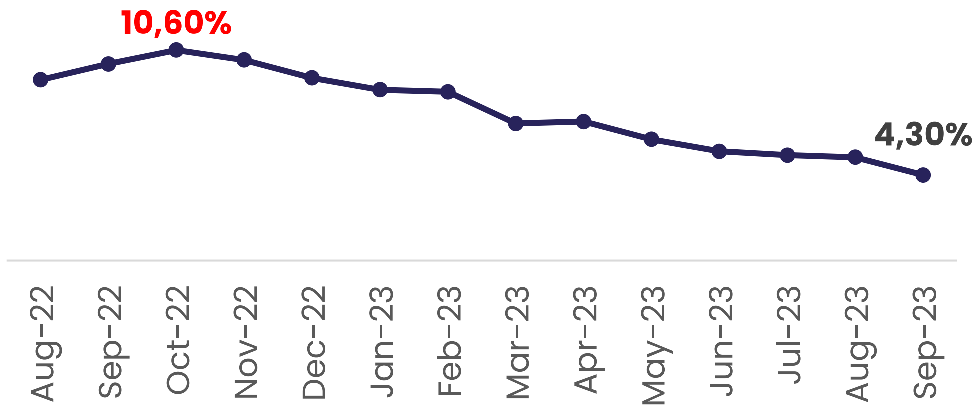
DG AGRI Tomato Market Observatory

A retail perspective

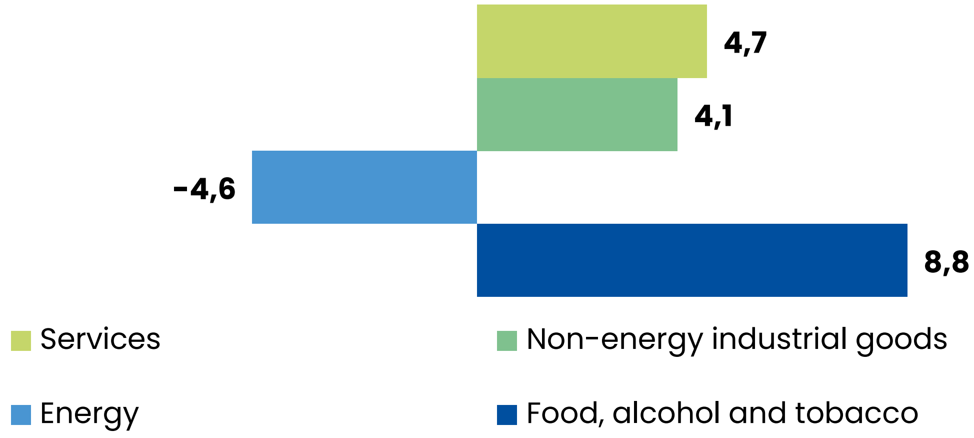
26 October 2023

EuroCommerce Retail & Wholesale

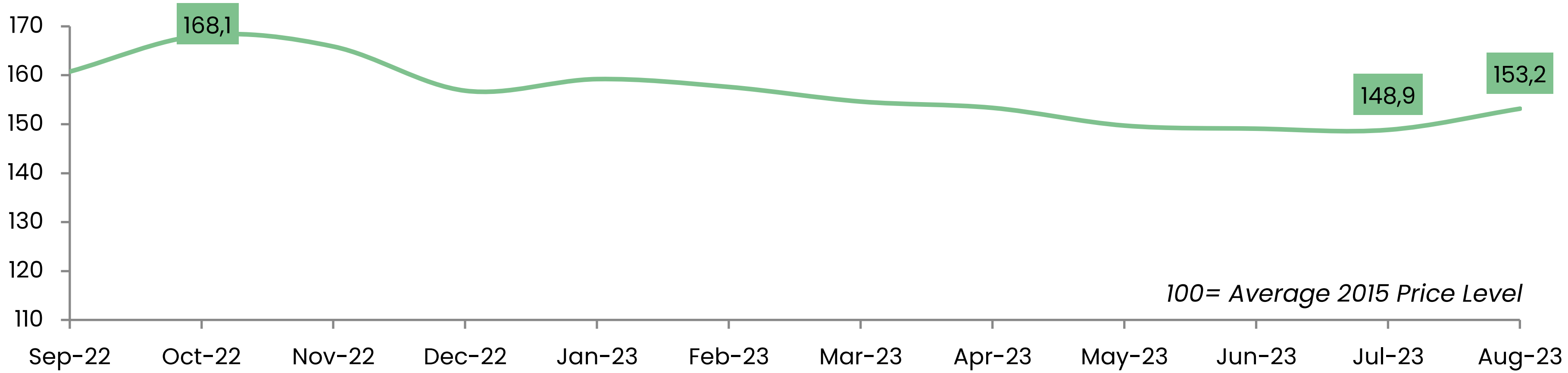
The macroeconomic situation



After peaking last October, inflation is slowly decreasing



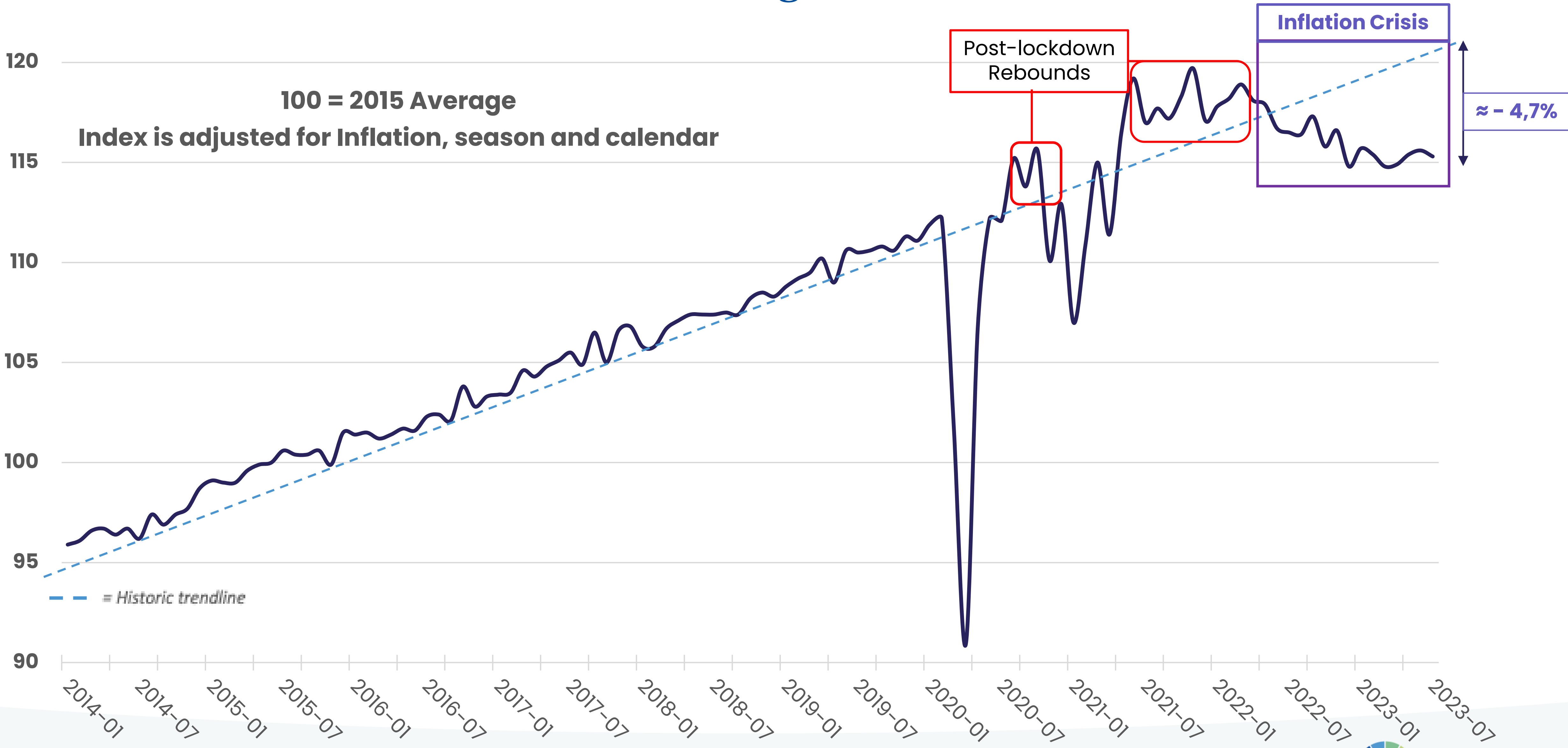
Food inflation remains higher



Decline of energy prices has stopped

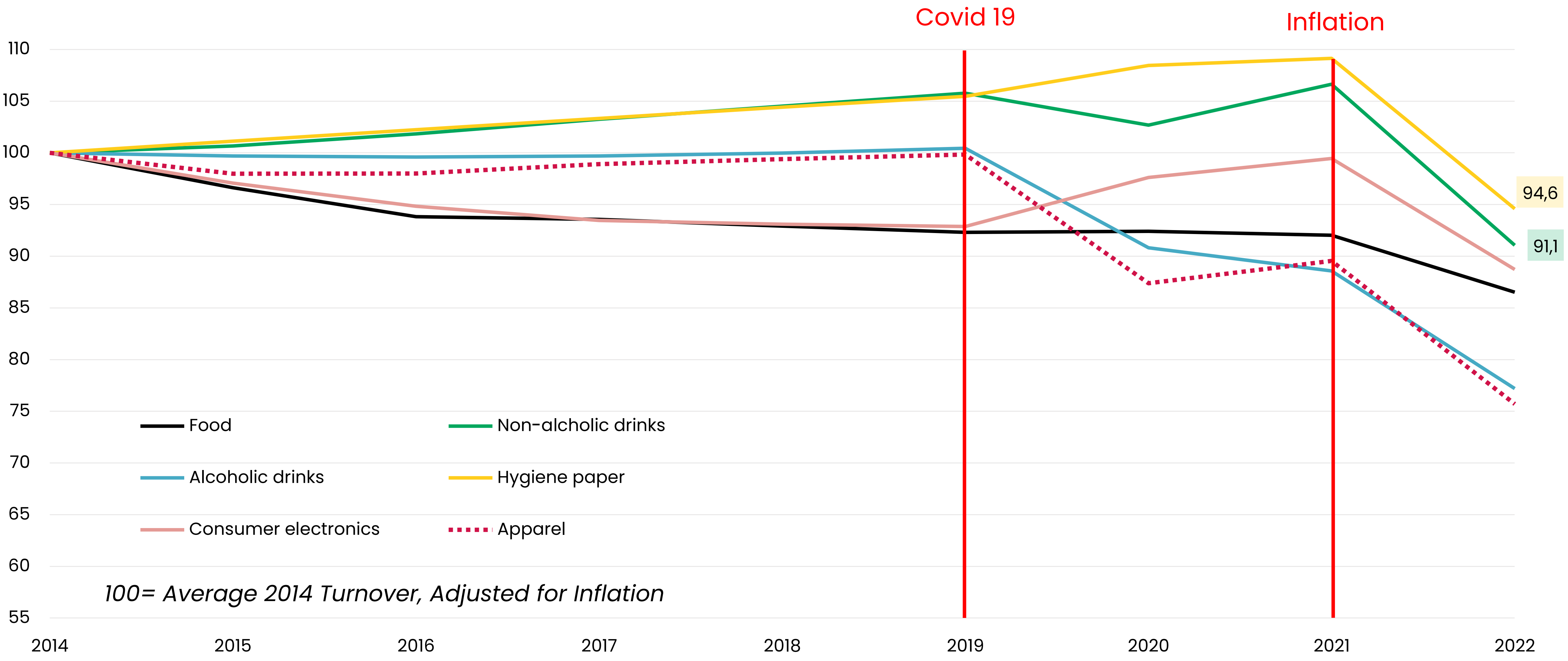
Source: *Eurostat, FAO*

Retail volumes have been declining



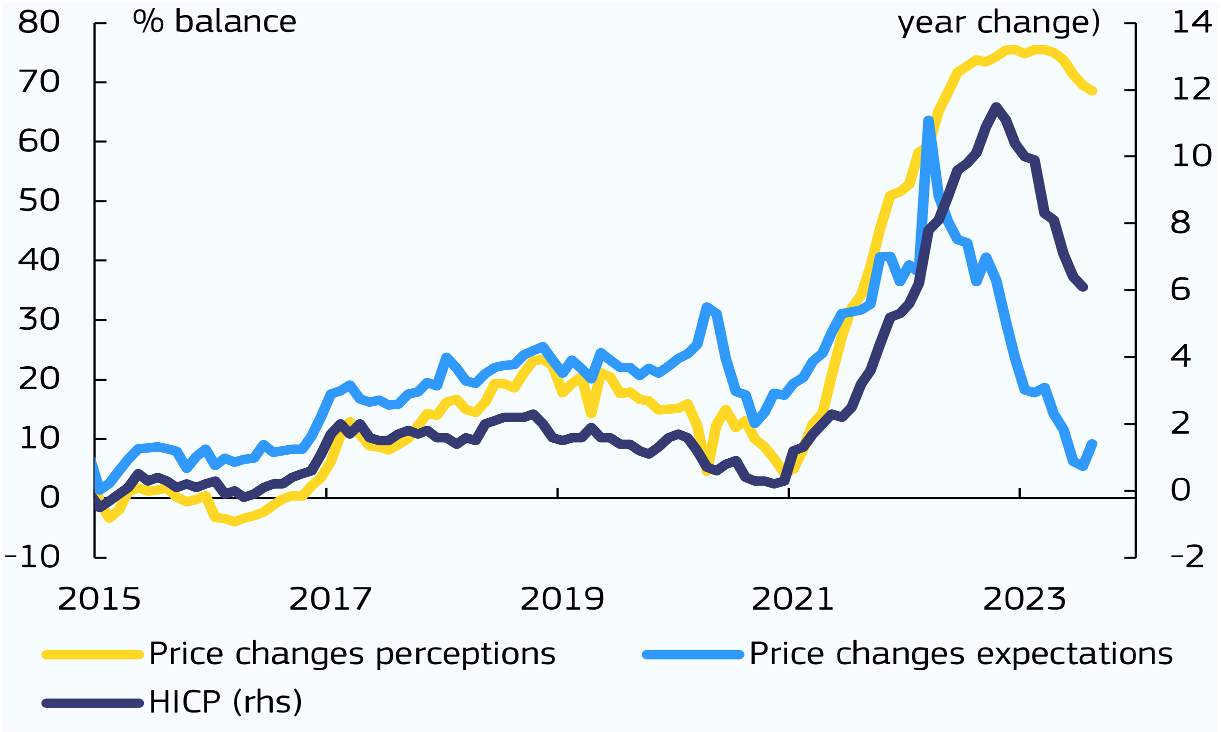
Source: *Eurostat*

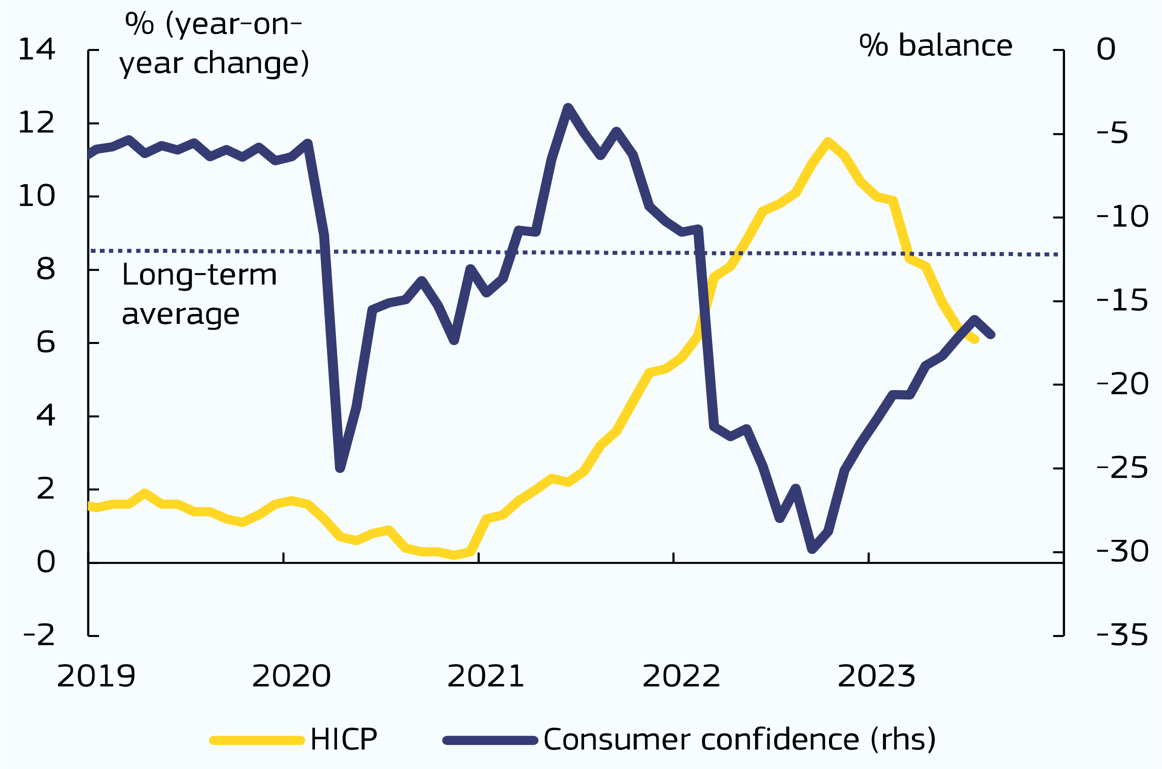
Retail volumes crashing across product categories



Source: *Calculations by EuroCommerce using Statista data*

Consumers are not aware how much inflation dropped





Source: *EU Commission – Household Survey excerpt in Economic Forecast – Summer 2023*

Consumers in a cost-of-living crisis

Consumers have downtraded when shopping

Consumers are reducing purchases of fresh products (meat, fish, fruit and vegetables) and organic food.

Consumers prefer shopping at discounters and purchase more private label products than A-brands.

+1.9%
Increase of share of private label across Europe in 2022

+1.4%
Increase of market share by discounters

Amidst a cost-of-living crisis, consumers:

Look for ways to save money when shopping — 53% / +12

Switch to less expensive foods to save money — 39% / +22

Pay a higher price to get a healthier product — -4% / -8

Buy environmentally friendly products (eg, zero pollution, made of recyclable materials, minimizing packaging) — 17% / N/A

Actively search for best promotions on food — 44% / +15

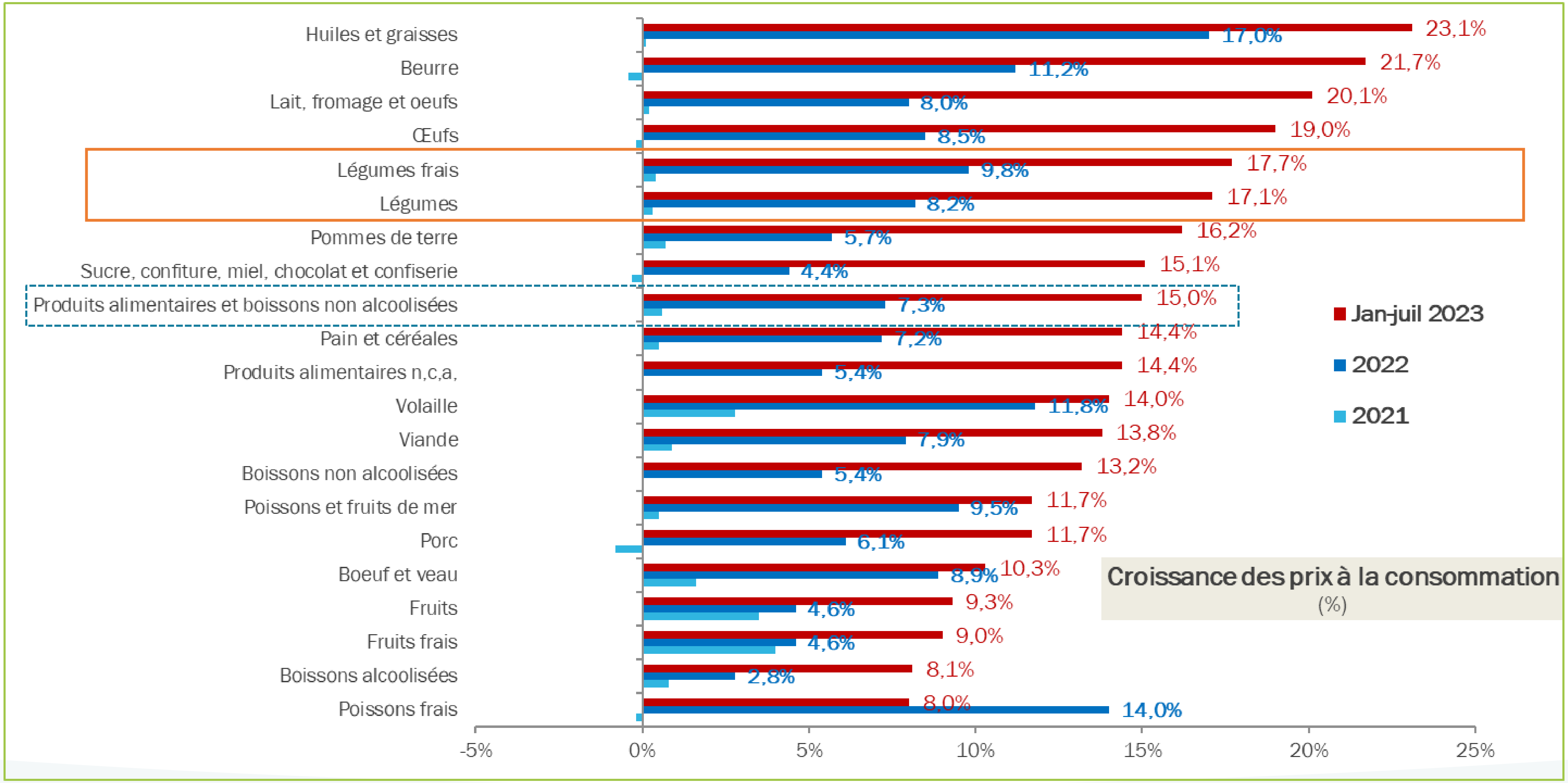
Buy high quality/ premium food products — -5% / -10

Buy organic/ bio products — -3% / N/A

Source: *EuroCommerce & McKinsey, Eurostat*

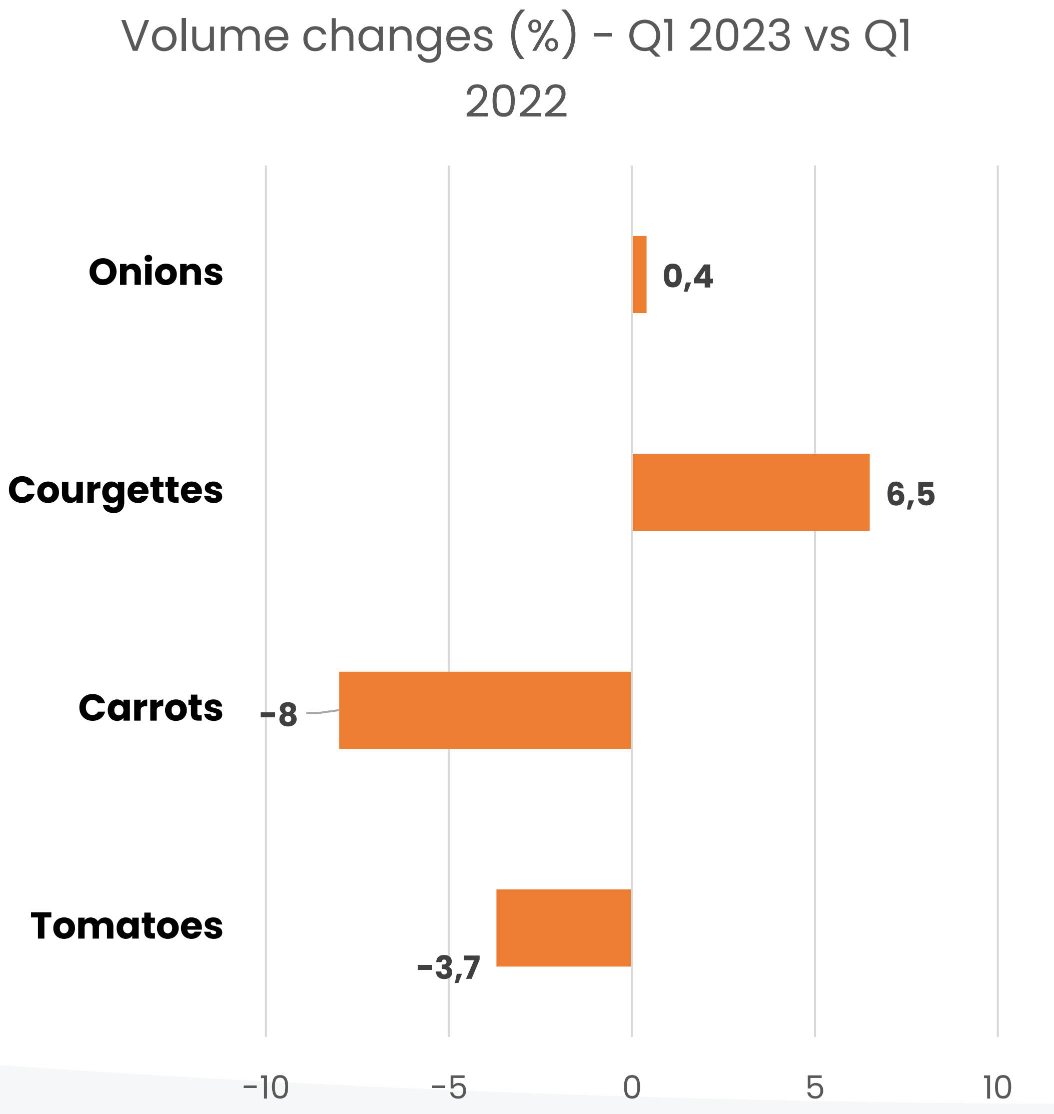
France

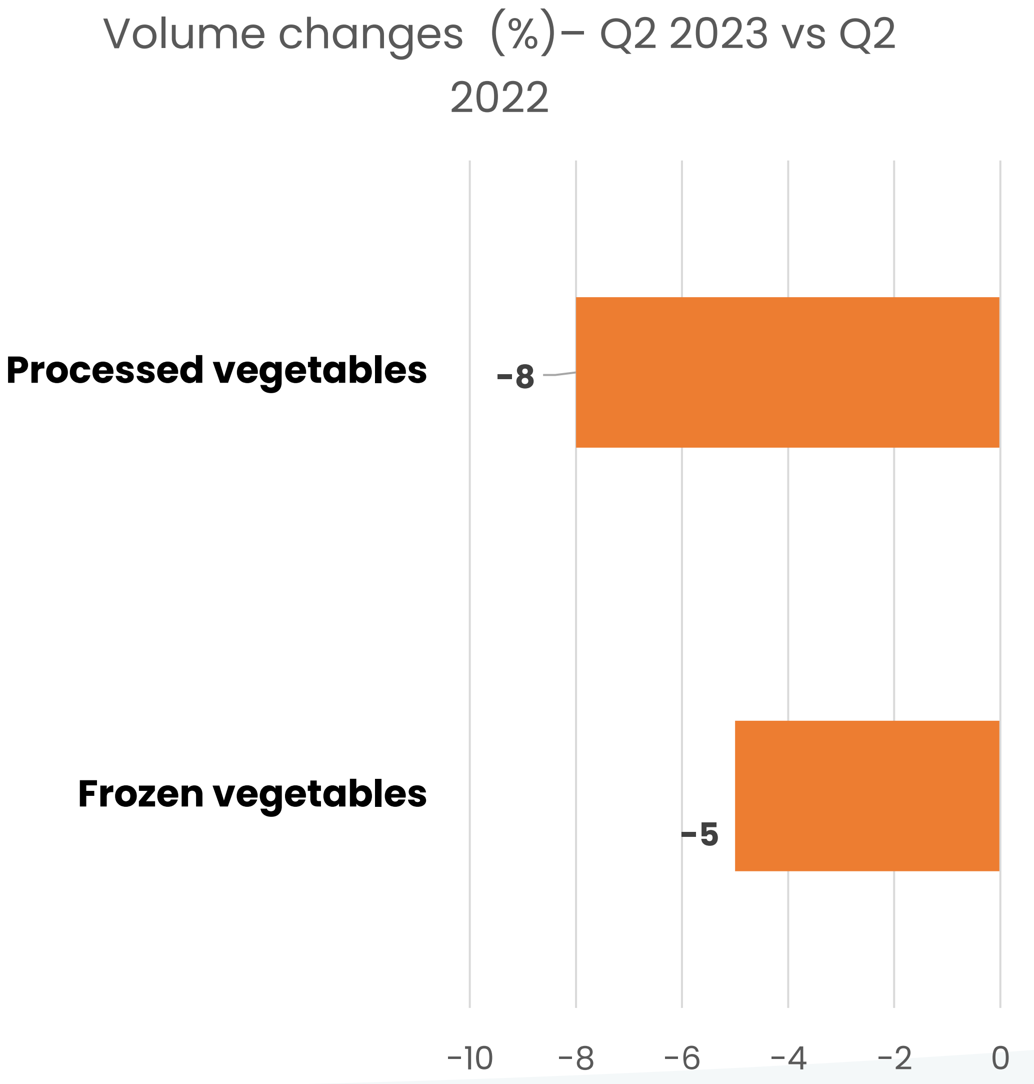
Focus on inflation



Source: *INSEE*

Vegetables sales in 2023

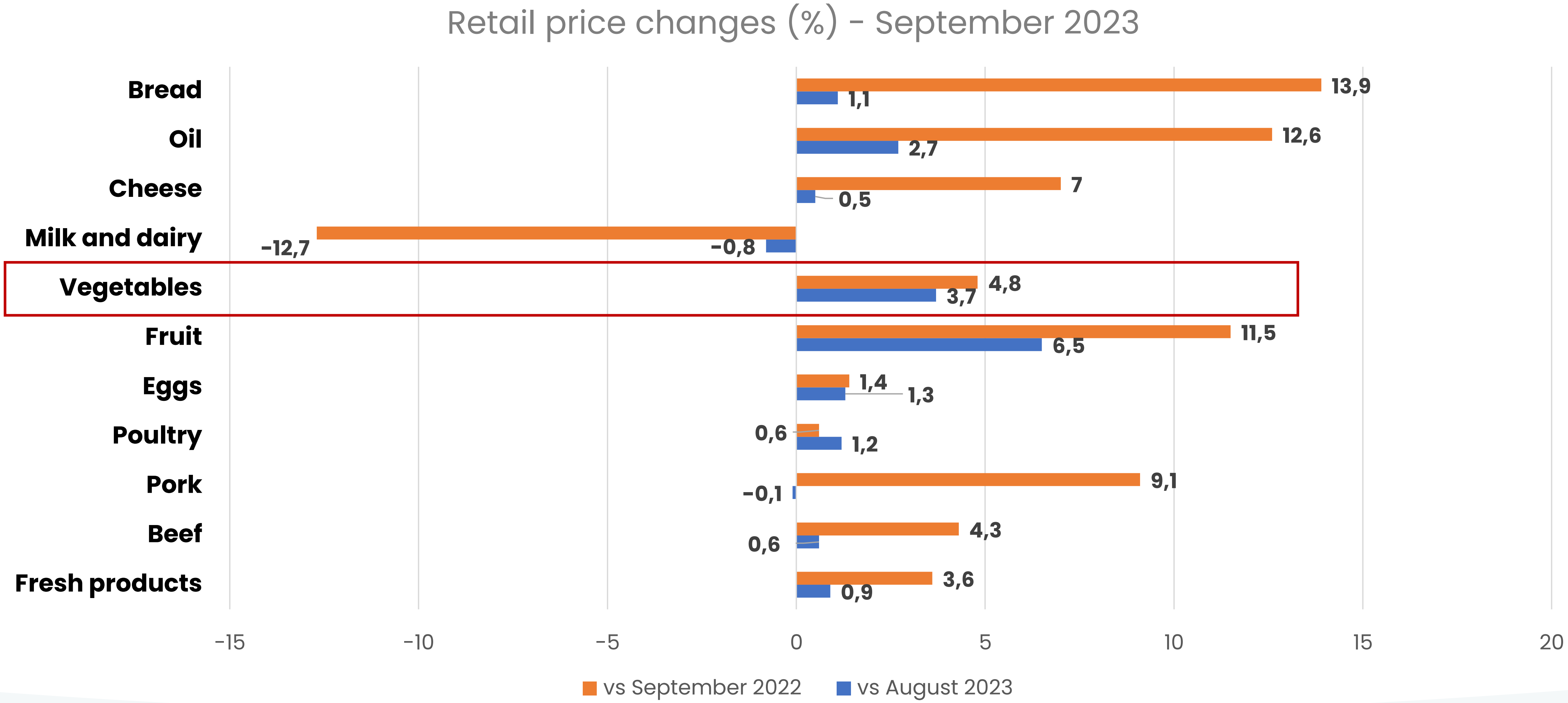




Source: *AgriMer*

Germany

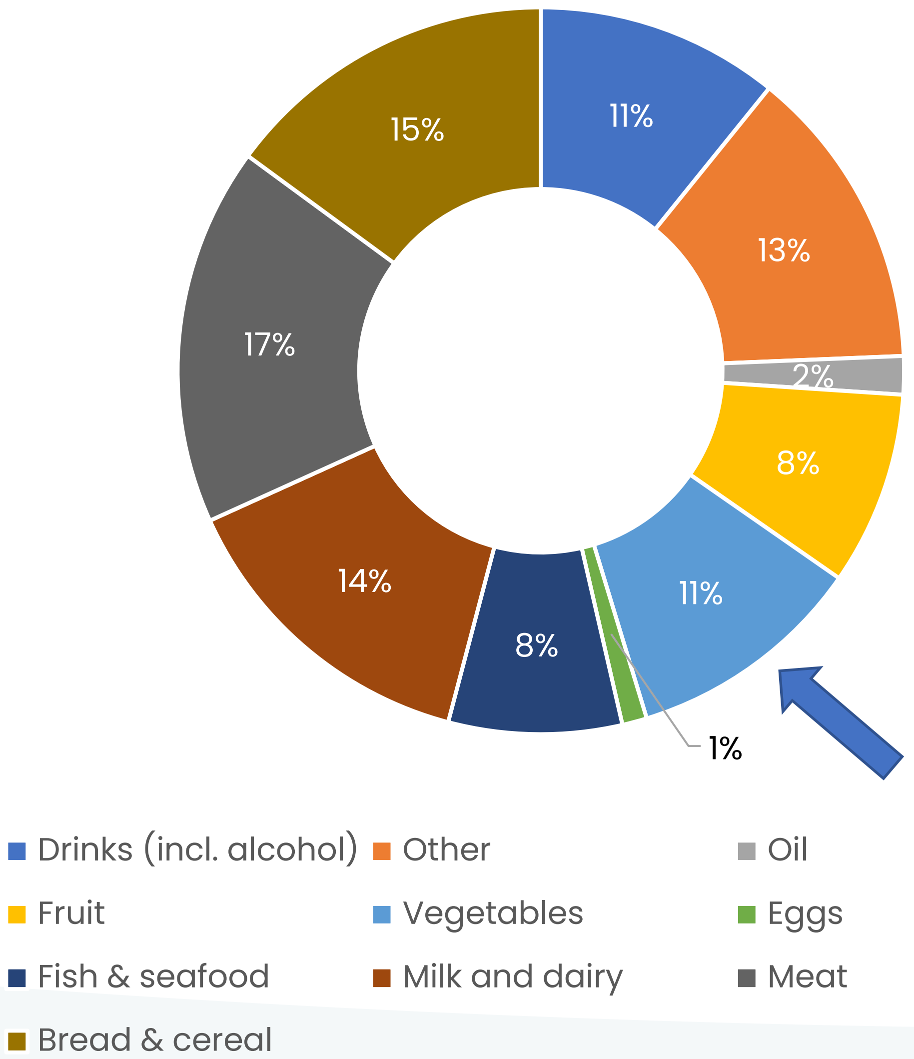
Focus on inflation

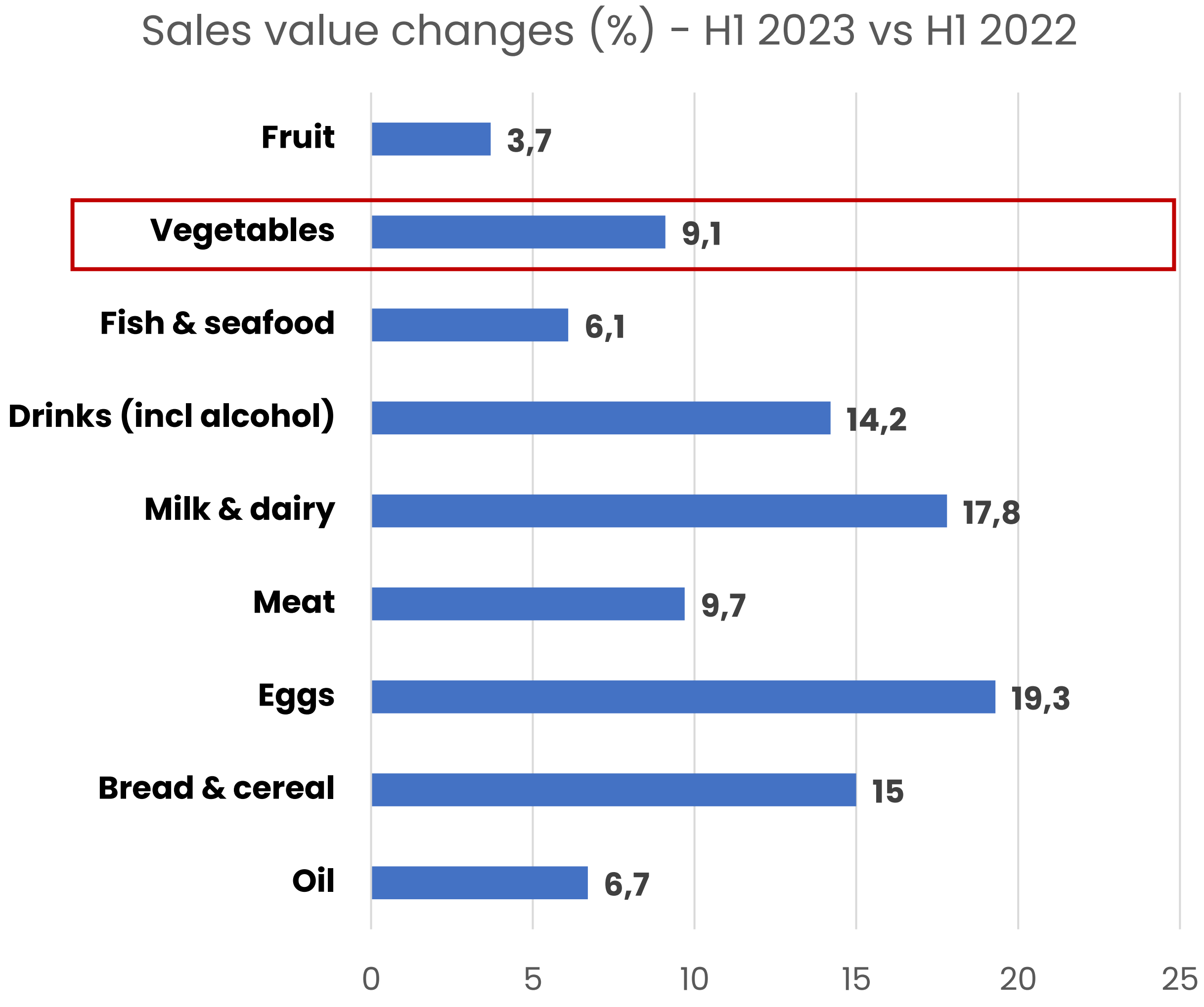


Source: *AMI*

Italy

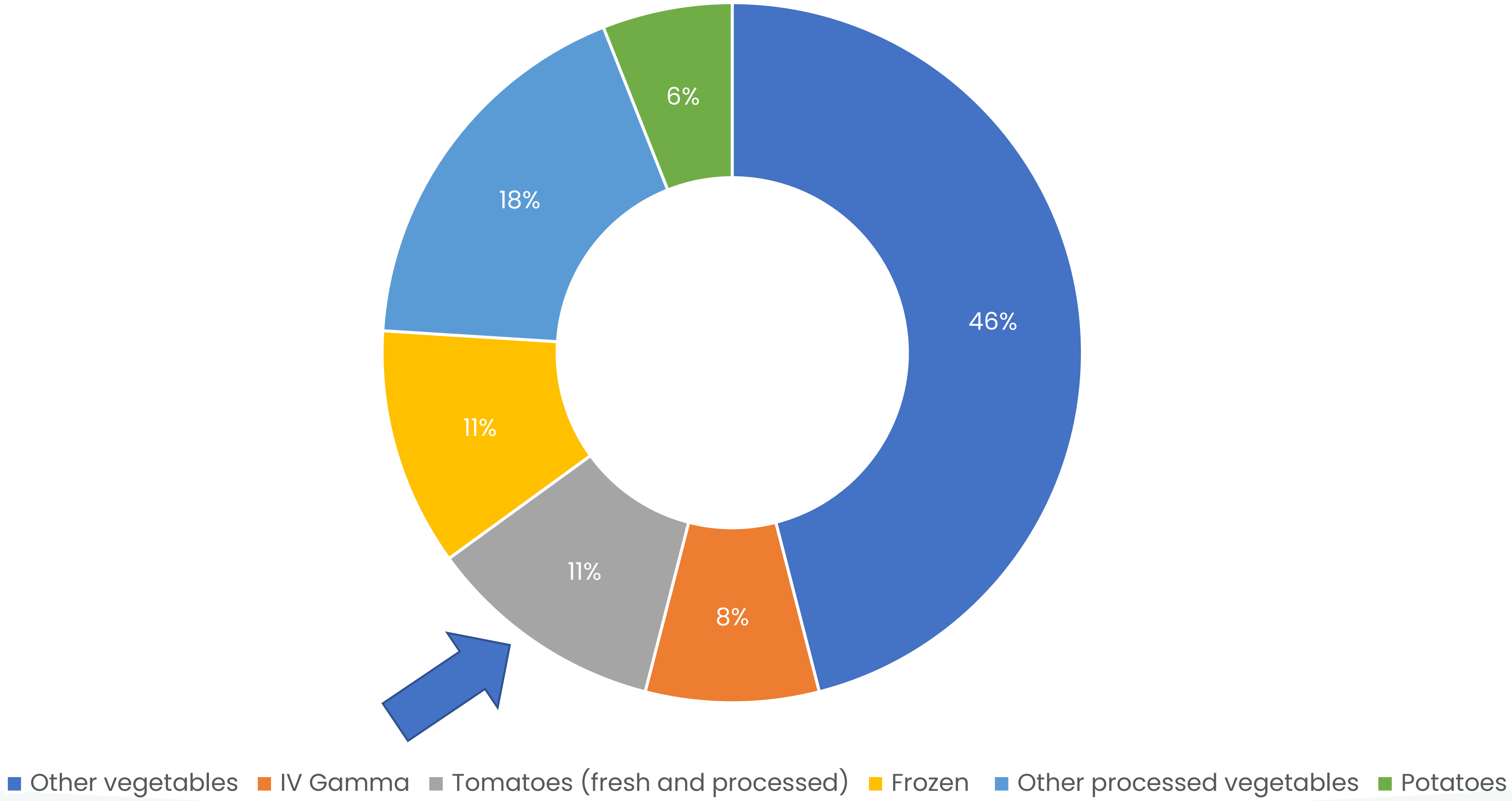
The shopping basket in 2023





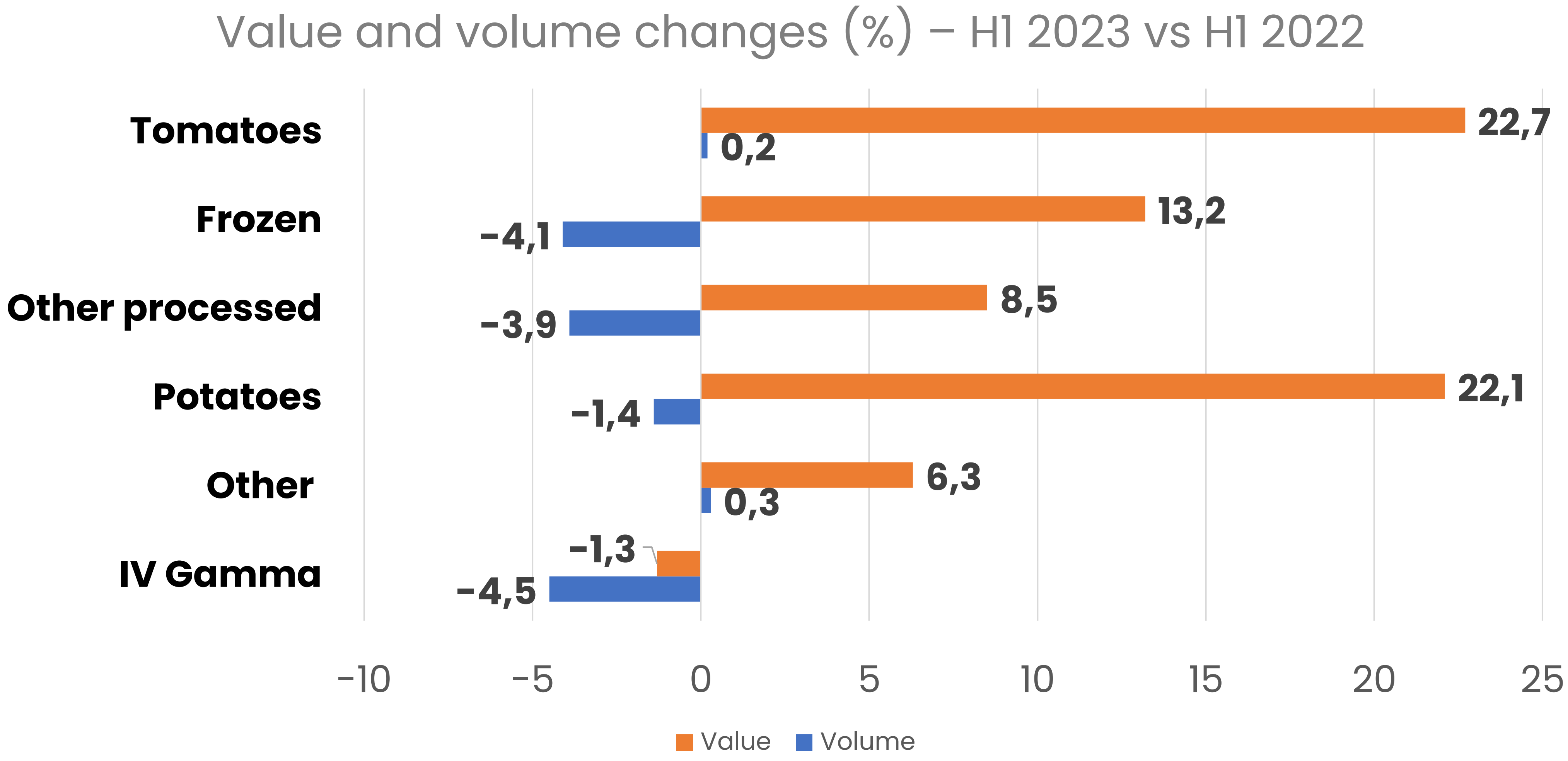
Source: *ISMEA*

The vegetables shopping basket in 2023



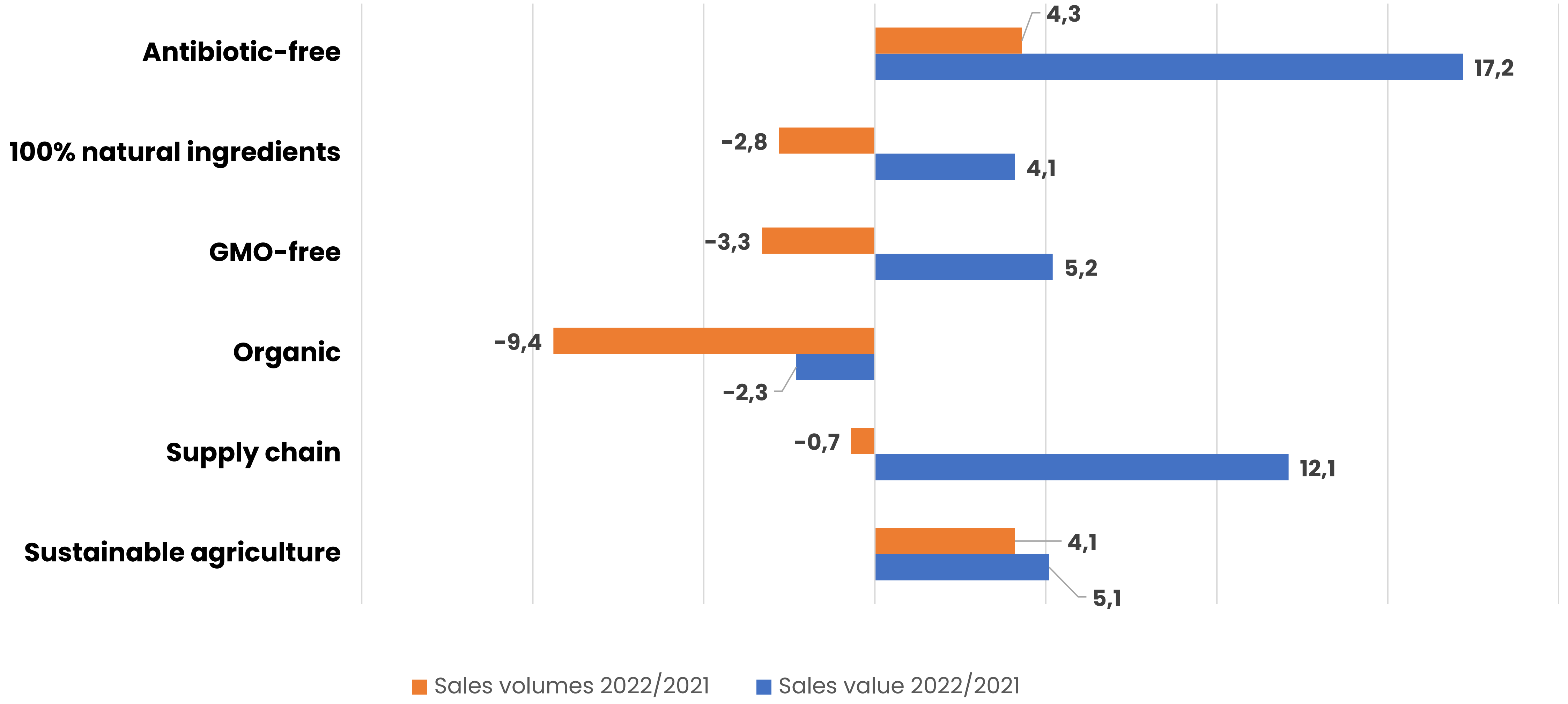
Source: *ISMEA*

Vegetables sales in 2023



Source: *ISMEA*

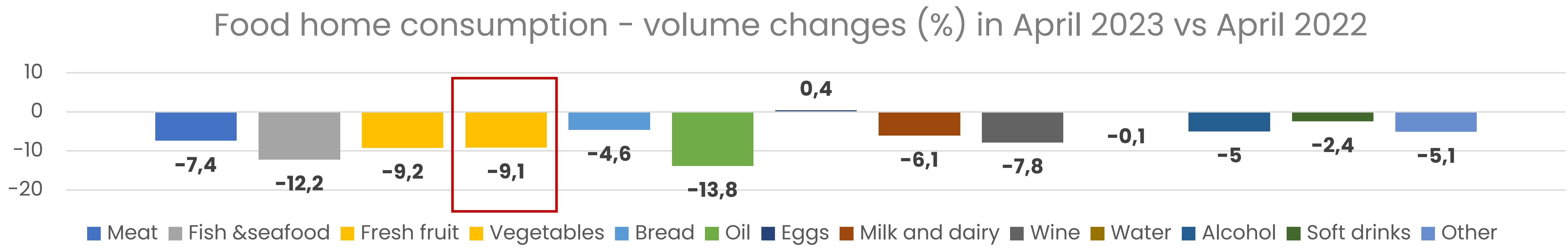
Consumer attitudes towards labels

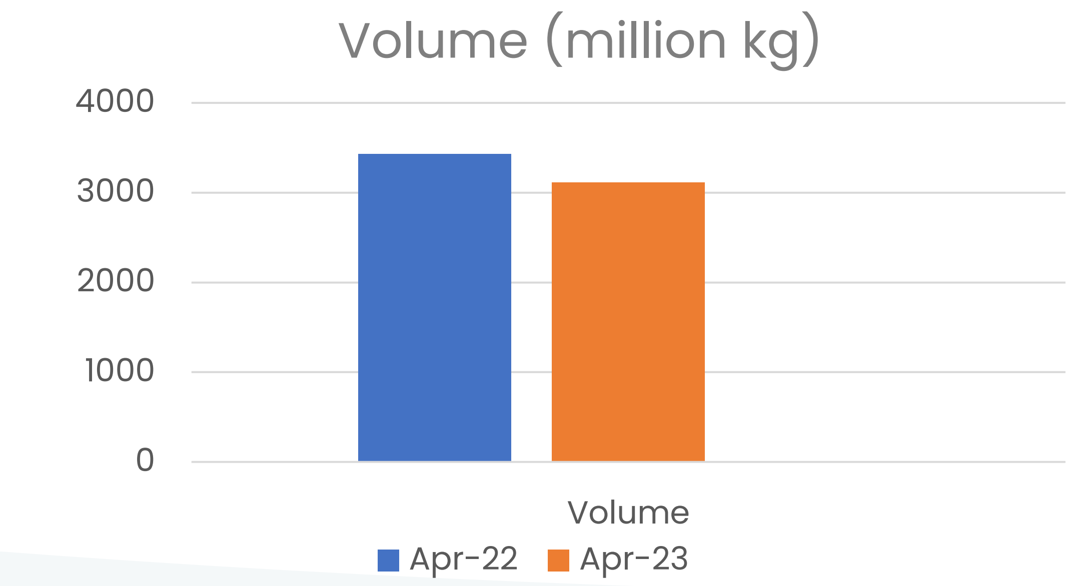


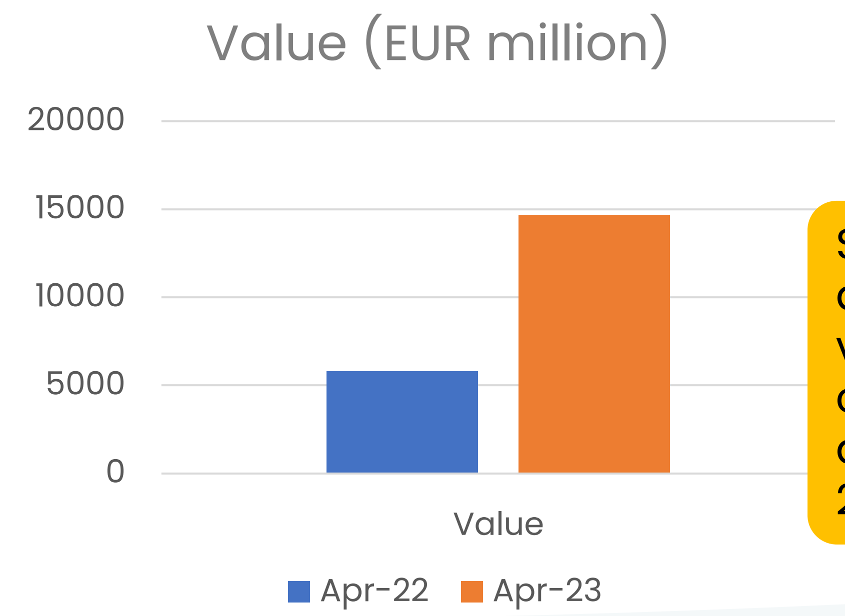
Source: *Osservatorio Immagino 2023*

Spain

Vegetables sales in 2023 (I)



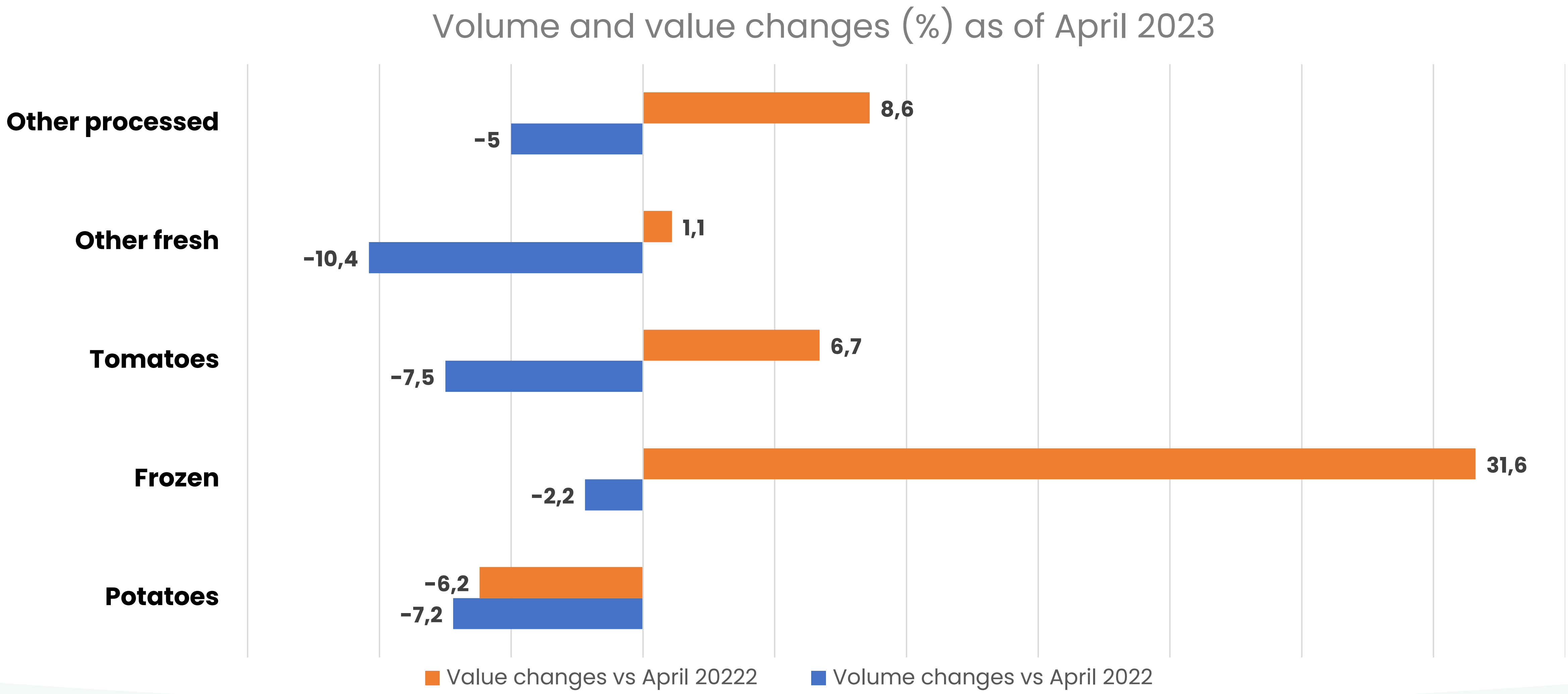




Sales of vegetables decreased by 9,1% in volume in 2023 compared to 2022 and increased by 2,8% in value.

Source: *MAPA April 2023*

Vegetables sales in 2023 (II)



Source: *MAPA April 2023*