



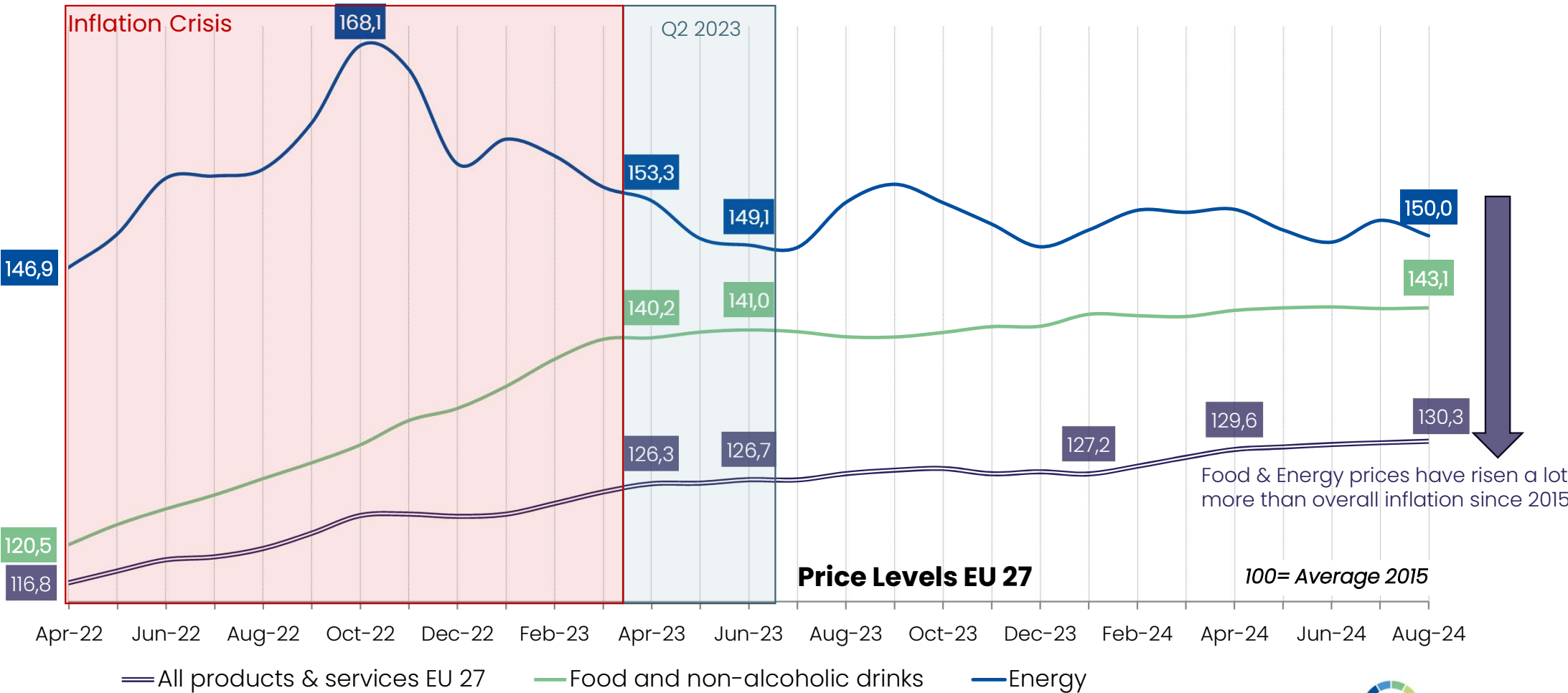
# DG AGRI Pip Fruit Market Observatory

A retail perspective

5 November 2024

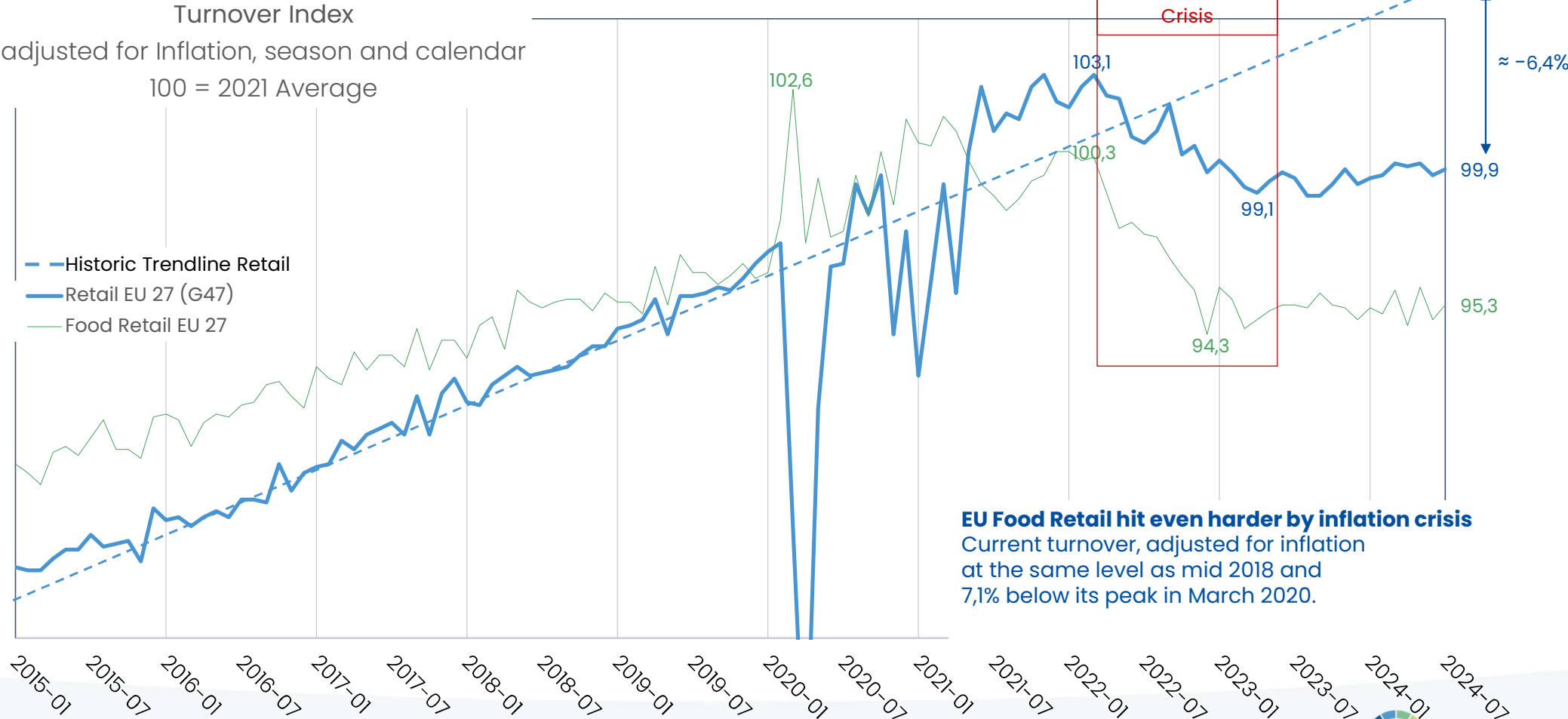


# Inflation crisis slowed in Q2 '23, including for Energy and Food



2 Source: EuroCommerce based on Eurostat data

# Modest recovery in retail since end of inflation crisis

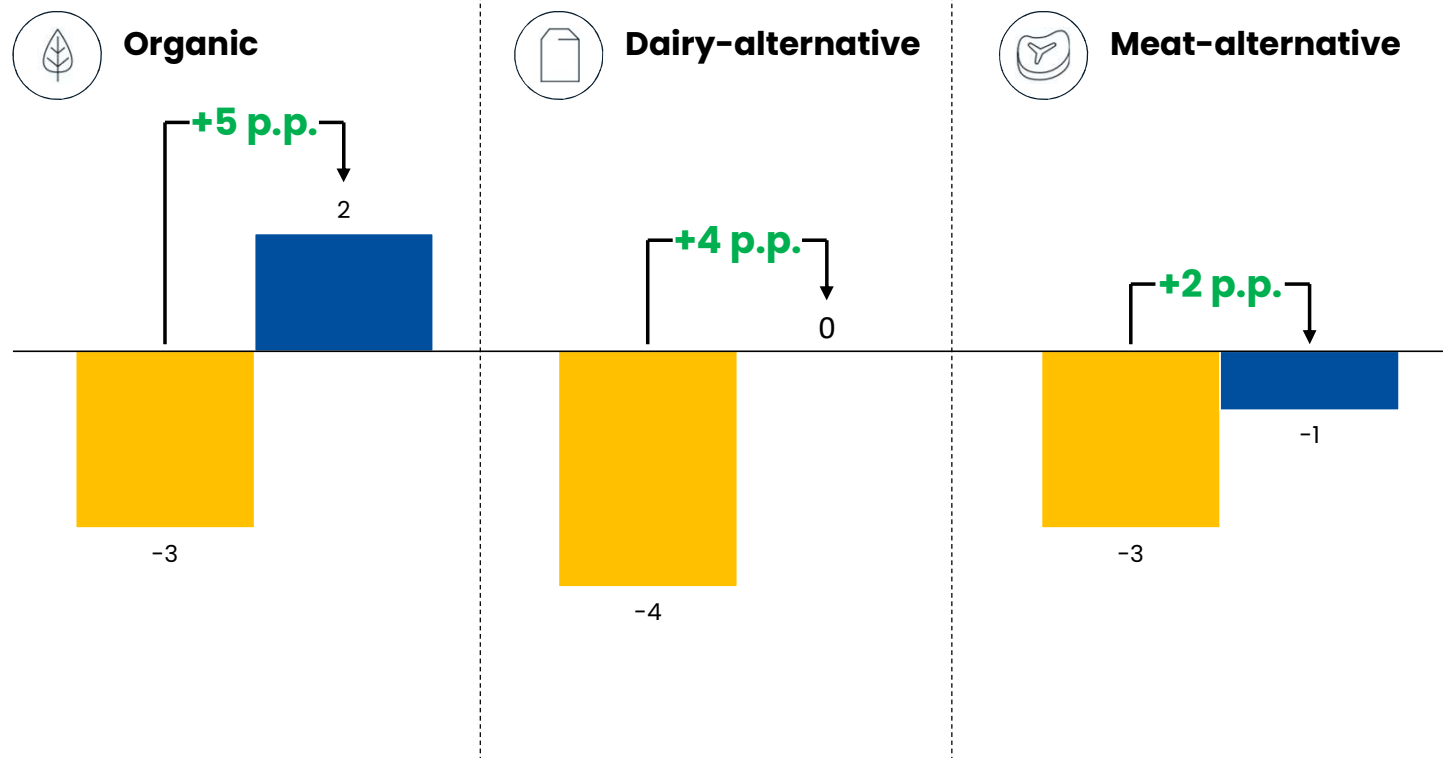


3 Source: EuroCommerce based on Eurostat data

# Appetite for organic, dairy & meat alternatives is growing

Attitude<sup>1</sup> towards grocery shopping, EU-11<sup>2</sup> net intent<sup>3</sup> 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

4 Source: [State of Grocery Retail 2024](#)

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

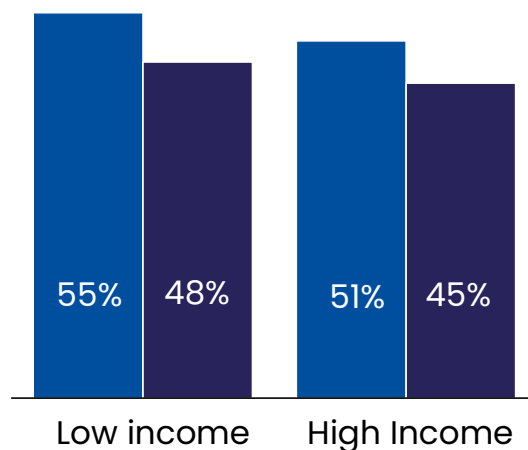
# Consumption is polarizing towards low-cost and premium

**Attitude<sup>1</sup> towards grocery shopping**, EU-11<sup>2</sup> net intent<sup>3</sup> of consumers, 2024 vs. 2023, % ■ 2023 ■ 2024



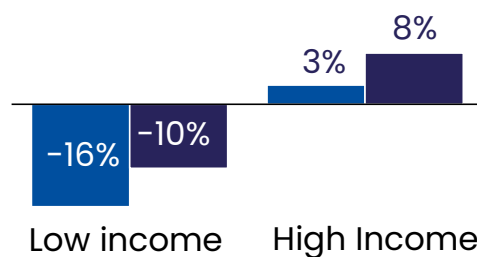
## Price

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



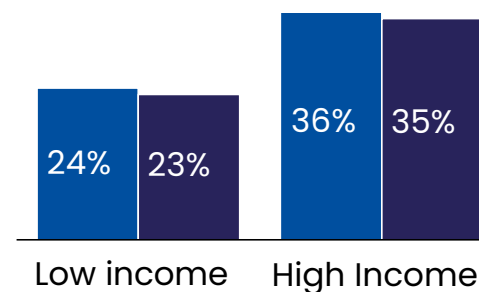
## Quality

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,

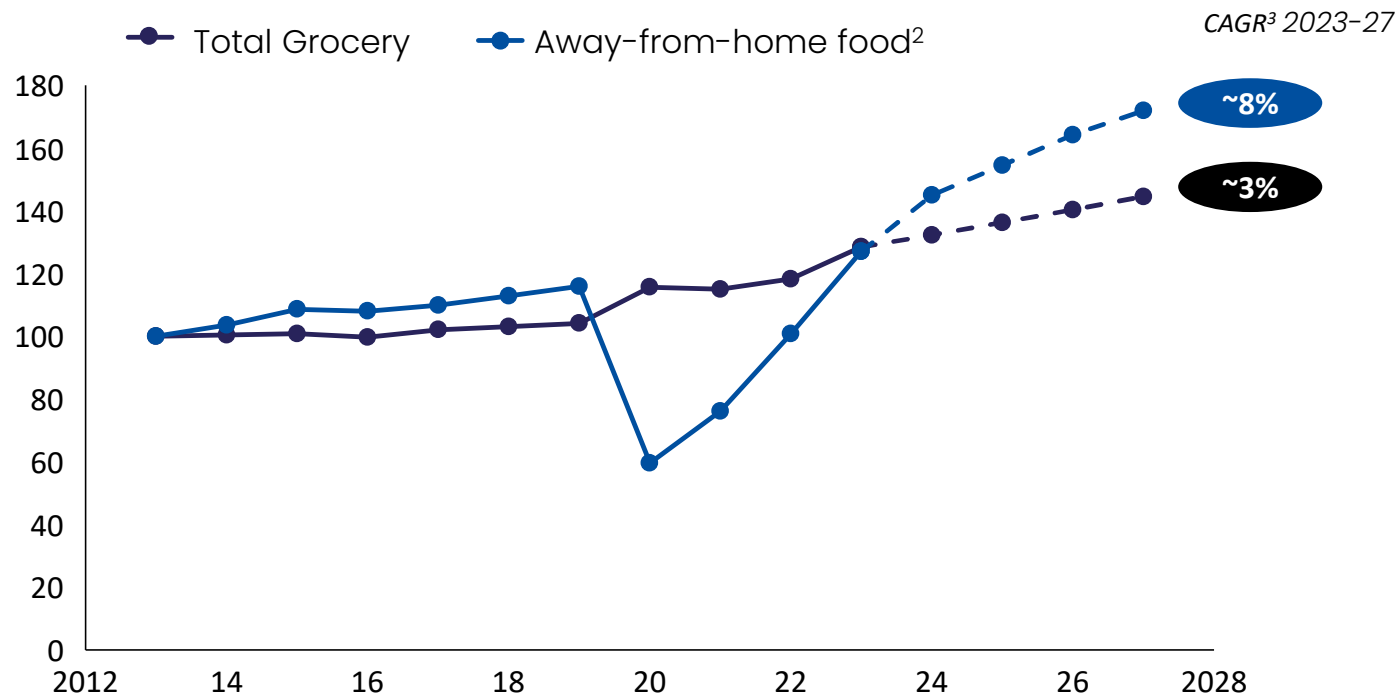
Sample matches  
general population 18+  
years

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



# Food-to-go back to growth

## Grocery and away-from-home market growth, EU-11<sup>1</sup>, Indexed (2013 = 100)



Food-to-Go growth expected to outpace grocery by 2.5x as:

- People get out more
- Purchasing power recovering

1. UK, DE, FR, IT, ES, NL, CH, PL, SE, BE, DK
2. Based on Operator Buying Prices
3. Compound Annual Growth Rate

# Consumer confidence stable at a 'new normal' below pre-COVID levels

## Consumer Confidence August 2024 All Consumers

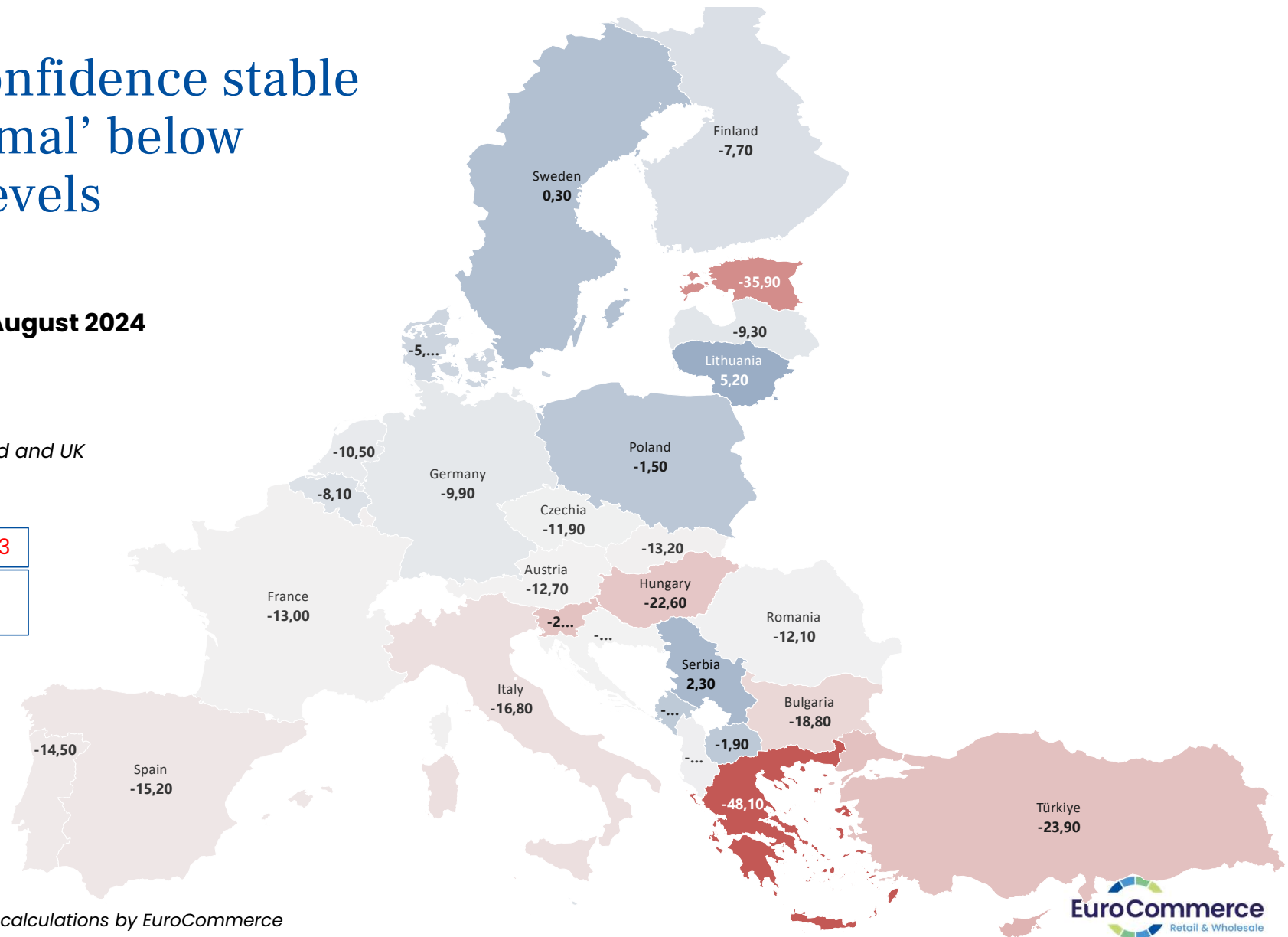
<0 = pessimistic about Q3

>0 = optimistic about Q3

No data for Luxembourg, Ireland and UK

EU Weighted Average = -12,3

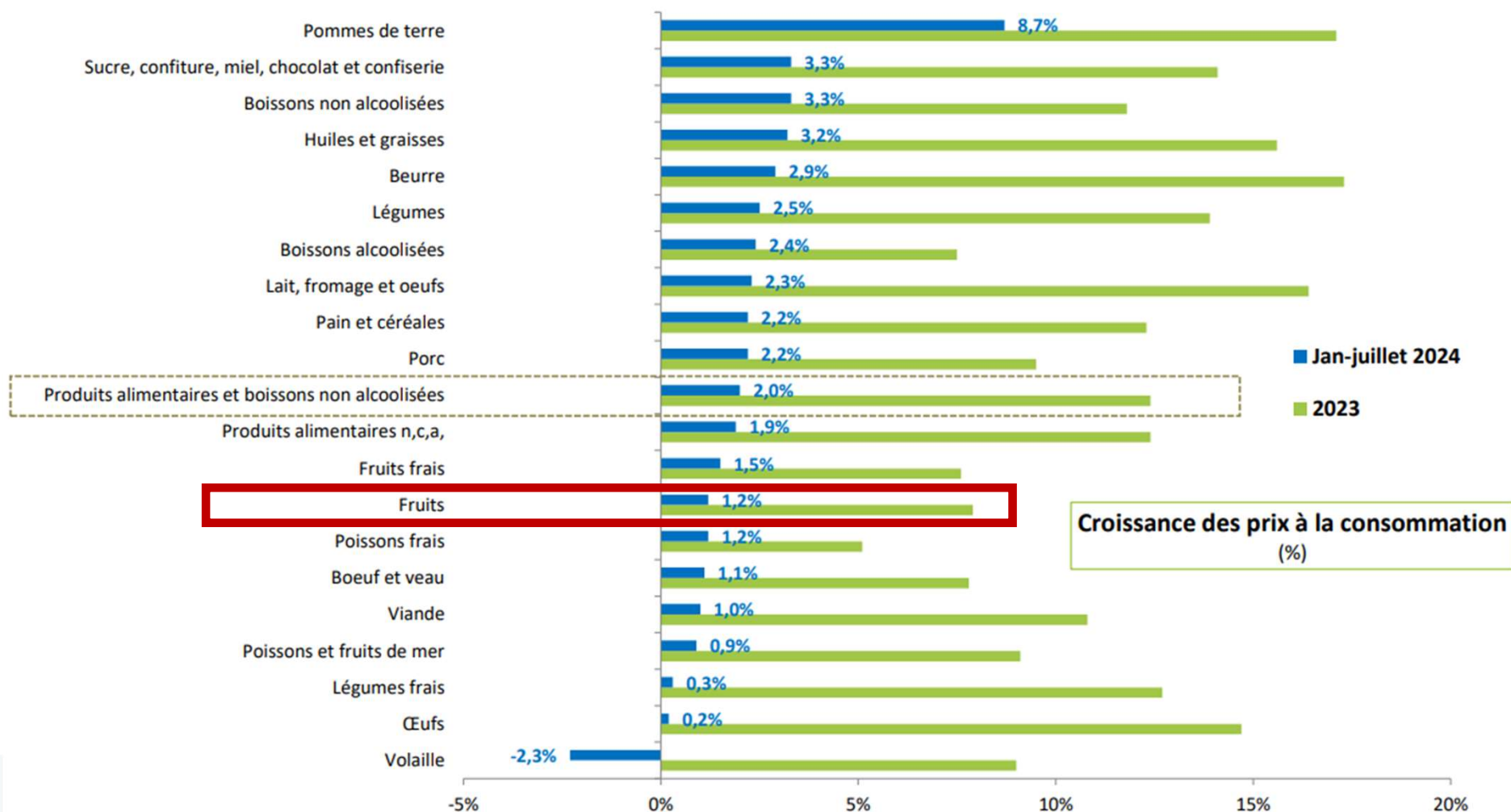
EU Weighted Average  
in past decade = -10,1



# France

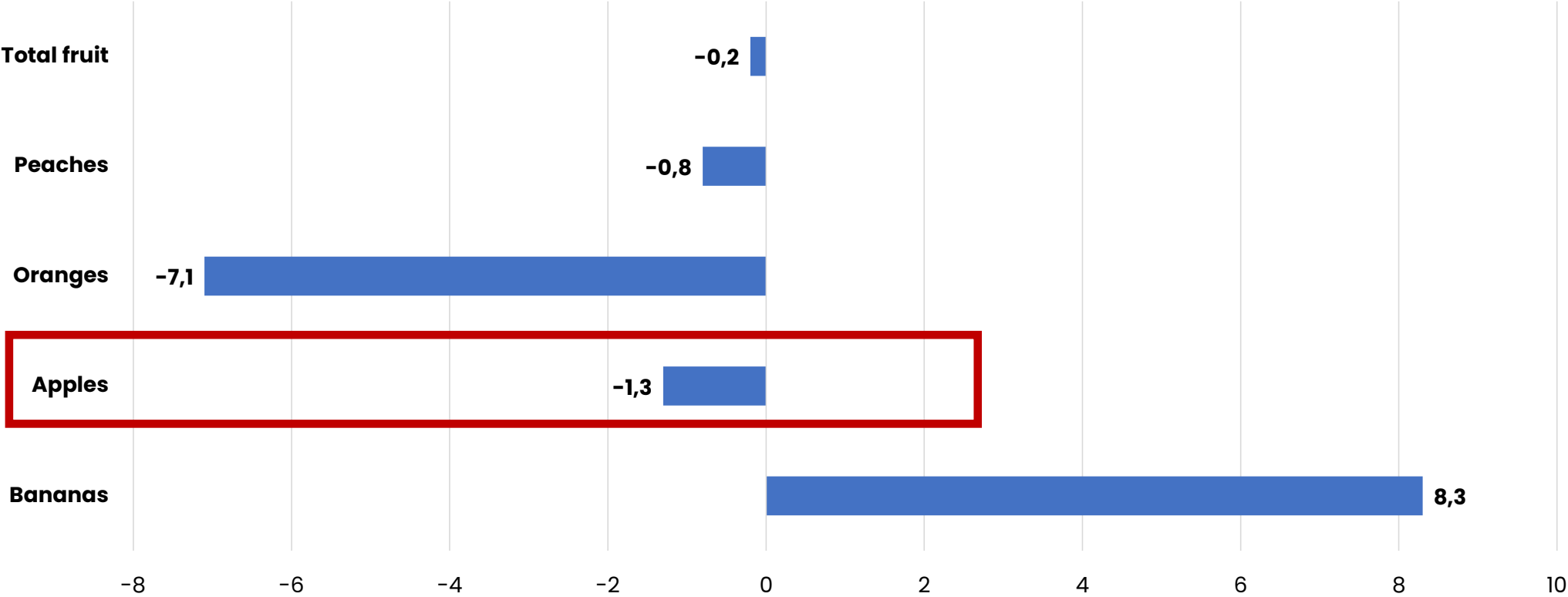


# Food inflation



# Fruit sales in 2024

Sales volume variations in % - 2024 (Aug) vs 2023

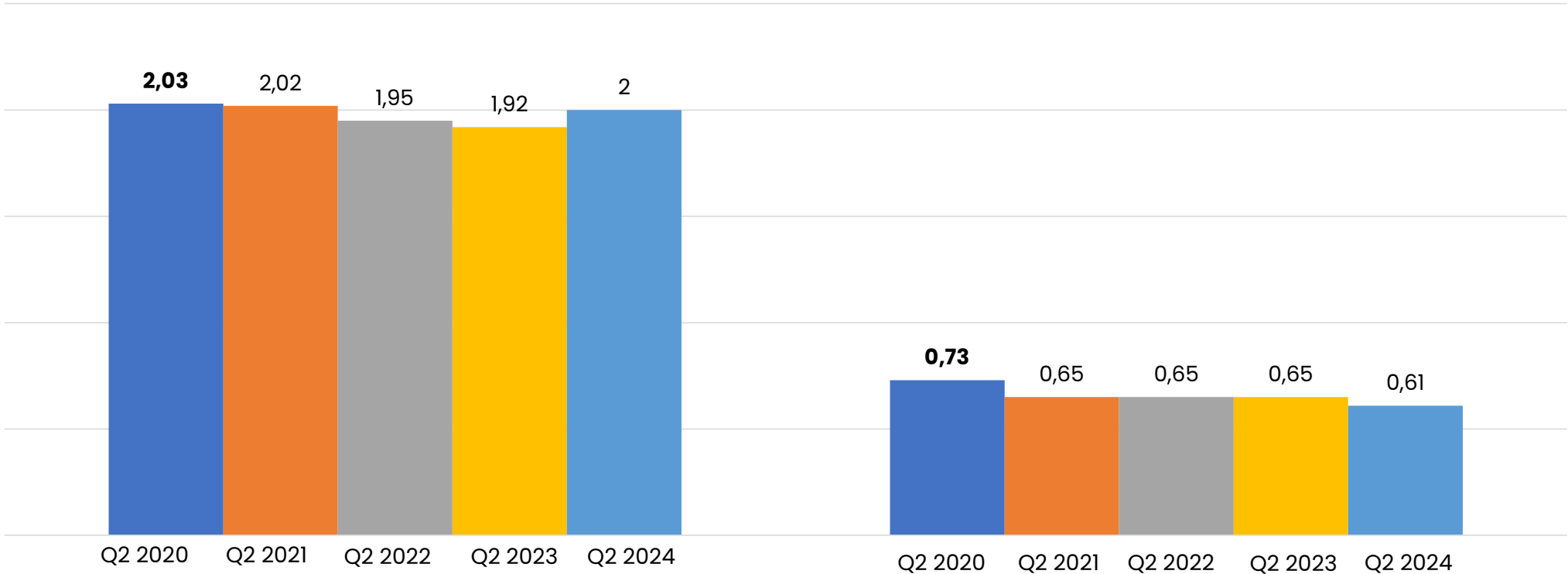


# Focus on processed fruit

Processed fruit – pro-capita consumption (kg/month)

Processed

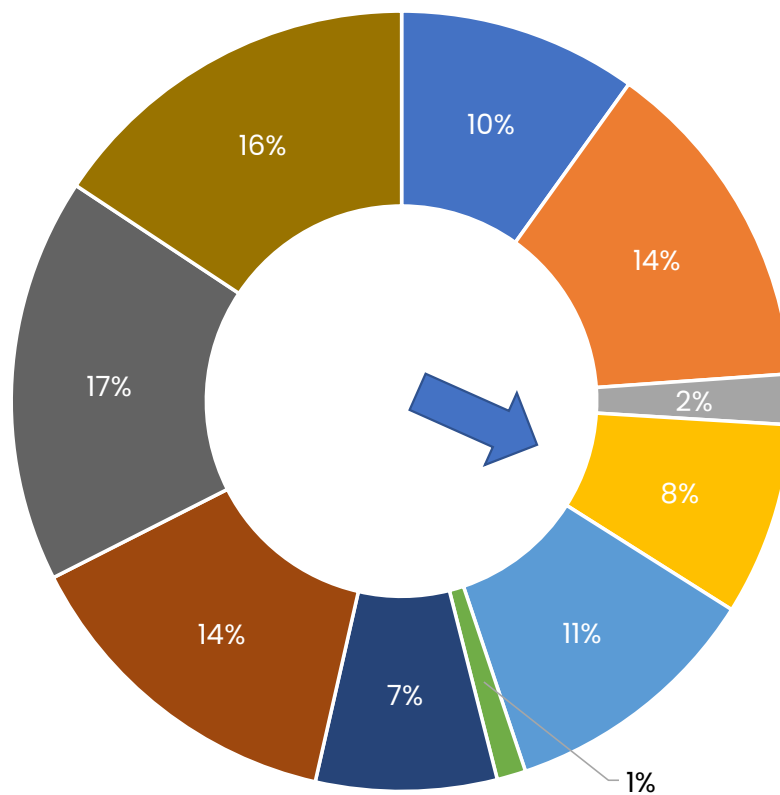
Jams



Source: AgriMer

# Italy

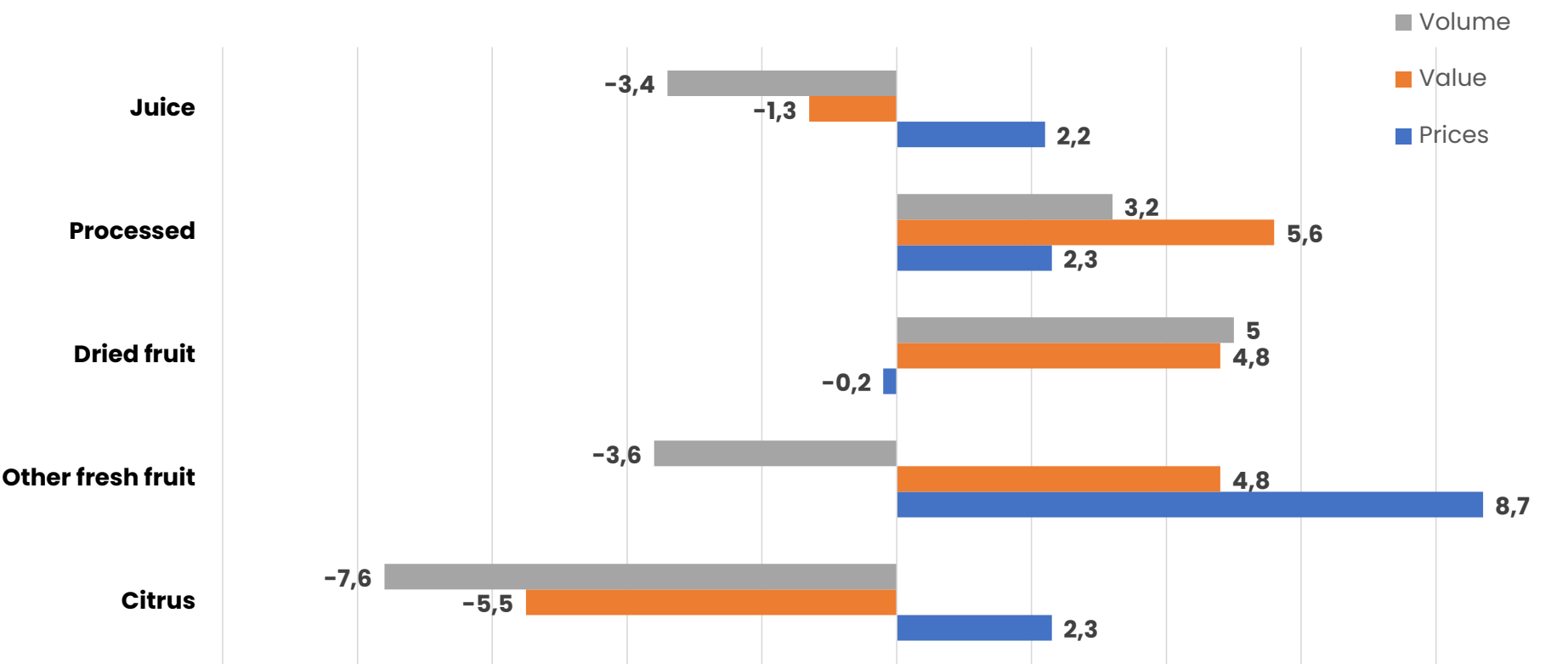
## The shopping basket in Q1 2024



■ Drinks (incl. alcohol) ■ Other ■ Oil ■ Fruit ■ Vegetables ■ Eggs ■ Fish & seafood ■ Milk and dairy ■ Meat ■ Bread & cereal

# Fruit sales in Q1 2024

Sales value, volume and price changes (%) – Q1 2024 vs 2023

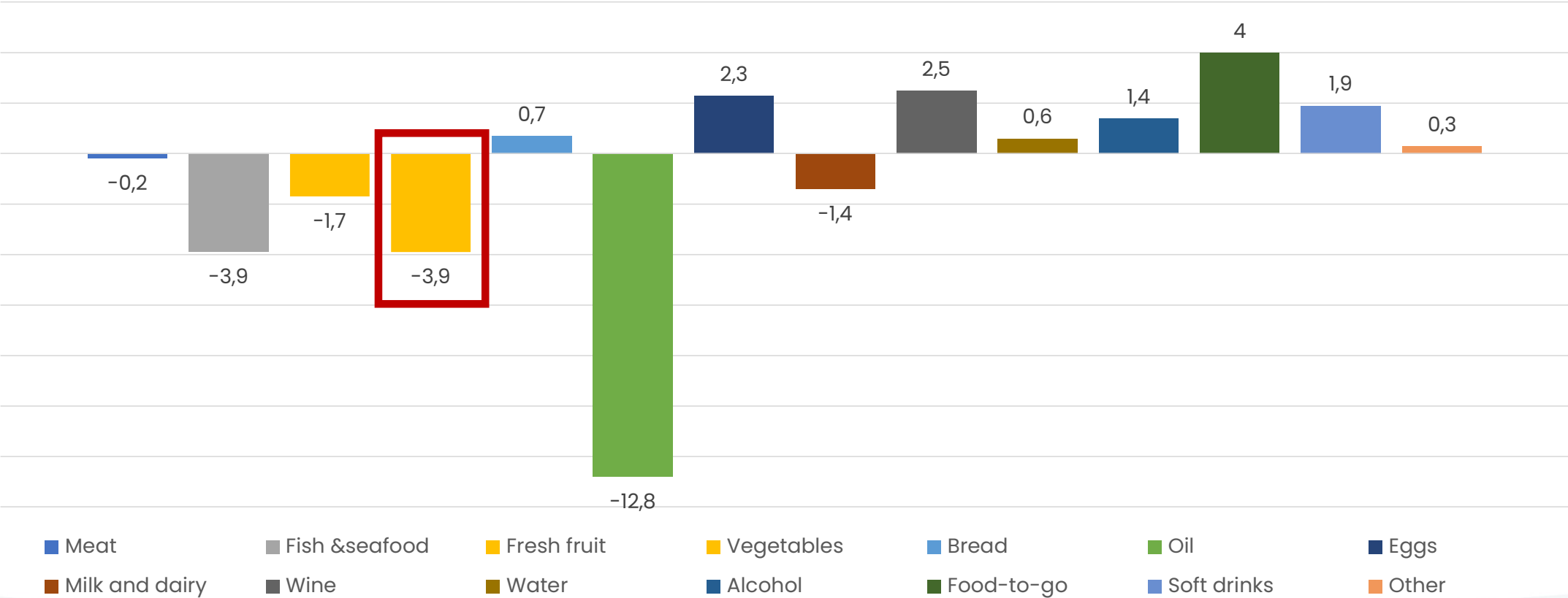


# Spain



# Food consumption in H1 2024

Food home consumption - volume changes (%) in June 2024 vs June 2023



# Fruit sales in H1 2024

Volume and value changes (%) 2024 vs 2023

