

# Consumer insights apples and pears

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Market Observatory Board - Pipfruit







# Most bought fruit in 2023 vs 2022 and 2019

On volume base; source GfK/Kantar







## The Netherlands

		% change	
		<u>vs 2022</u>	<u>vs 2019</u>
1. Banana		+ 4%	+ 16%
2. Apple		+ 6%	- 2%
3. Orange		- 10%	- 12%
<hr/>			
6. Pear		- 5%	- 4%







## Germany

		% change	
		<u>vs 2022</u>	<u>vs 2019</u>
1. Apple		+ 5%	0%
2. Banana		+ 2%	+ 6%
3. Orange		- 4%	- 8%
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8. Pear		- 4%	+ 5%







## United Kingdom

		% change	
		<u>vs 2022</u>	<u>vs 2019</u>
1. Banana		+ 3%	+ 8%
2. Apple		+ 3%	- 2%
3. Easy Peelers		+ 1%	- 6%
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6. Pear		0%	- 6%







## France

		% change	
		<u>vs 2022</u>	<u>vs 2019</u>
1. Banana		+ 1%	+ 4%
2. Apple		0%	- 8%
3. Orange		- 12%	- 17%
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7. Pear		- 7%	- 13%

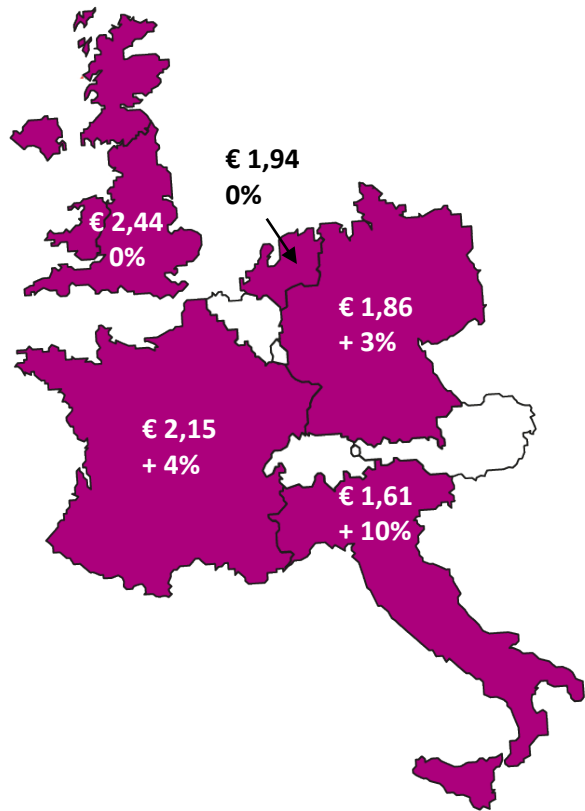


## Italy

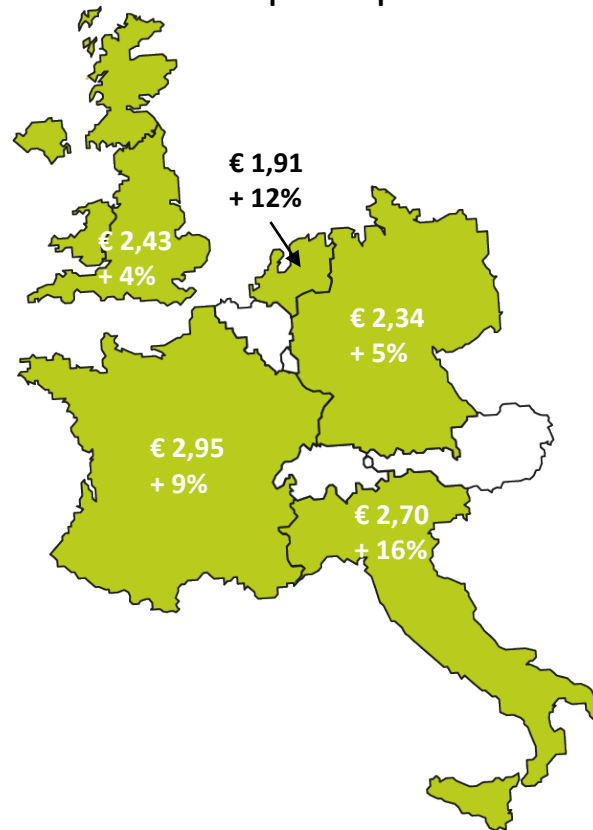
		% change	
		<u>vs 2022</u>	<u>vs 2019</u>
1. Apple		+ 2%	- 12%
2. Banana		+ 1%	- 4%
3. Orange		- 15%	- 26%
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10. Pear		- 4%	- 32%

# 2023: nearly higher consumer price of apples

Apple price per kilo










Pear price per kilo



# How many buying households apples and pears in 2023?

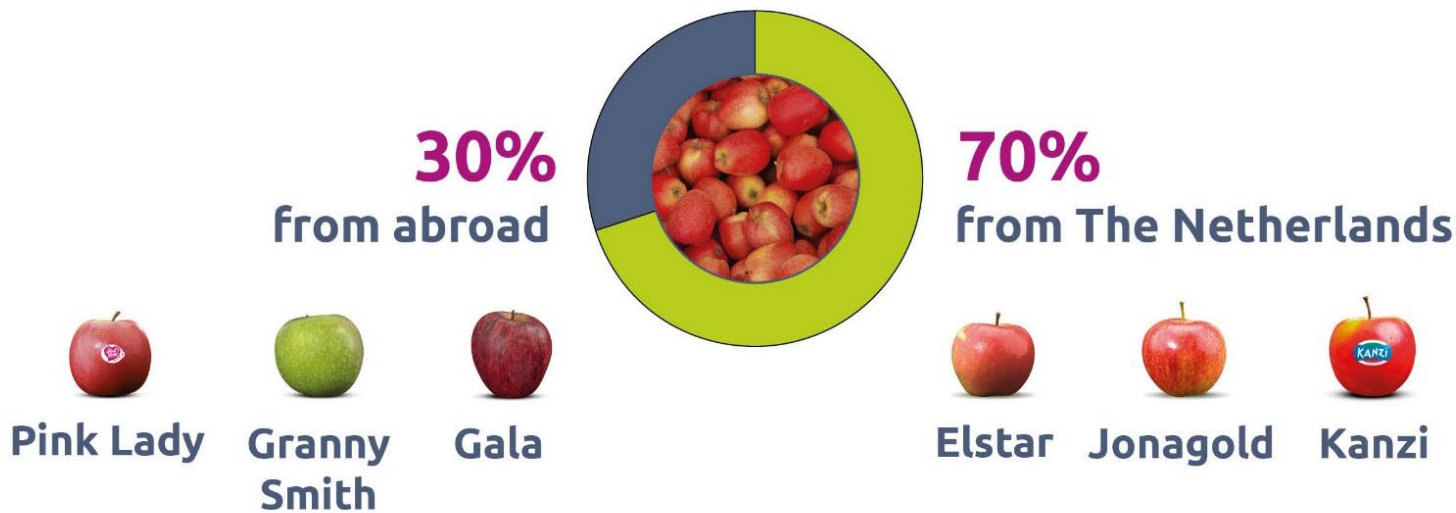


<u>Country</u>	<u>Apples</u> 	<u>Pears</u> 
 The Netherlands	89,2%	64,4%
 Germany	86,4%	52,6%
 United Kingdom	84,6%	51,9%
 France	87,6%	61,1%
 Italy	82,3%	53,3%

In general some more buyers of apples and less buyers of pears in 2023 vs 2022

# Dutch apples combined with apples abroad

## Consumption apples in The Netherlands



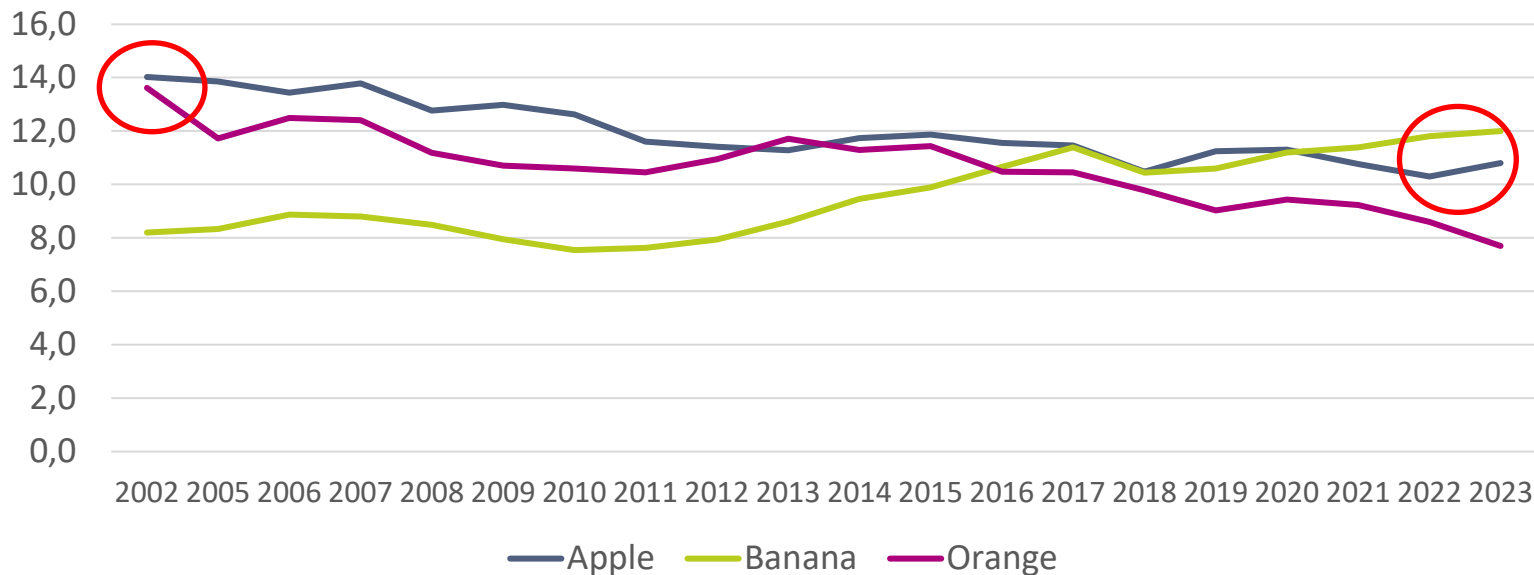
# NL: Apple consumption -25% last 20 years

But small recovering in 2023!



Consumption top-3 fruit in kilogram per capita in the Netherlands

Source: Fresh Produce Centre

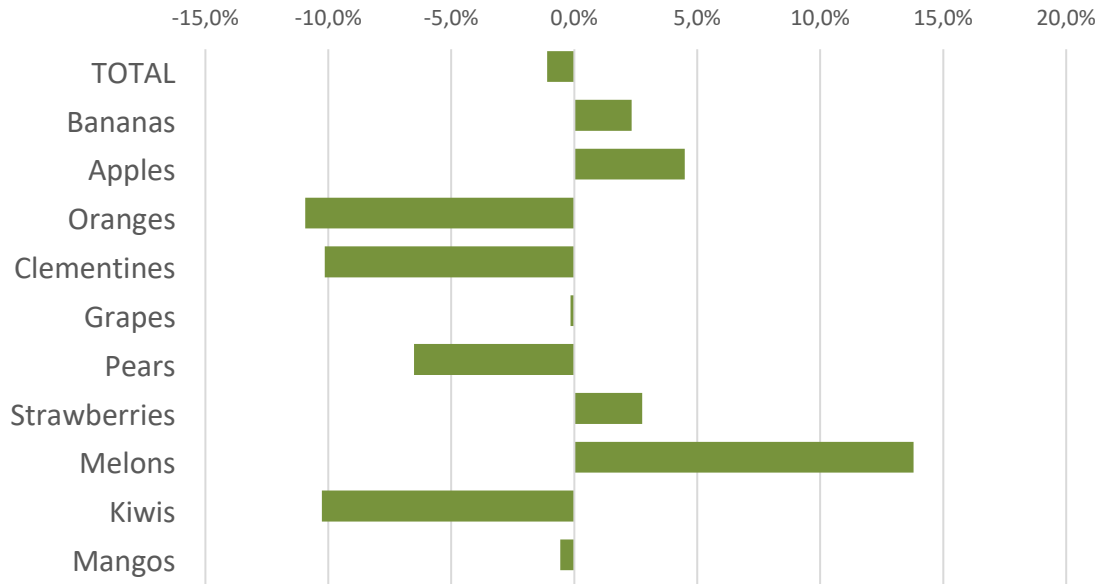


Pears: consumption per capita 3 kilo (nearly 4 kilo 10 years ago)



# Winners and losers fresh fruit

## Top 10 most bought fresh fruit in NL in 2023 versus 2022 (volumebase)



### Remarks 2023:

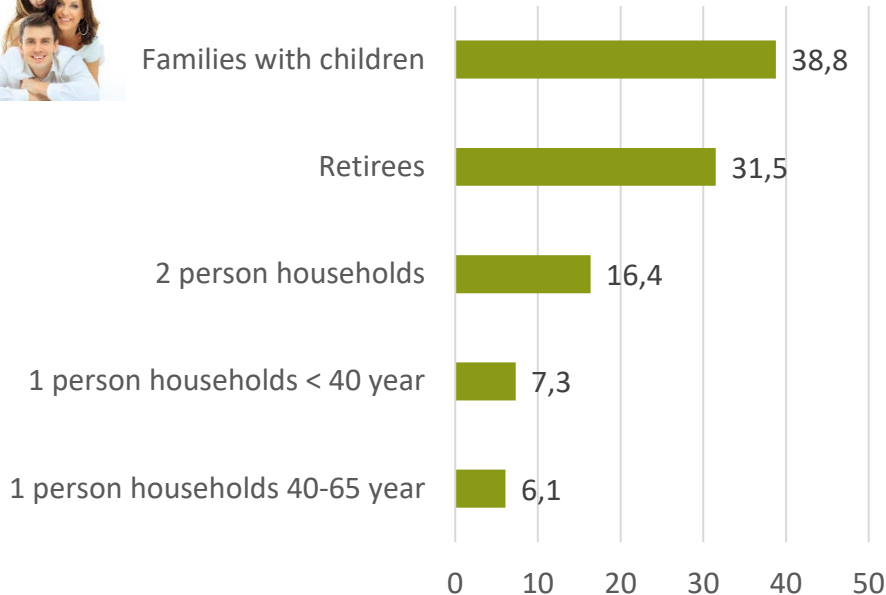
- Price kilogram fresh fruit +5%
- Stable kilogram price apples!
- New apple varieties: Sprank and Tessa
- Less blueberries after year on year growth
- Sales melons recovered to level 2021



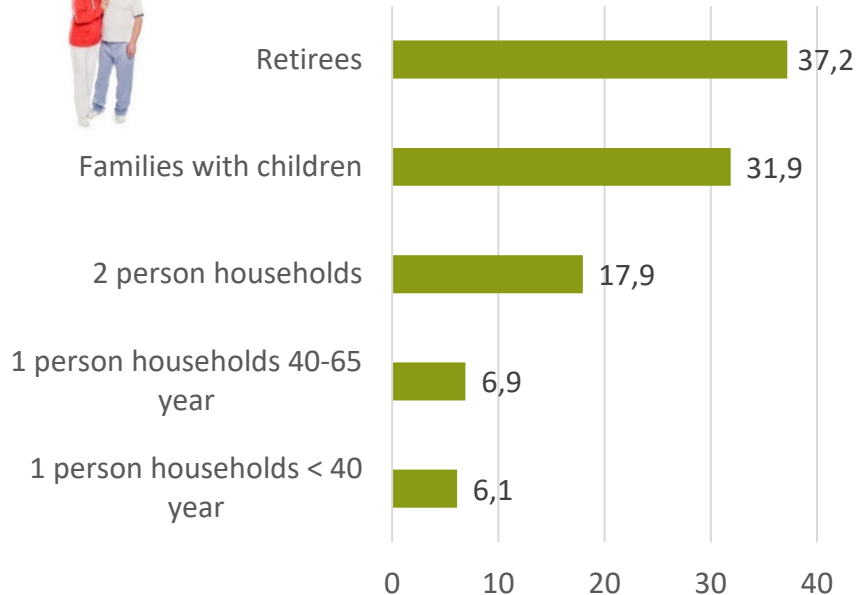
# Apples most popular among families with children

Bought volume in the Netherlands in 2023 in %, source GfK

## Apples



## Pears





# Conclusions

- Apple most favorite fruit (nr. 1 or 2) in Europe: increased number of buyers in 2023
- Small recovery consumption of apples in EU in 2023
- Lower EU consumption pears 2023 → less supply and higher prices
- New varieties give the consumption a boost
- Supermarkets increasingly want to distinguish themselves with an own brand/variety regarding pipfruit



# Contact

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