



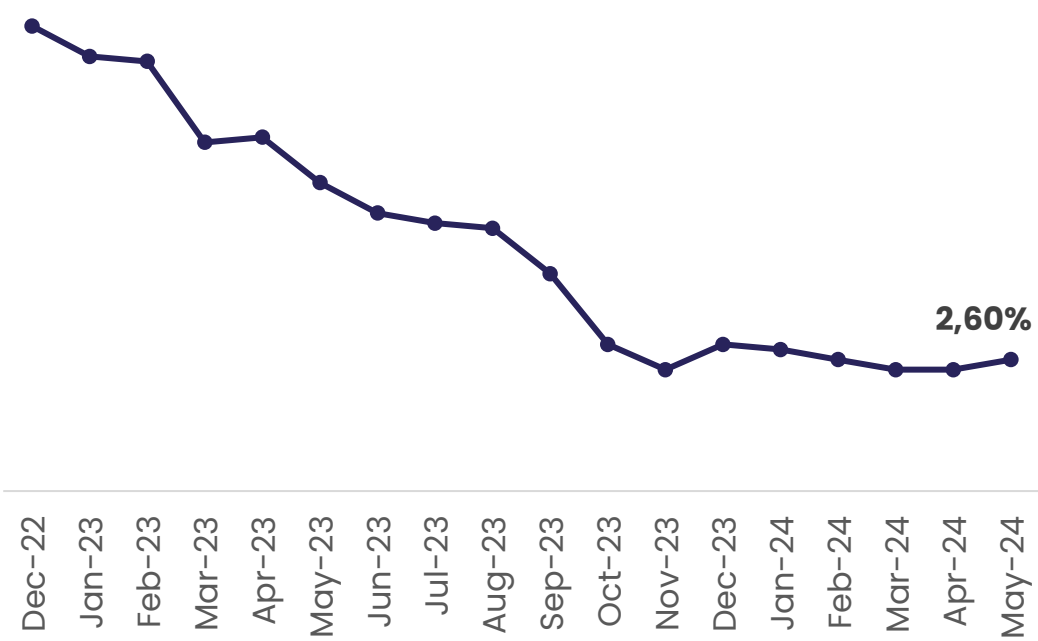
DG AGRI Stone Fruit Market Observatory

A retail perspective

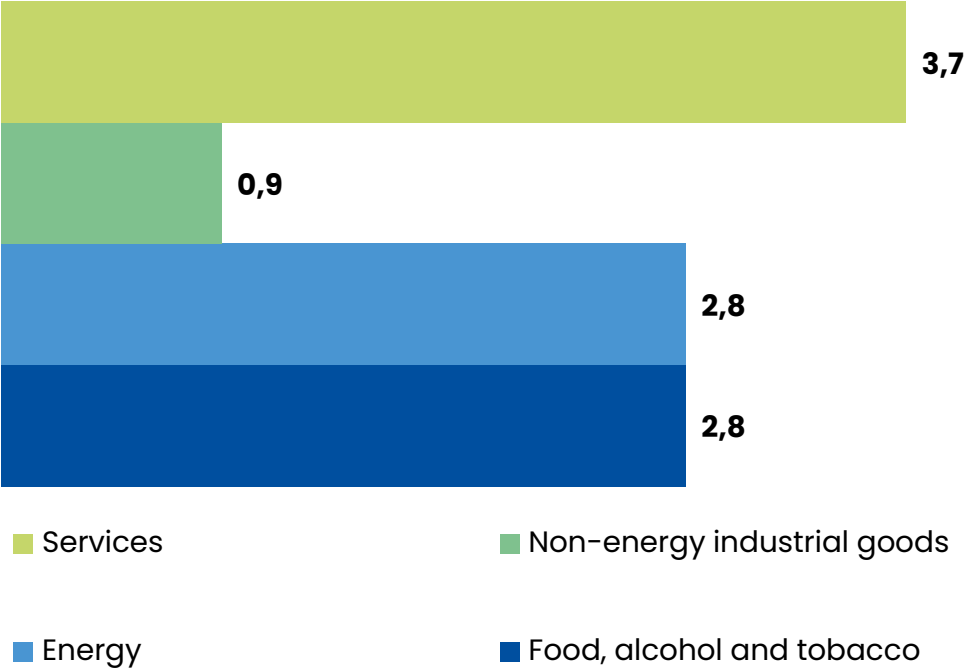
June 2023



The macroeconomic situation



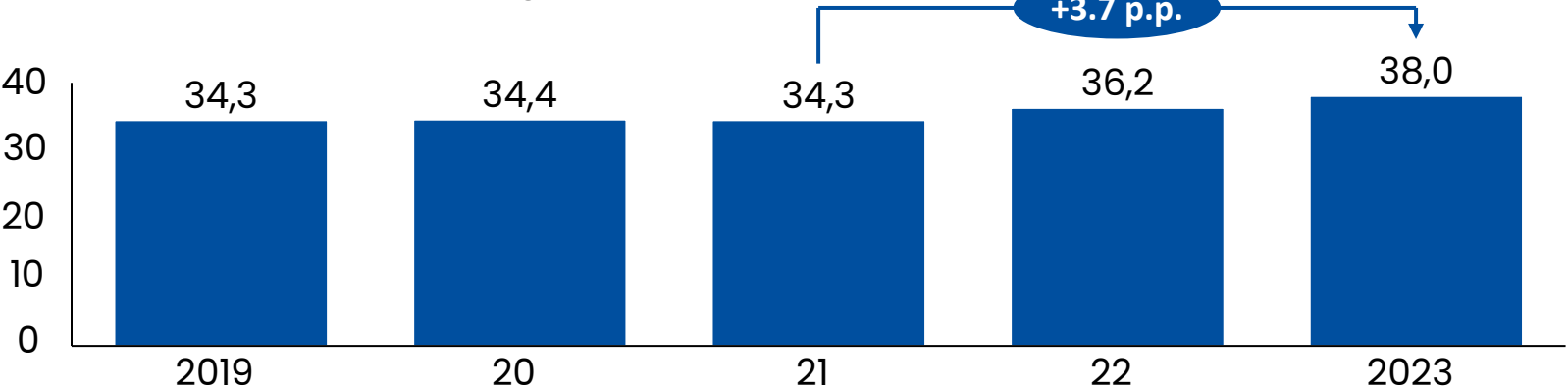
After peaking in 2022, inflation is decreasing



Food inflation remains higher

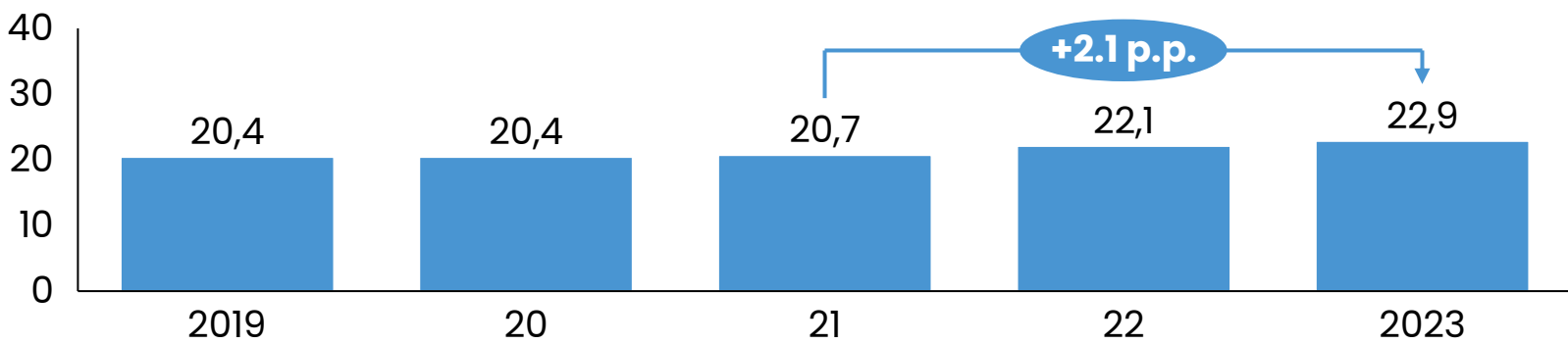
2023: The year of downtrading

Private label share of total grocery, EU-11, %



Countries
UK, DE, FR, IT, ES, NL, CH, PL, SE, BE, DK

Discounter channel share of total grocery, EU-11, %



Consumers in a cost-of-living crisis

Consumers have downtraded when shopping, but things are looking up

Look for ways to save money when shopping

48%

-5

Actively research for best promotion

39%

-5

Buy store's own food brands instead of known brands

32%

-4

Focus on healthy eating and nutrition

31%

0

Pay a higher price to get a healthier product

1%

+5

Buy products from local producers and farmers

17%

+2

Buy organic products

2%

+5

Buy environmentally friendly products

17%

0

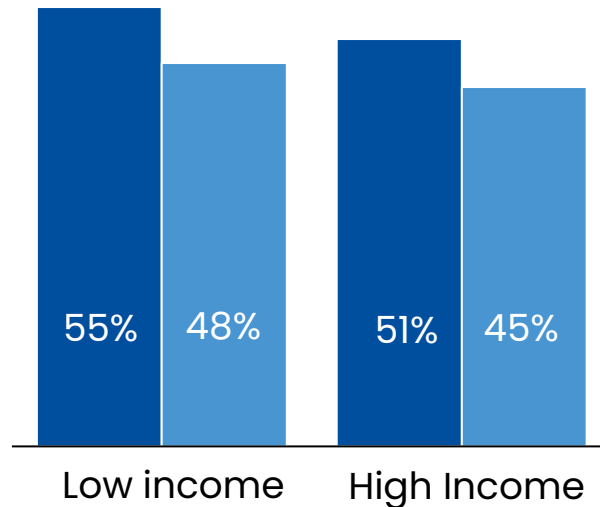
Consumption is polarizing towards low-cost and premium

Attitude¹ towards grocery shopping, EU-11² net intent³ of consumers, 2024 vs. 2023, % ■ 2023 ■ 2024



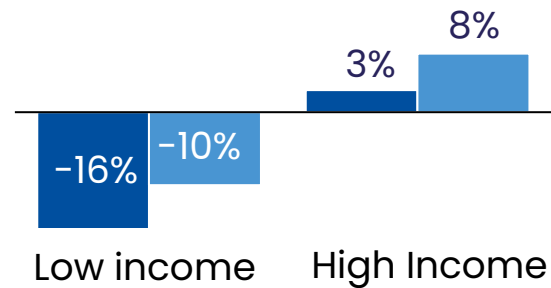
Price

Intention to look for more ways to save money remains high but decreases



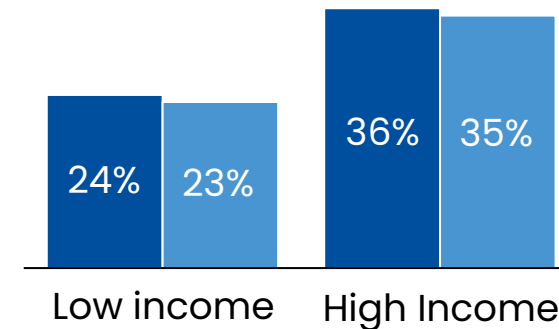
Quality

Intention to buy high-quality / premium food products increases



Health

Intention to pay a higher price to get a healthier product



Data Source:
Consumer Survey 2024,
N=12 598,

UK, DE, FR, IT, ES, NL, CH,
PL, SE, BE, DK,

Sample matches
general population 18+
years

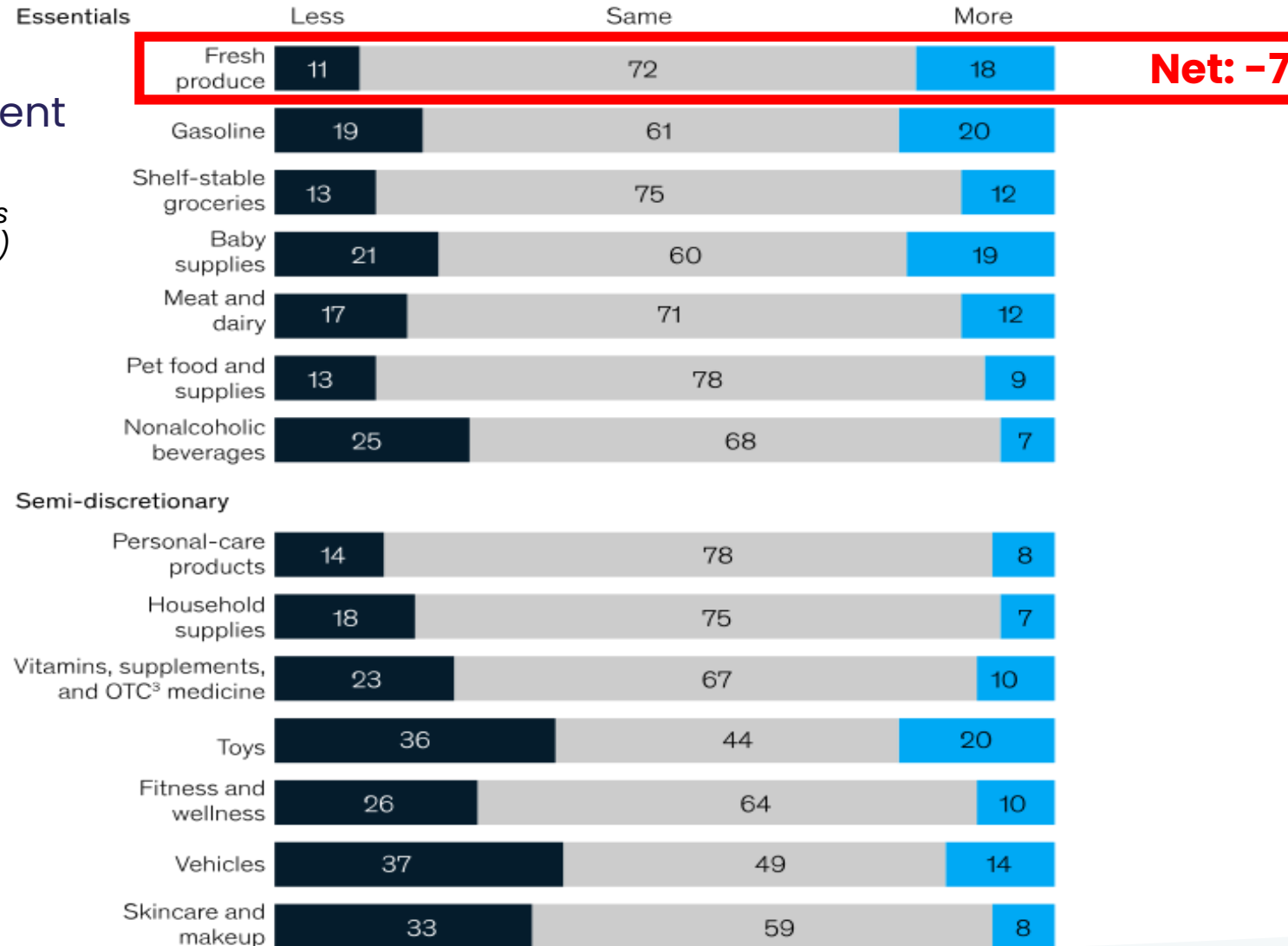
Before the inflation crisis the difference between low and high income in “Price” was 20 pp, now just 3 pp!

1. Q: Think about 2024. Are you planning to do more, less or about the same of the following? I plan to...
2. 2023 and 2024 both cover EU-11 (UK, DE, FR, IT, ES, NL, CH, PL, SE, BE, DK)
3. Net intent represents the share of consumers who want to do more of the activity minus the share of consumers who want to do less of the activity in 2024 vs. 2023

Consumers still careful, only trading up for health

Consumer Spending Intent Q1 2024

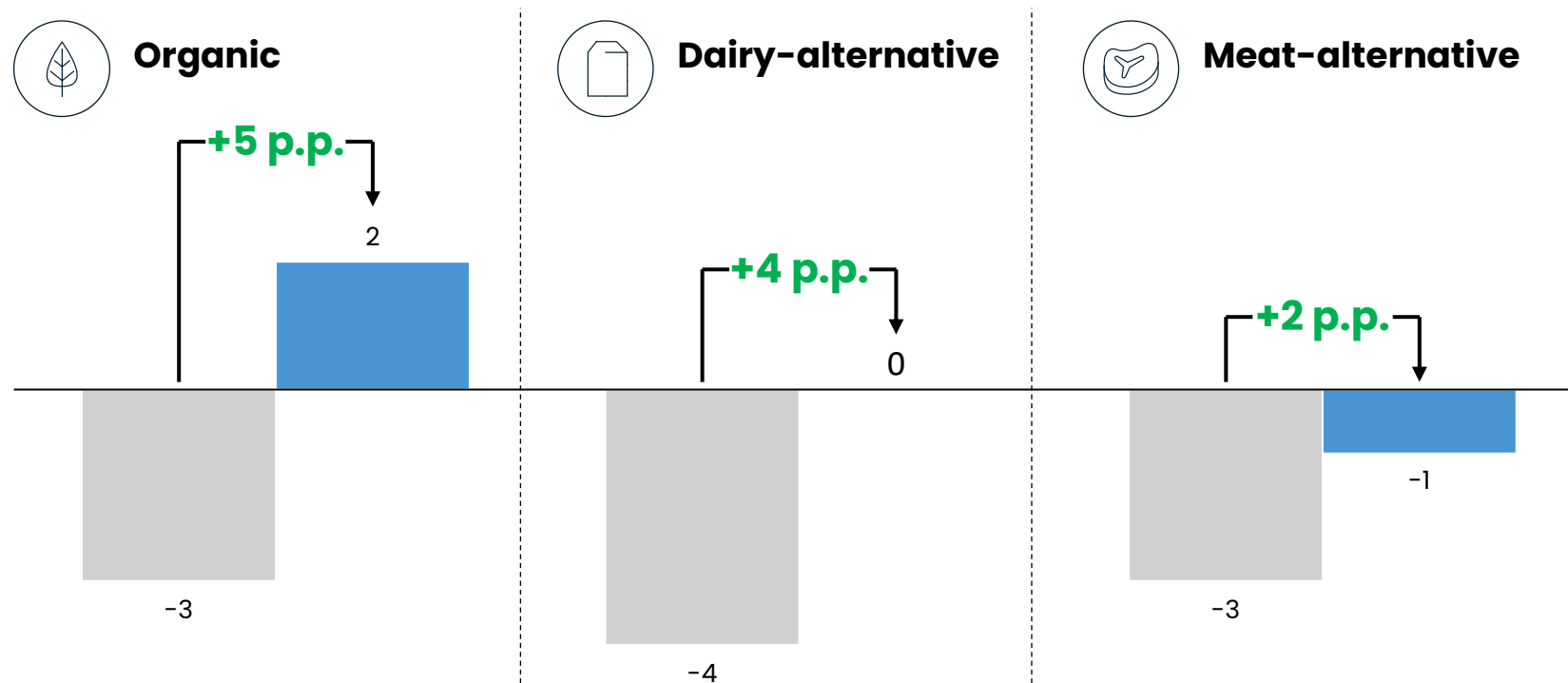
in the 5 biggest European Countries
(France, Germany, Italy, Spain & UK)



Appetite for organic, dairy & meat alternatives is growing

Attitude¹ towards grocery shopping, EU-11² net intent³ of consumers, 2024 vs. 2023, %

■ 2023 ■ 2024



Not only ethics-driven, but also

- Perceived health benefits
- Increasing quality, diversity & convenience of these alternatives
- Increasing food intolerances
- Increasing food allergies

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Consumer Food Decision Matrix

COVID-19 Crisis

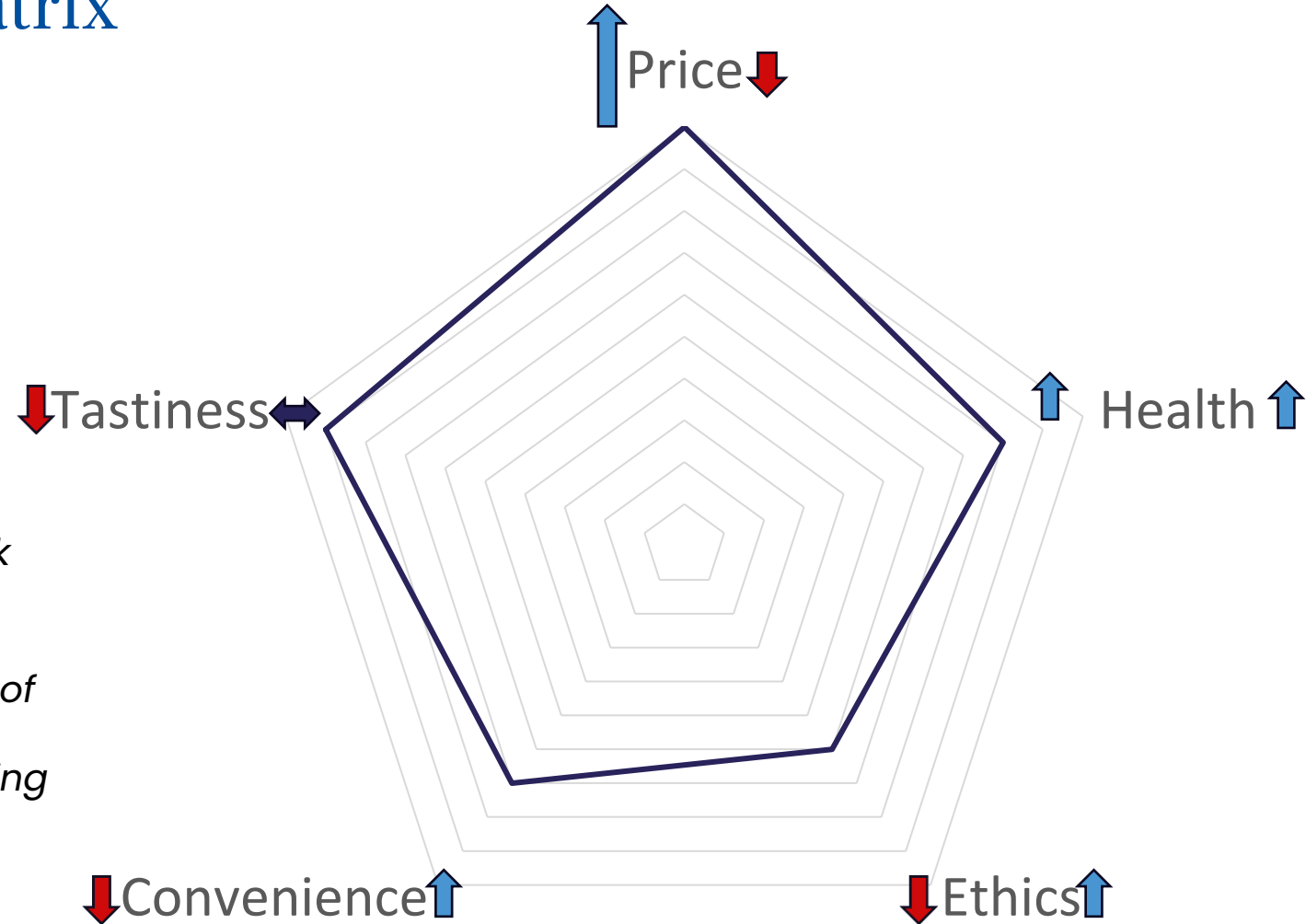
- Strong decline in need for convenience
- Increase in health awareness
- Other elements mostly stable

Inflation Crisis

- Extremely strong increase in price awareness at the expense of all other elements except health.
- Convenience recovers as people return to work

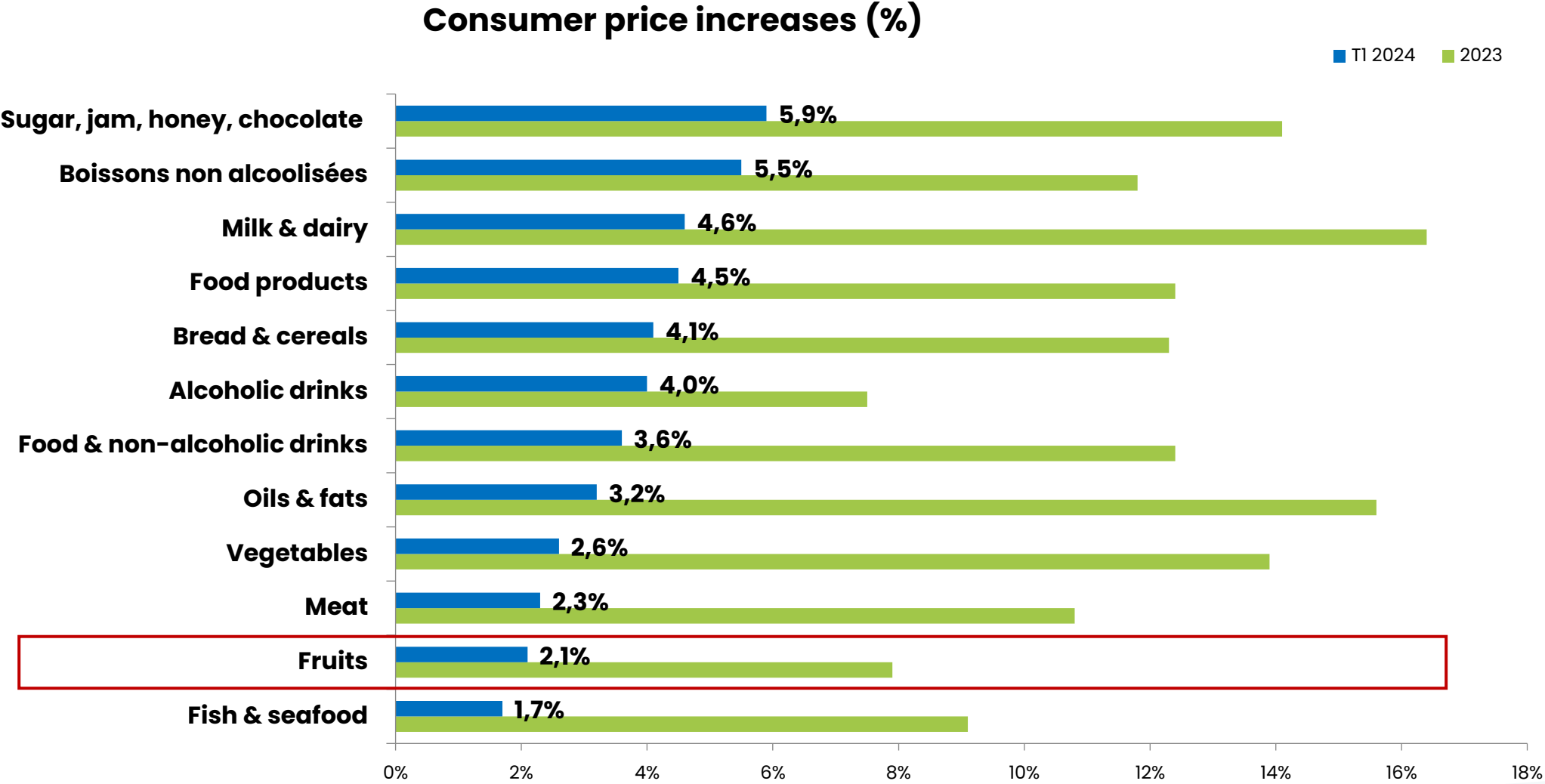
Near future

- Decline in price sensitivity, but some elements of downtrading are sticky.
- Speed of decline linked to recovery in purchasing power
=> different from country to country
- Health keeps slowly gaining importance
- Ethics are 'cost of doing business', growing requirements but decreasing willingness to pay extra

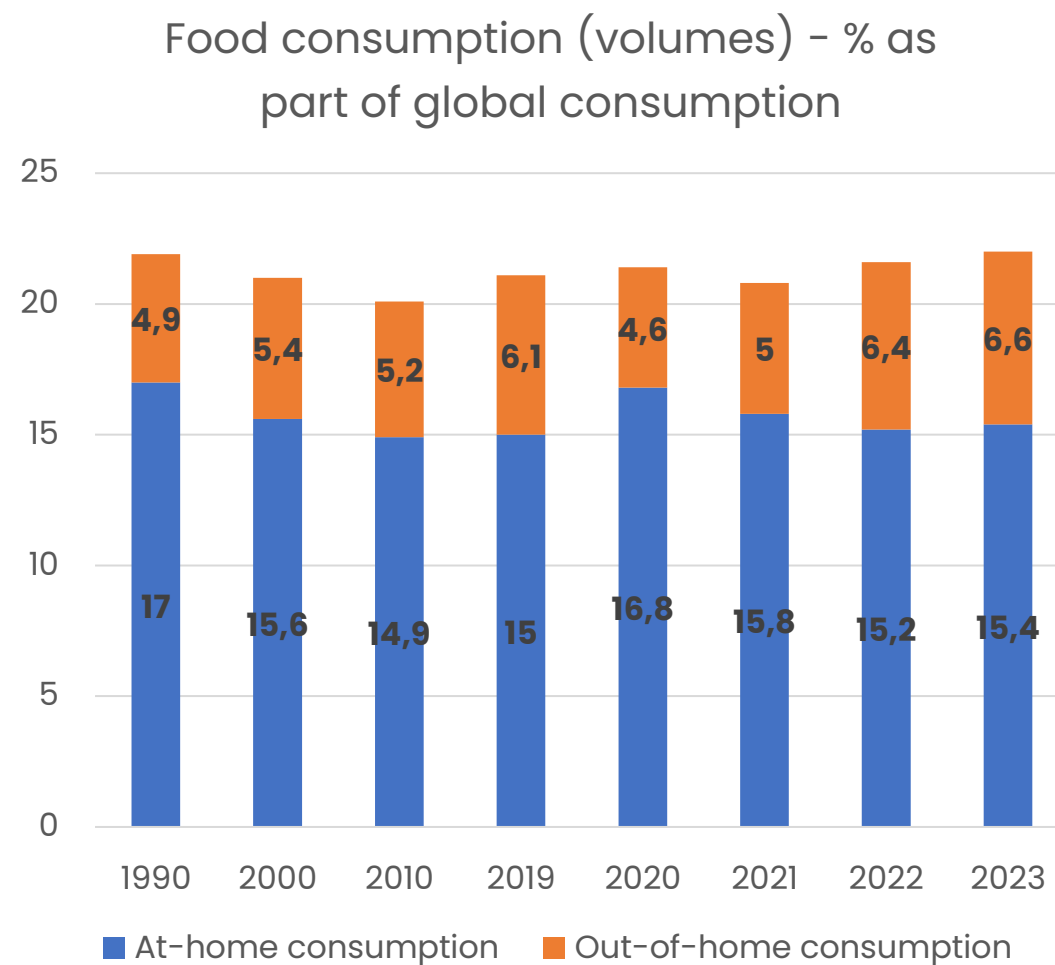
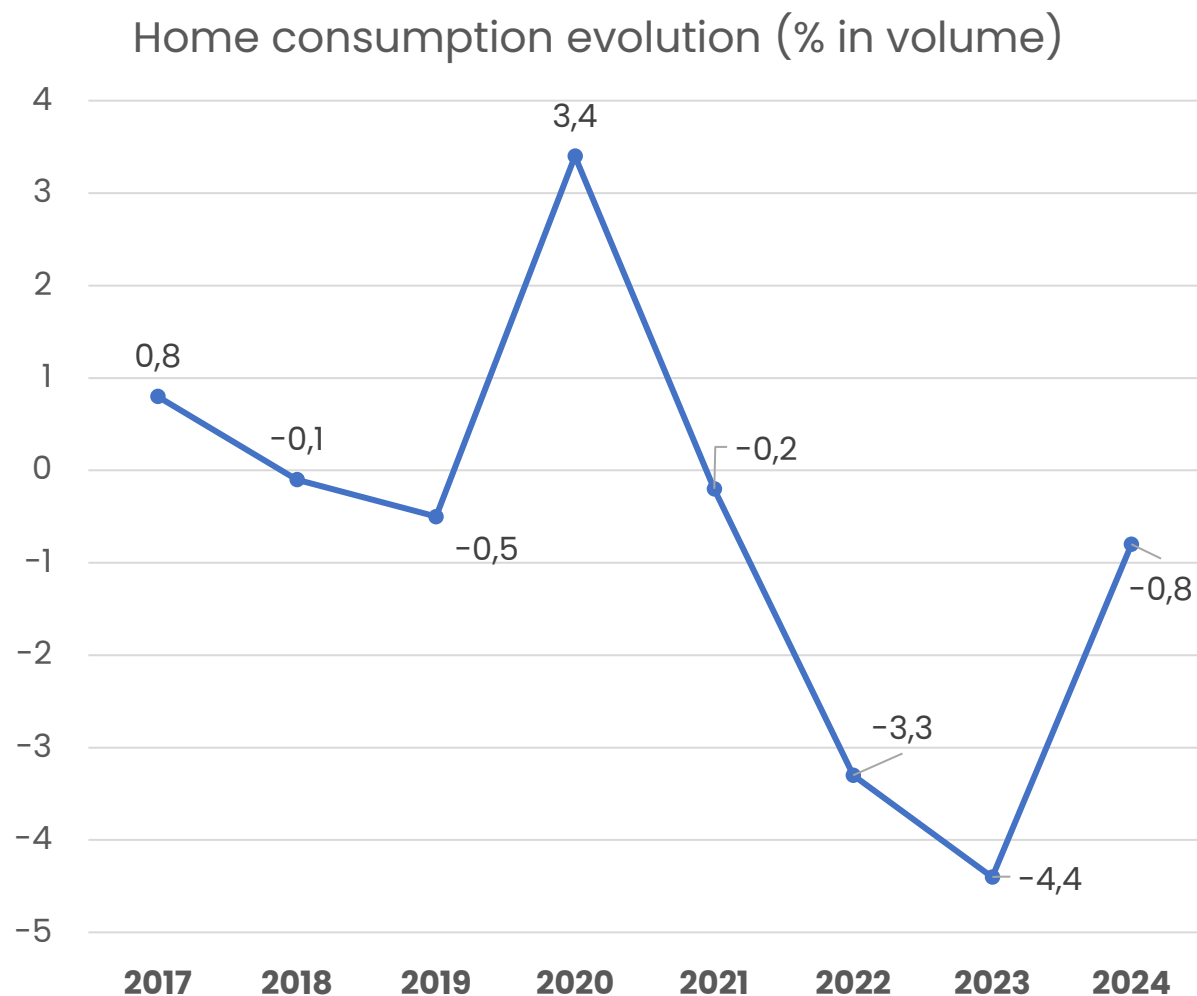


France

Inflation



At-home and out-of-home consumption



Fruit sales in 2023

-4%
Decrease in sales volume for **fruit** in 2023 vs 2022

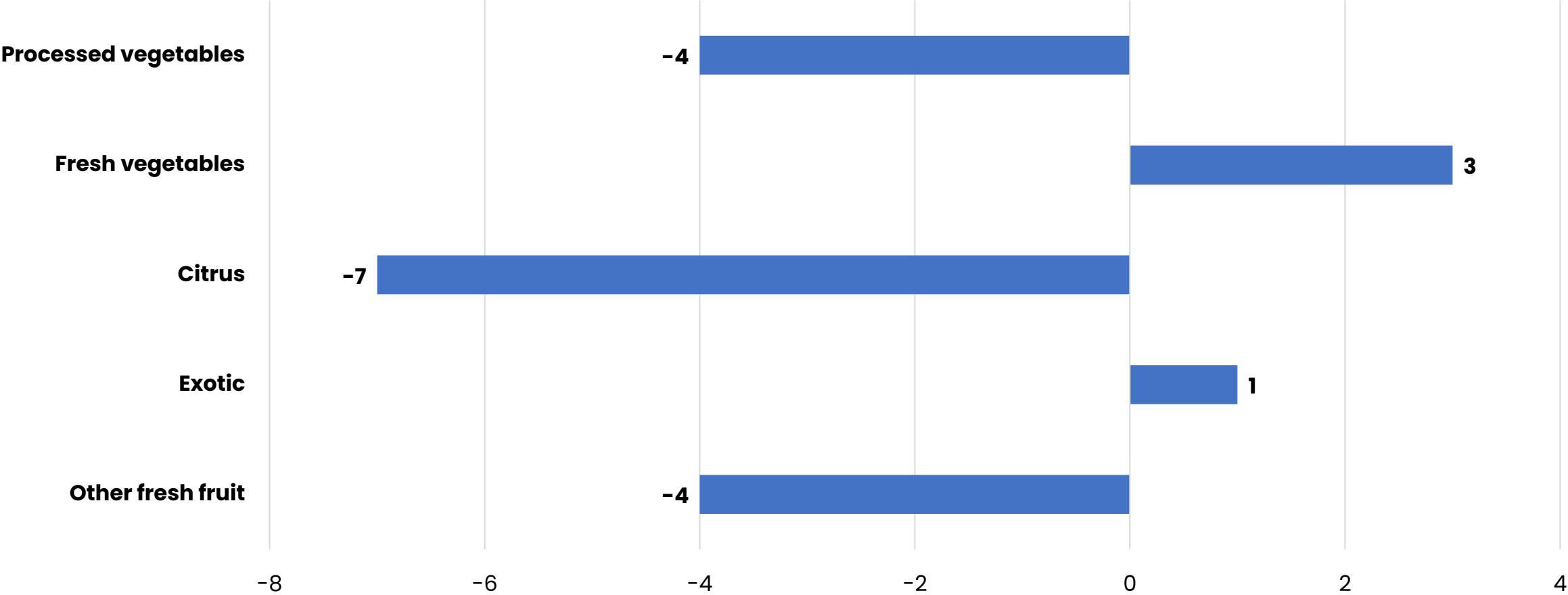
-7%
Decrease in sales volume for **fresh fruit** vs 3-year average

Fresh products – volume variations (%)



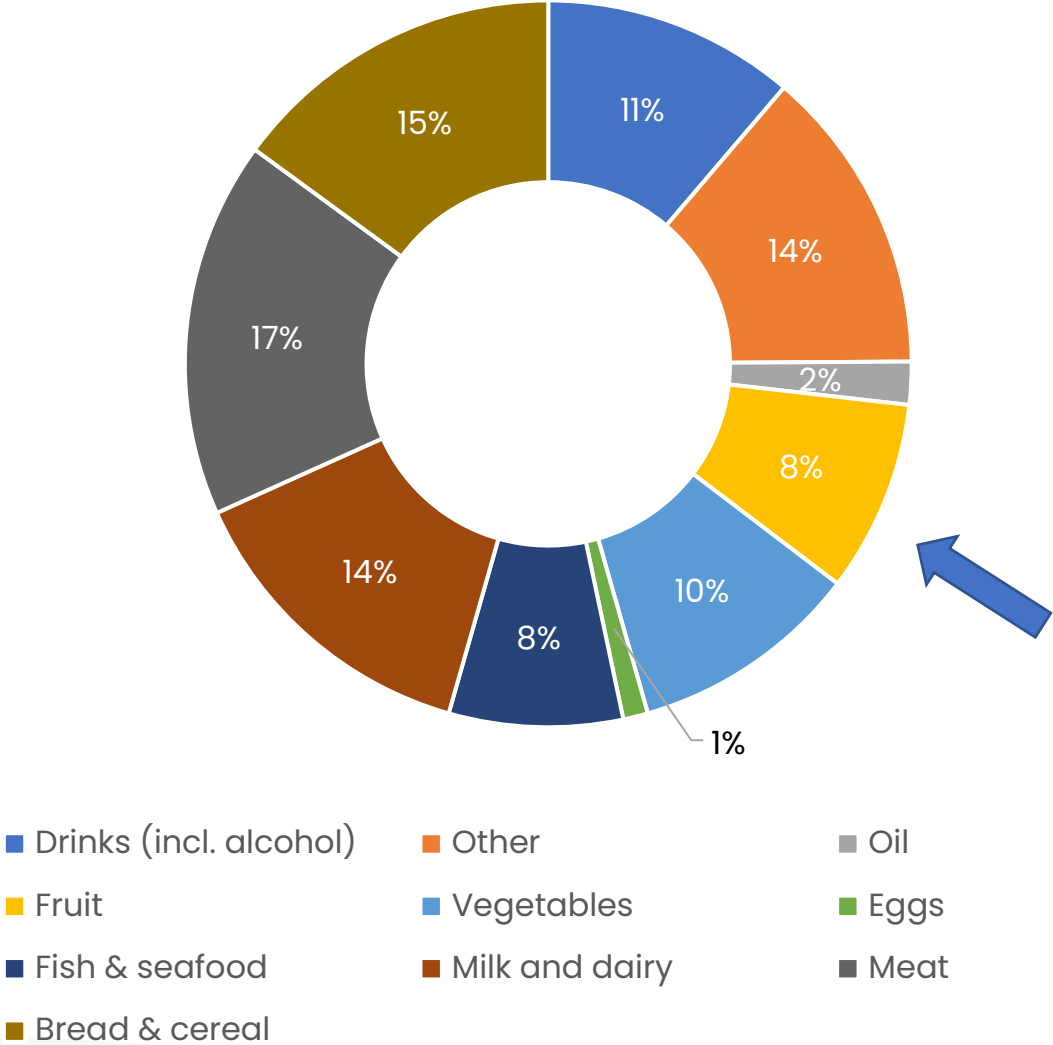
Fruit sales in 2024

Sales volume variations in % - Q1 2024 vs 2023

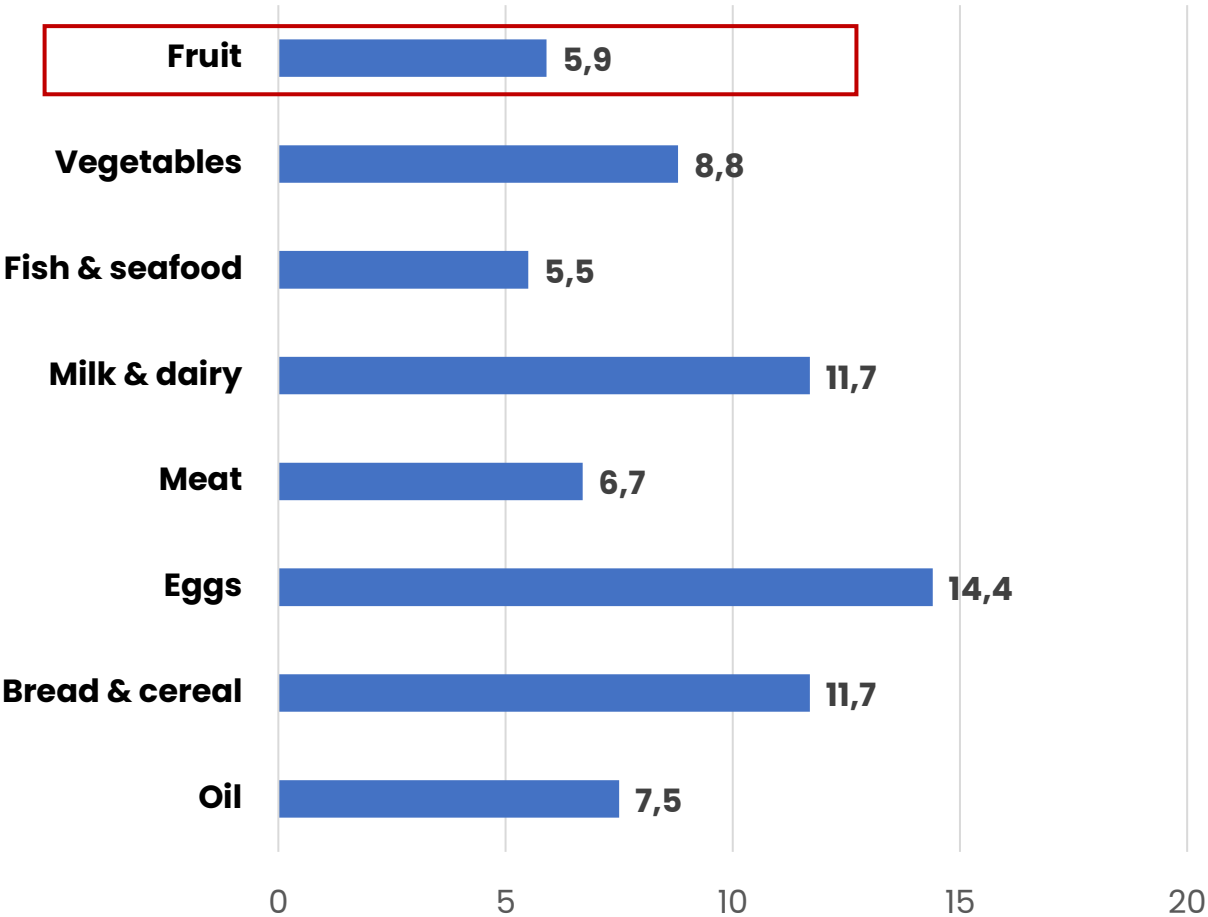


Italy

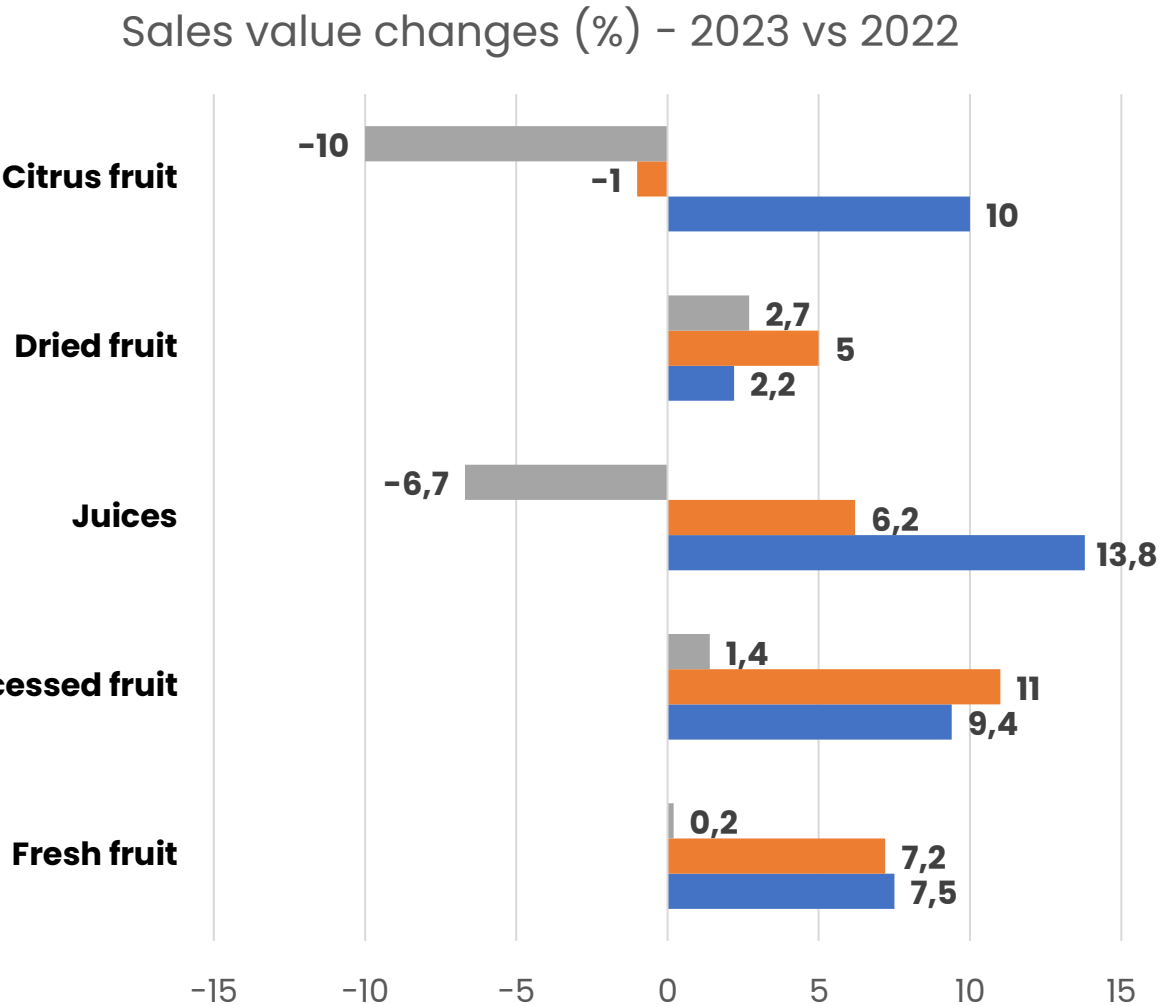
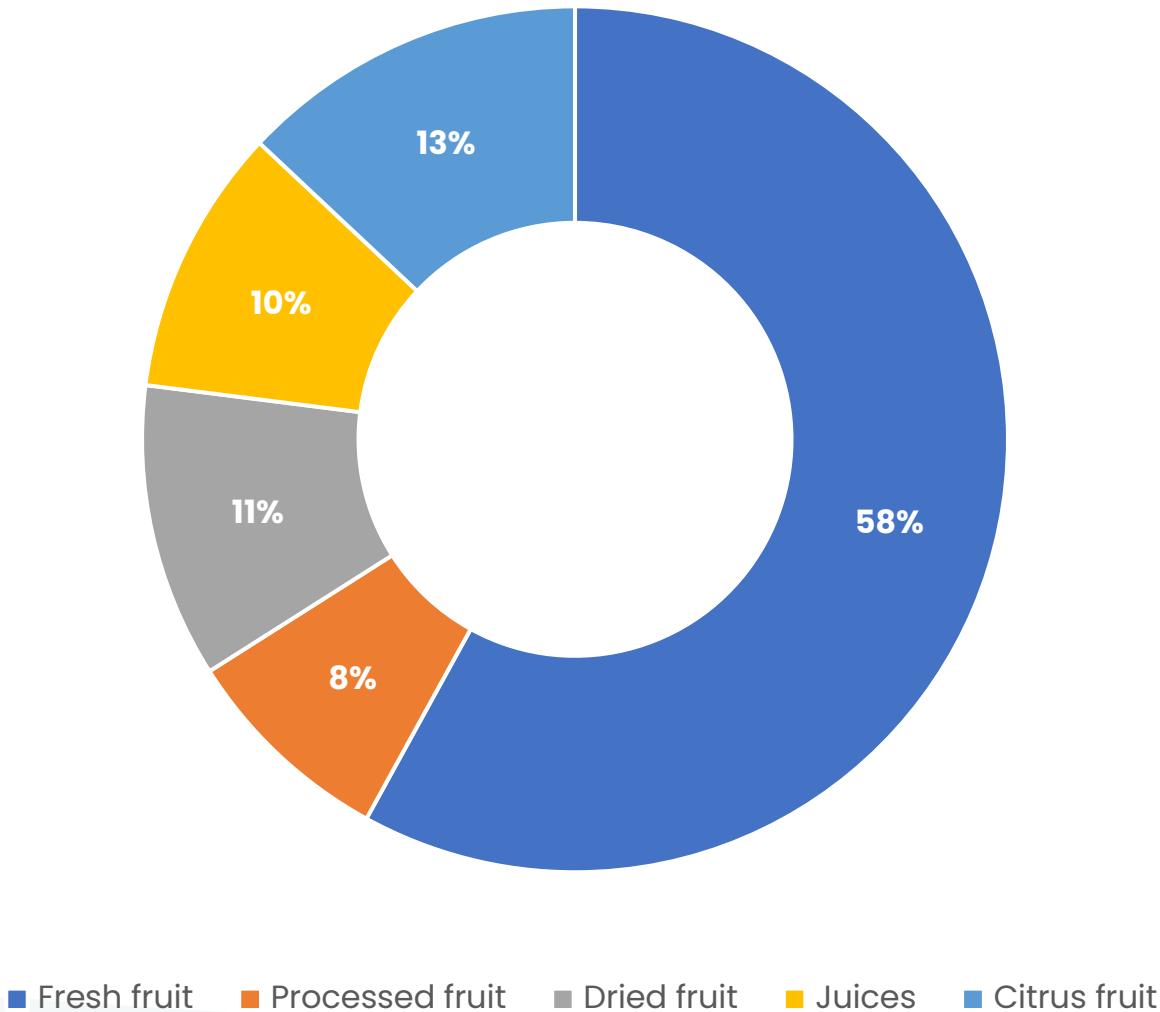
The shopping basket in 2023



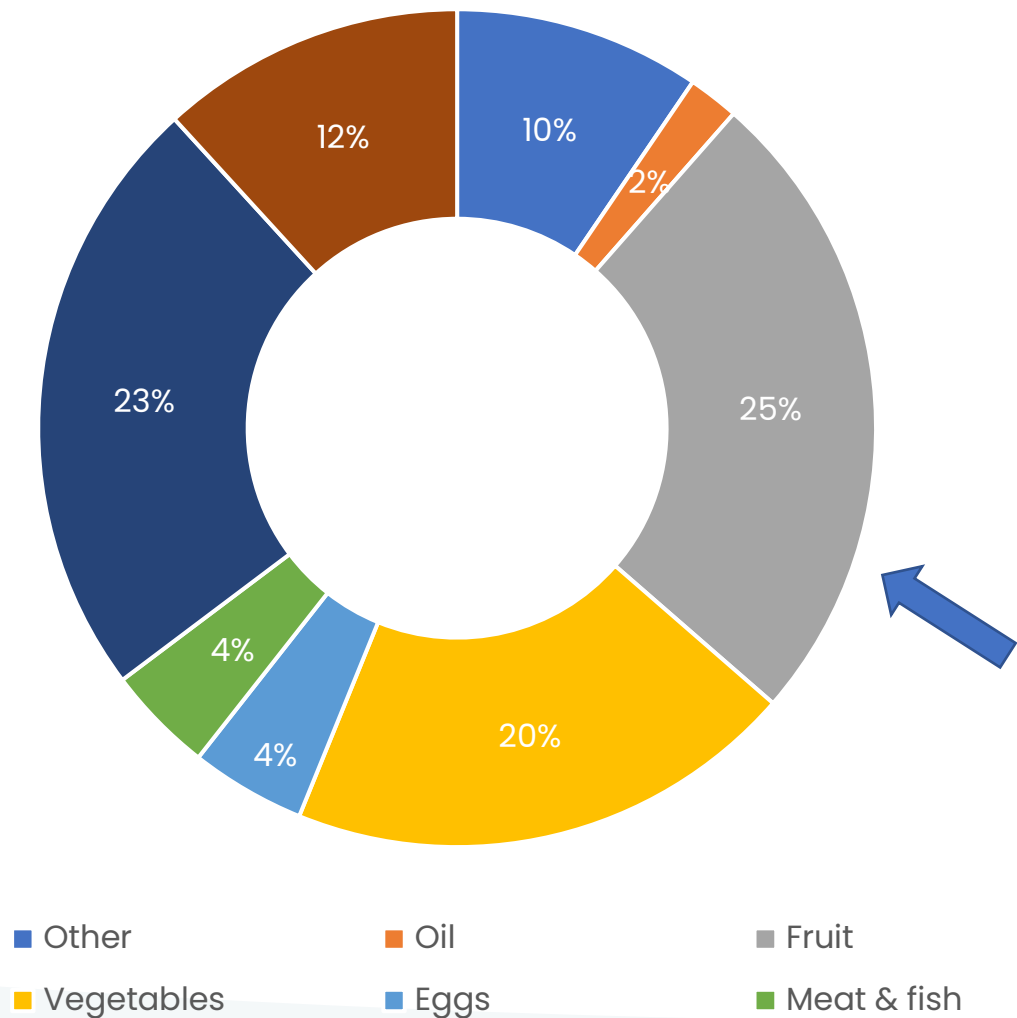
Sales value changes (%) – 2023 vs 2022



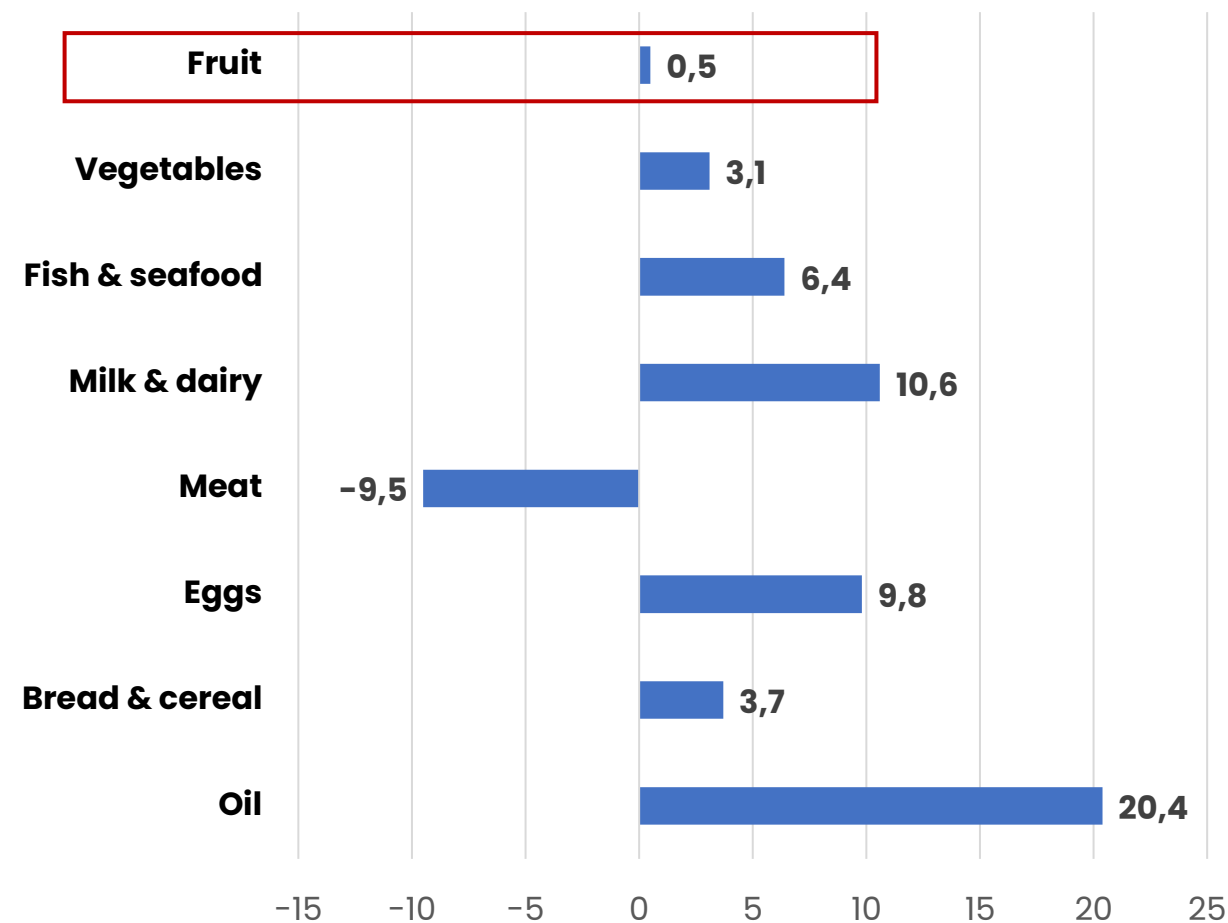
The fruit shopping basket in 2023



The organic shopping basket in 2023



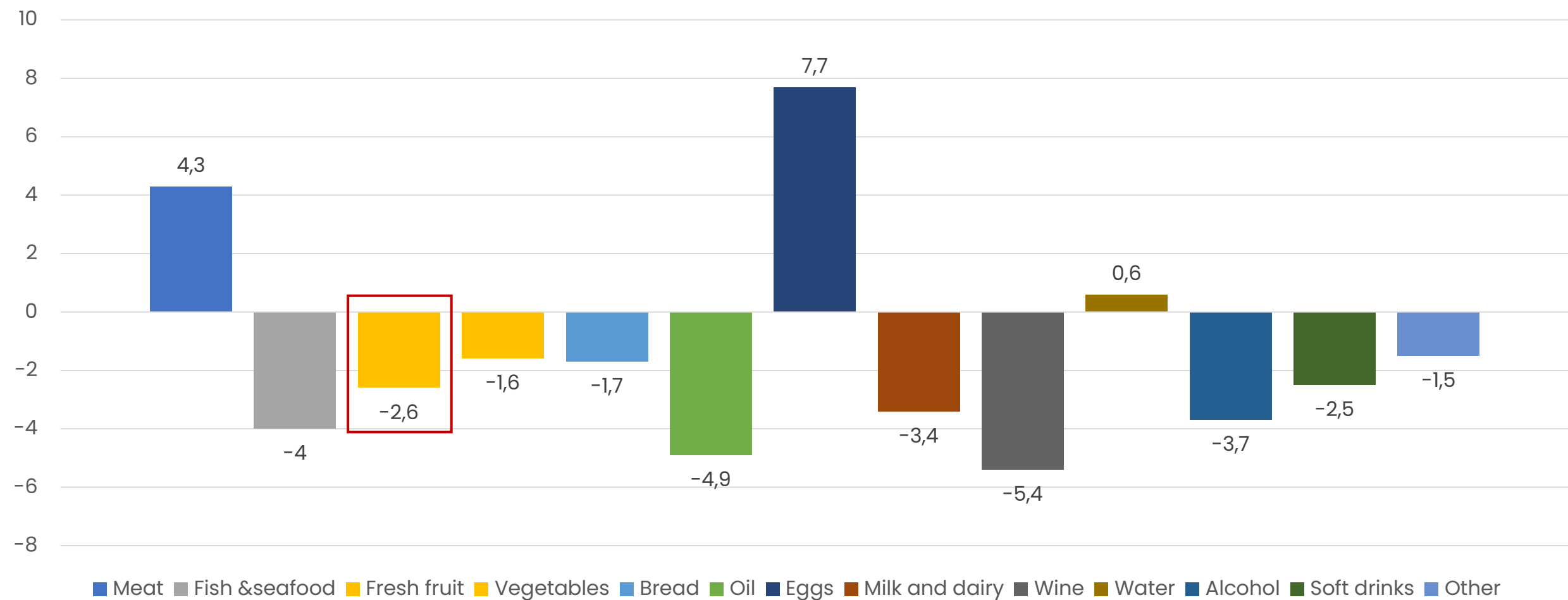
Sales value changes (%) – 2023 vs 2022



Spain

Fruit consumption in 2023

Food home consumption – volume changes (%) in Nov 2023 vs Nov 2022



Fruit consumption in 2023 (ii)

