



PACKAGING AS A CONDITION FOR GROWTH IN SALES OF FRUITS AND VEGETABLES

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Abstract. *Vegetables and fruits are one of the main categories in the FMCG segment. According to analysts, vegetables account for 26.3% of all purchases, fruits - 23.4%. Such figures do not depend on the season, and have recently been growing annually. This is due to the fact that there is now a trend for a healthy lifestyle. As demand grows, retailers are forced to pay more attention to this product category. They have to work both with expanding the range and with merchandising. At the same time, the category is very conservative, so you won't be able to experiment much - this will scare off potential buyers. But you shouldn't think that new techniques are not used at all to promote vegetables and fruits. Now, work with packaging, presentation of organic products, and sales of ready-to-eat sets has noticeably increased. These solutions not only bring new interest, but, as statistics show, become a driver of sales growth in the FMCG segment*

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Packaging is beneficial to everyone. Why is packaging so important? Because customers have become more discerning. They want to see a fresh, attractive product. The retailer should try to maintain the appearance for as long as possible.

Packaging makes the product more noticeable, creating a reputation for the manufacturer brand. Even the fact that packaging makes vegetables and fruits more expensive does not affect demand. The manufacturer receives additional profit, and customers get a quick search for the desired product, clear information about the place of production and, most importantly, additional safety of fresh vegetables or



fruits. The presence of packaging makes you think that the supplier uses more advanced technologies during processing, which means less harm to health.

It is worth taking into account the desire of customers to save time. For example, you can pick potatoes in the store yourself. At the same time, sorting, cleaning from dirt and weighing will take 5-10 minutes. At the same time, another visitor will take a neat net with washed potatoes, which will cost a little more. Reducing the time for cleaning will allow you to cook potatoes much faster.

Packaging of fresh fruits and vegetables is the prerogative of hypermarkets. After all, by the time the product reaches the shelves, it may, if not spoil, then lose its attractive appearance. In addition, information about the product can be placed on the packaging. This attracts the buyer and inspires confidence. The demand for these products is high, so they do not stagnate on the shelves.

Packaging plays a major role not only for the consumer, but also for the manufacturer/supplier. It helps to brand the product and thus distinguish it from others.

The psychology of modern people is such that the more expensive fruits and vegetables are, the more trust they inspire. If the product is of proper quality, no matter how much it costs, buyers will return to it again and again. And recognizable packaging will allow you to immediately distinguish it from others and not waste time searching.

Another reason why consumers choose packaged fruits and vegetables is convenience. Let's take an example. In one tray there is a beautiful onion in a clean orange net, already weighed, packaged, packed. In another, the same onion, but thrown together haphazardly, unwashed, which still needs to be sorted, put in a bag and weighed. What will the buyer choose? Correct!

Branding of fruits and vegetables. A large number of suppliers have become more active in the country. Local producers and Asian countries have replaced European products. With the expansion of the market, many began to feel competition. Therefore, distinguishing through packaging no longer seems like a strange idea.



You can present the same product in different ways. But adding beautiful packaging and truthful information immediately sets the tone of premium, which every buyer wants to feel at least sometimes.

Thus, the better the packaging is thought out, the more people will be interested in the product. More demand - more profit.

Branding helps the consumer to distinguish a certain brand from others. In turn, for the producer and the seller, this is additional income. Because if the fruits are sold in bulk, some may be worse, some may be better.

But if they are packaged, it means that the brand will monitor their quality. After all, if they are bad, the buyer will choose another one next time. Thus, the manufacturer accustoms the consumer to a certain choice, and therefore can be sure of a stable demand for its product. For the seller, the benefit is similar. If a brand is in regular demand, it is possible to forecast sales and know approximately which batch of goods from whom and in what time frame to order.

Focus on organics. Everyone understands that a healthy lifestyle and organics are a stable trend. It originated when people's living standards improved in the early 2010s, and intensified during the pandemic. At the same time, organic products spoil quickly, so packaging is the only way to preserve freshness.

In addition to organic products, interest in vegetarian, gluten-free and soy products is growing every year. They are much more expensive than regular vegetables and fruits, so selling them “in bulk” is not possible. People simply will not buy a product they cannot learn anything about. In addition, they will not even be able to distinguish these products - there is no external difference, the only difference is in the price of the products. In this regard, packaging is the only correct solution for selling expensive organic products. And the better the packaging design is, the fewer questions buyers will have. They pay for additional preservation of vegetables, information about the place of production and composition, as well as for the brand.



Another trend is added to organics - ready-made sets of salads, vegetables and fruits. As with potatoes, people find it more convenient to buy washed products. It is important for residents of large cities to save time.

The final trend is packaging product parts, as they started doing with confectionery. Vegetables and fruits are not always small. For example, watermelons and melons. Some people do not want to buy a large berry or fruit to satisfy a momentary desire. They are ready to buy a small piece and eat it right away. The question of storage and rearrangement in the refrigerator disappears by itself.

Organic products have become a trend lately. This trend has especially intensified during the lockdown. People have become more health-conscious and pay attention to nutrition. In this context, organic packaging has become relevant, as it allows products to retain their beneficial properties longer.

The healthy lifestyle trend has continued with the emergence of other products that are beneficial to health. In addition to organic products, vegetarian products, various meat alternatives, and gluten-free food are in high demand.

It is obvious that you need to pay more for healthy food. But a modern buyer will not pay more just for a healthy product. In order for quality to be confirmed, they need appropriate packaging and the confidence that they are spending money on a truly healthy product. Information about benefits, properties, country of origin, number of calories, etc. can only be placed on the packaging.

The invention of food packaging has given rise to several more convenient innovations. For example, thanks to packaging, ready-to-eat salads have appeared. In addition, in modern stores you can often find assorted vegetables, herbs, etc.

Such sets are in demand, especially in megacities. People spend a lot of time at work, as well as on the road to work, so there is no time left for cooking. Washed and chopped vegetables can be used immediately and not waste extra time on cooking.

Not only packaged vegetables are very popular, but also fruits. The packaging performs the main function - it allows fruits to lie on the shelf longer.



Packaged strawberries, blueberries, cherries and other berries have long ceased to be exotic on the shelves of modern stores.

But in addition to the protective function, the packaging solves another problem. Thanks to it, fruits can be sold in parts. For example, sliced melon or watermelon. This is very convenient for a small family. Or for a family with a standard refrigerator, where a huge berry will definitely not fit. In addition, neatly cut and packaged fruits are beautiful and convenient. You can take them with you on a picnic or decorate a festive table.

Vegetable department – the face of the store. The vegetable and fruit department always attracts attention. The abundance of colors and shapes does not leave people indifferent. Therefore, each retailer must work on this area in accordance with the standards of visual merchandising. The better the products are combined, the more attractive the appearance. And this affects sales. In addition, a beautiful display makes visitors to the point think about the high cost of the product. This thought is combined with the knowledge that vegetables and fruits cannot be very expensive. Ultimately, a person buys a product at a low price, but feels more inspired - as when buying an expensive product.

Packaging is useful for all parties in the turnover. The buyer buys protection, and the supplier receives additional profit. In addition, without packaging, any brand can get lost in the crowd of competitors.

Fruits and vegetables are not only healthy, but also beautiful. If they are laid out correctly, taking into account their shape and color, the fruit and vegetable department can become the store's calling card. Visual merchandising is involved in beautiful display, which also has a positive effect on sales.

It is interesting that people have reverse psychology regarding fruits and vegetables. They are ready to save on many products. But in the case of fruits and vegetables, the higher the price (within reasonable limits), the greater the demand.

In fact, everything is simple. For the average consumer, the high price of fruits and vegetables directly correlates with their high quality. If such products are



correctly packaged in attractive packaging, the likelihood that a person will buy such a product without looking at the price increases many times over.

Packaged fruits and vegetables are popular for a number of reasons: it is convenient, healthy, profitable. Thanks to this, the packaging market is also growing. This is a mutual process that increases retailer sales and demand for suppliers' goods.

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