Taking over the role of preventative medicines more and more





Consumer behavior trends – the age of memes (3 of 3)

- Images, videos and audio are being spread via the internet
- Viral marketing: achieve a viral effect and reach lots of people with minimum effort and costs
- Super food-hype is basically based on clever marketing: no scientific prove of health claims
- Using the right celebrity in (social media) campaigns, affects the consumer mind without scientific evidence





BAHAMAS TRADE INFO



MINISTRY OF FINANCIAL SERVICES



Questions? Contact us!
tradeinfo@bahamas.gov.bs
Tel: +1 242 328 5071 6