

More Fruit, More Future: A Growing Market in the U.S.

ORLANDO , FL, UNITED STATES, September 18, 2025 /EINPresswire.com/ -- Despite abundant food availability, most Americans still fall short of recommended fruit intake. According to the USDA Economic Research Service (ERS), only 1 in 10 adults meets the Dietary Guidelines for Americans, which suggest 1.5 to 2 cups of fruit per day. Per capita consumption has declined since the early 2000s, even as diet-related chronic diseases increase.

This raises a critical question: does the U.S. produce enough fruit to meet its own needs, or is low intake tied to supply limitations? Reports suggest that while production is strong, it remains insufficient, creating both challenges and significant opportunities for stakeholders across the fruit supply chain.

Fruit Consumption: Below Recommendations, Above Market Potential

The USDA's Peeling Open U.S. Fruit Consumption Trends (2025) shows daily fruit intake fell 14% between 2003 and 2021. "Only about 12% of American adults consume fruits in line with dietary guidelines, and that number has remained stable," noted USDA expert Jeanine Bentley.

This deficit signals opportunity. The Produce Marketing Association (PMA) estimates that if Americans met recommended levels, the market would need to double its supply capacity.

Domestic Production: Strong, But Insufficient

The U.S. produces apples, grapes, strawberries, peaches, avocados, and citrus, especially in California, Florida, Washington, and Michigan. Yet a 2024 report by the Union of Concerned Scientists shows domestic production covers just 55% of ideal demand.

"To meet nutritional guidelines, we would need at least double the current output of fresh produce," said Mark Bittman, senior researcher at UCS.



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A Growing Market: Rising Demand for Imports and Organics

While overall consumption lags, some categories are expanding. IRI Worldwide's Fruit and Vegetable Market Trends 2025 reports an 18% rise in demand for organic and exotic fruits in the past three years, driven by younger, highly educated consumers.

"We are clearly seeing more demand for imported fruits," said Cathy Burns, CEO of the [International Fresh Produce Association \(IFPA\)](#). "This creates space for new importers and for distributors investing in logistics and traceability."

At the Brazil Conference and Expo (August 2025), Burns highlighted: "The recommended intake is about 440 grams of fruit daily, but Americans consume only around 220 grams. This gap shows not just a nutritional issue, but also a major growth opportunity."

Opportunities Across the Supply Chain

The [California Department of Food and Agriculture \(CDFA\)](#) reports that farms adopting diversification and sustainable technologies boosted profitability by up to 22% in the last five years. Tools such as moisture sensors, drones, and automated irrigation are making production more resilient.

"The fruit market is one of the most promising areas of U.S. agriculture," said Karen Ross, Secretary of the CDFA. "With the right policies and investments, we can achieve growth with sustainability and real economic returns."

A Positive Outlook

Greater food awareness and more efficient supply chains are transforming the sector. A 2024 Circulation study based on the Produce Prescription program showed participants with better access to fruits increased daily intake by up to 30%, improving metabolic health.

"Improving diets is not only a health matter but also an economic opportunity," said Dariush Mozaffarian, cardiologist and professor at Tufts University. "Agriculture can be central to the solution, with fruit playing a key role."

Conclusion

Low fruit consumption in the U.S. represents both a public health challenge and a powerful opportunity. With technology, investment, and collaboration across the supply chain, the fruit sector can become a cornerstone of healthier diets and stronger economic growth.

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