



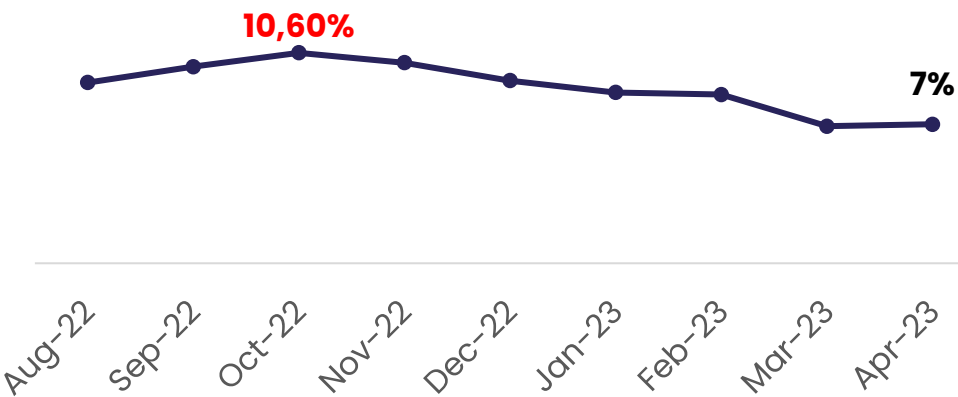
DG AGRI Stone Fruit Market Observatory

A retail perspective

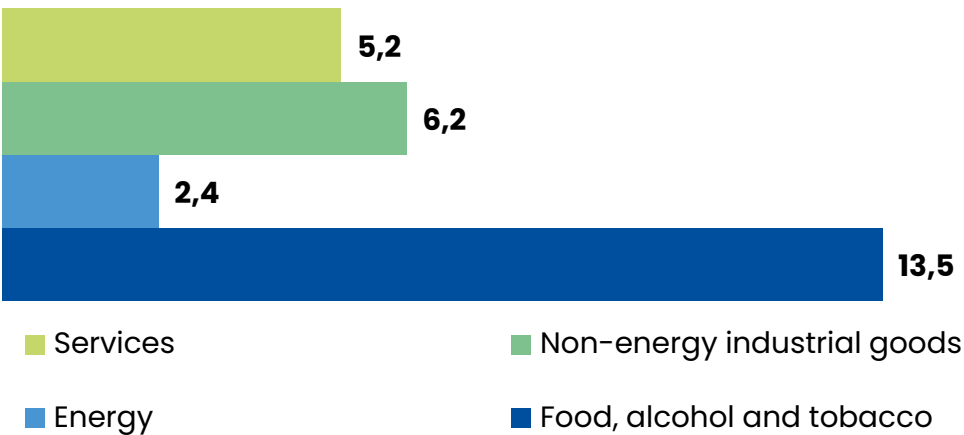
2 June 2023



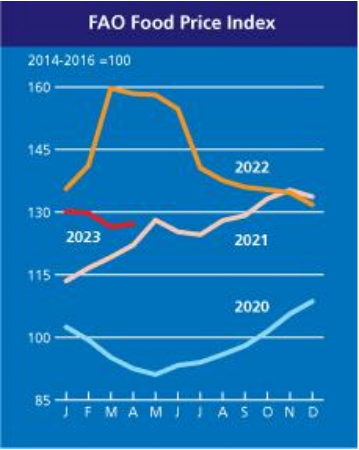
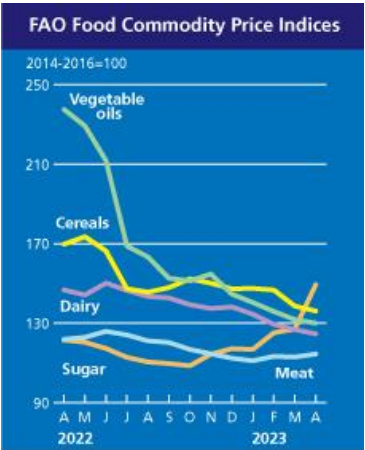
The macroeconomic situation



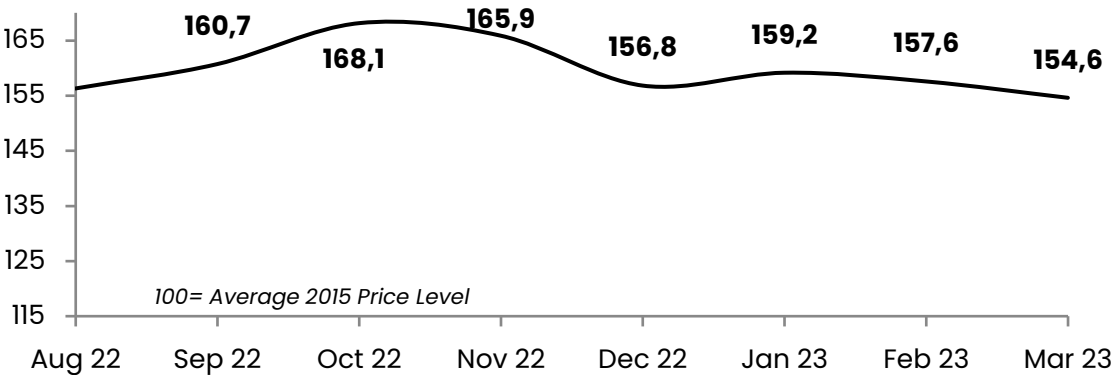
After peaking last October, inflation is slowly decreasing



Food inflation remains high at 13,6%



Food prices have been decreasing for a few months

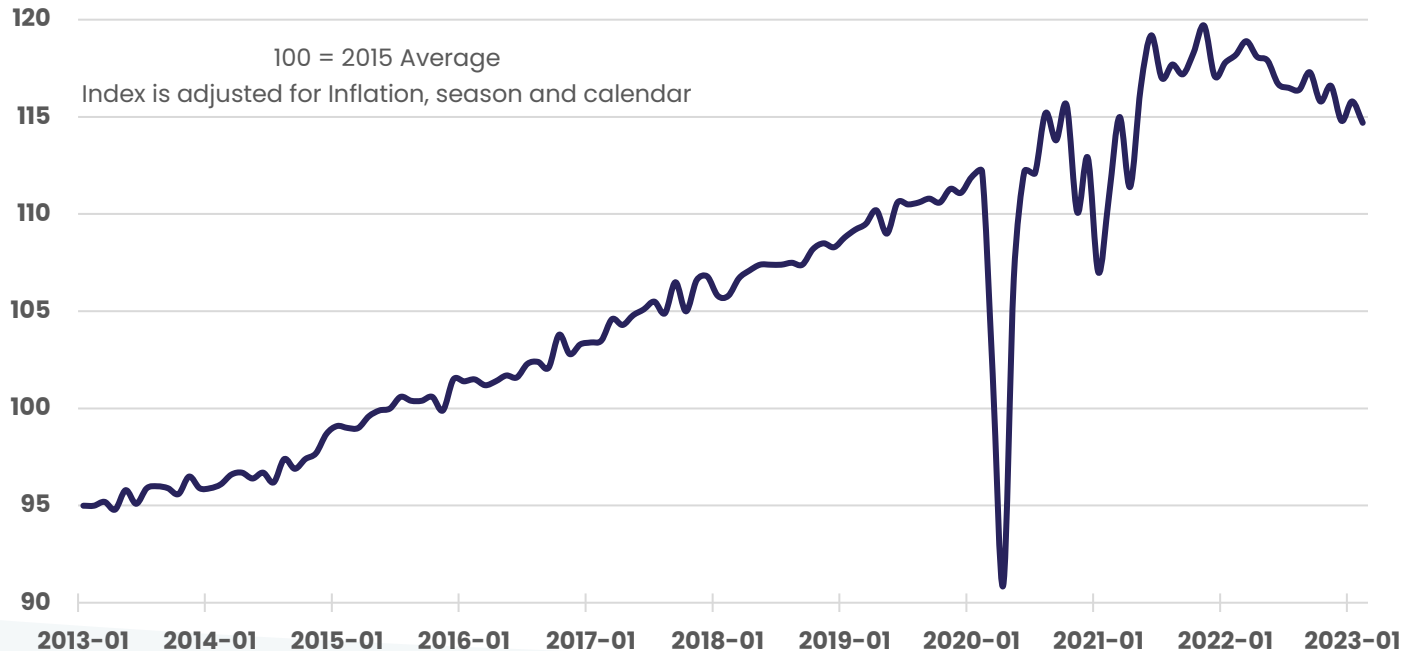


Energy prices have fallen since late 2022

Retail amidst high inflation

Retail sales in 2022 grew by 2.9% only because of inflation

Retail sales volumes have decreased since 2022 as consumers change their shopping habits to make ends meet.



-4.9%

Volume of **food retail trade** in
February 2023 vs February 2022

Source: Europanel, EuroCommerce & McKinsey, Eurostat

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 to buy more pasta, rice and canned products.

Consumers prefer shopping at supermarkets and discounters to find better deals and purchase more private label products than branded goods.



Amidst a cost-of-living crisis, consumers:

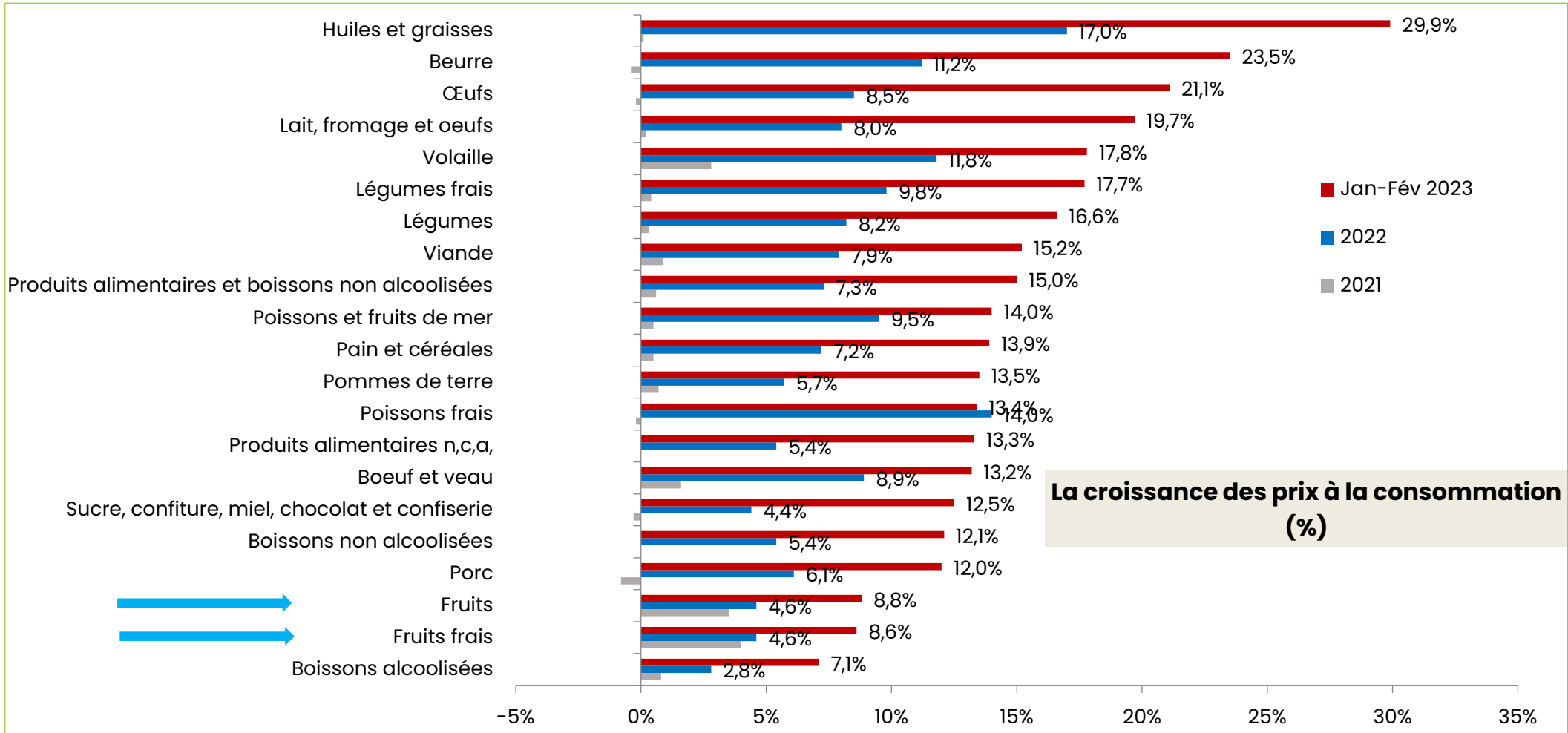


Source: EuroCommerce & McKinsey, Eurostat

France

Inflation

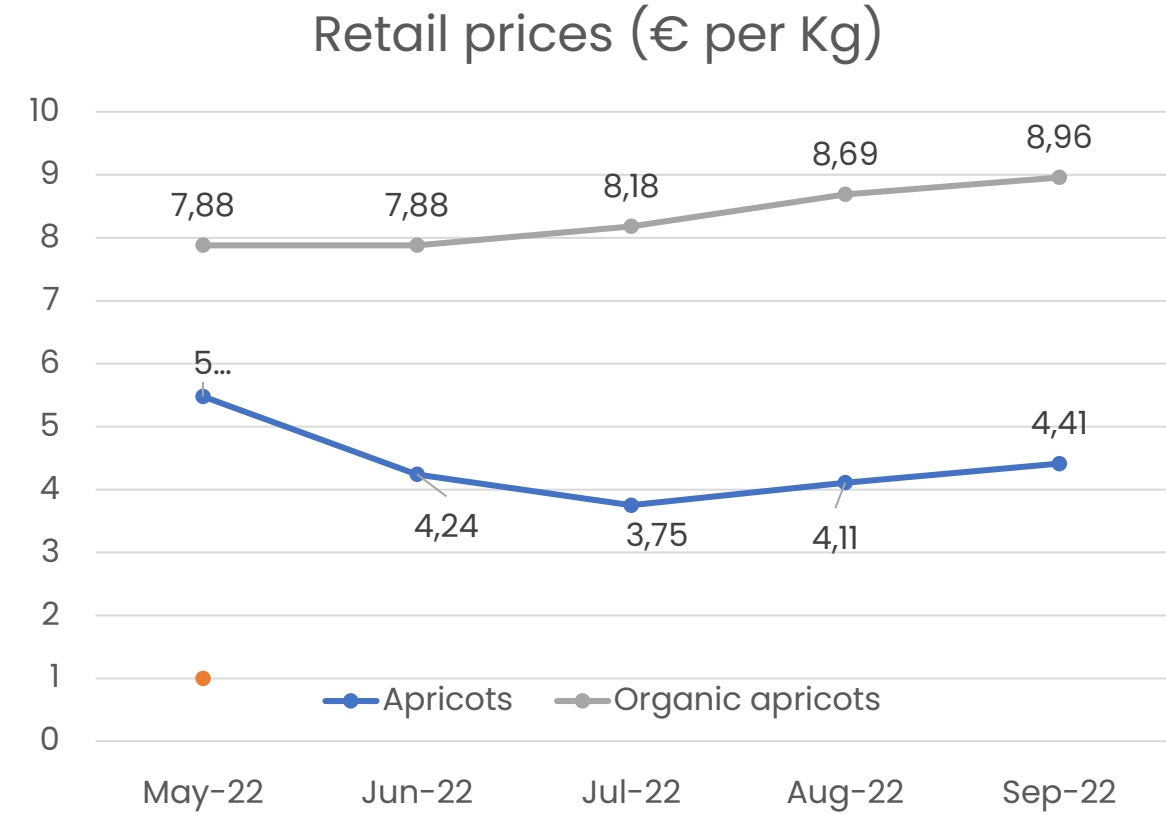
The growth of consumer prices of food products has tended to accelerate in recent months. Oil & fats prices have risen by 30% during the first 2 months of 2023, **dairy products** prices : +19,7%.



Focus on fruit



-7%
Decrease in sales volume for **fruit** since February 2022

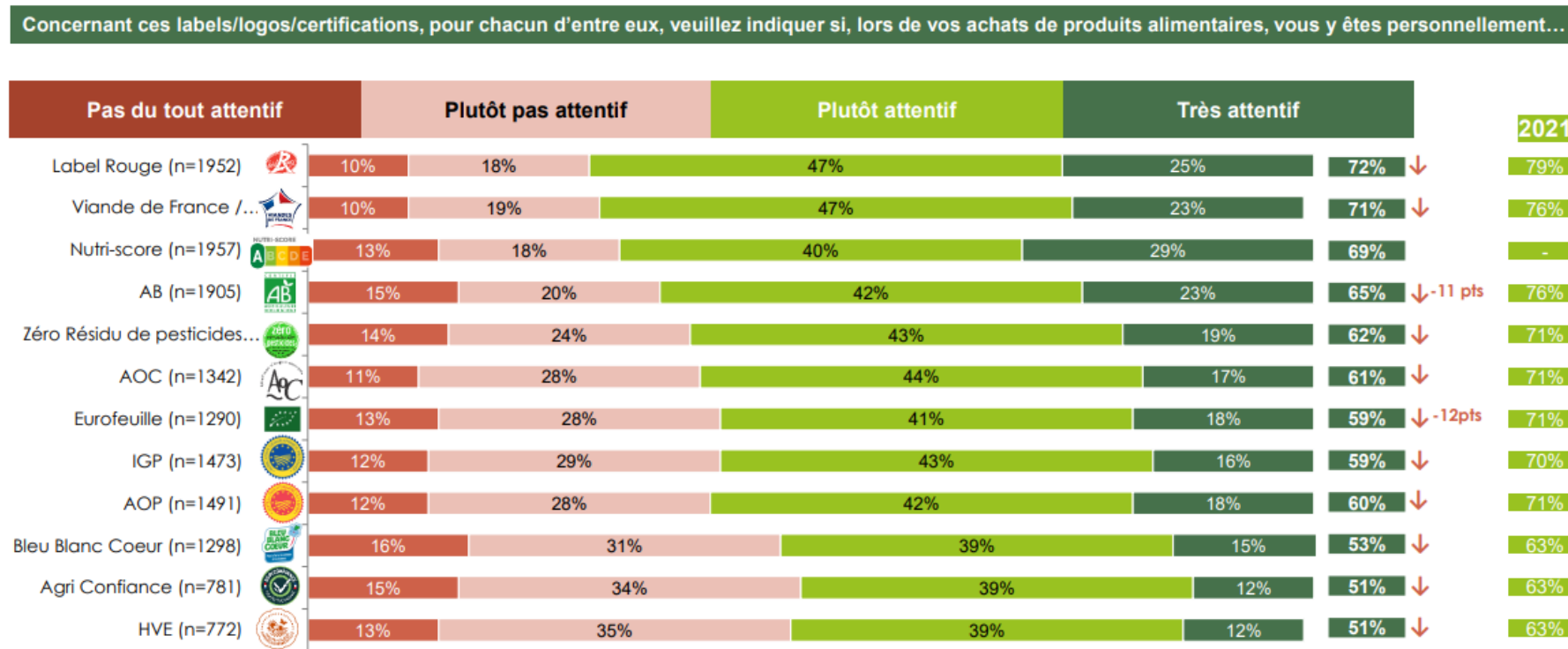


-1%
Decrease in sales value for **fruit** since February 2022

Organic market: the French are less interested in the organic label

- Loss of consumer interest in the organic label in France in 2022
- Loss of consumer confidence in the French organic label in France in 2022 (85% in 2022 vs 91% in 2021) and in the European label (65% in 2022 vs 76% in 2021)

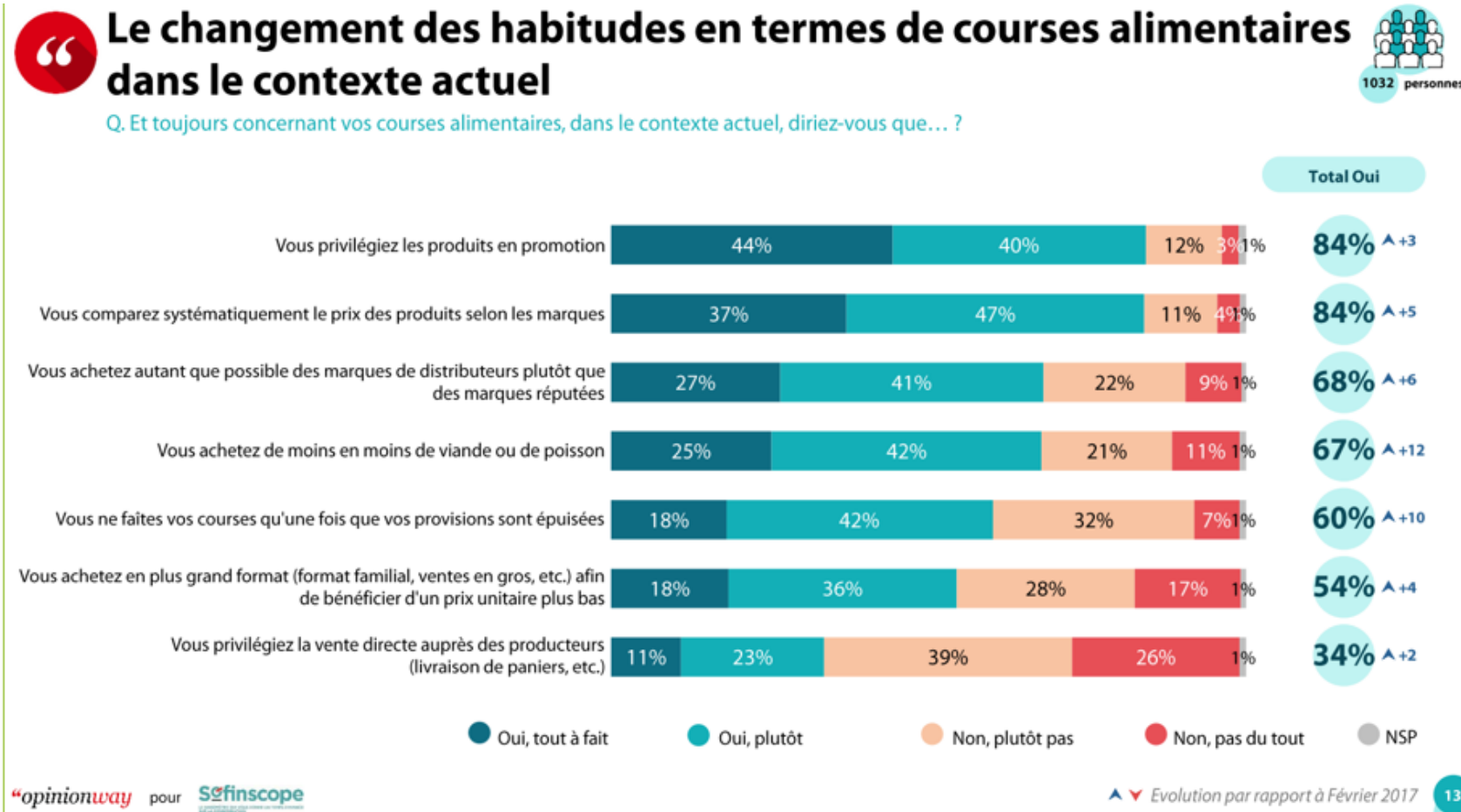
Concerning these labels/logos/certifications, for each of them, please indicate whether you personally pay attention to them when buying food products...



Inflation is changing consumer habits

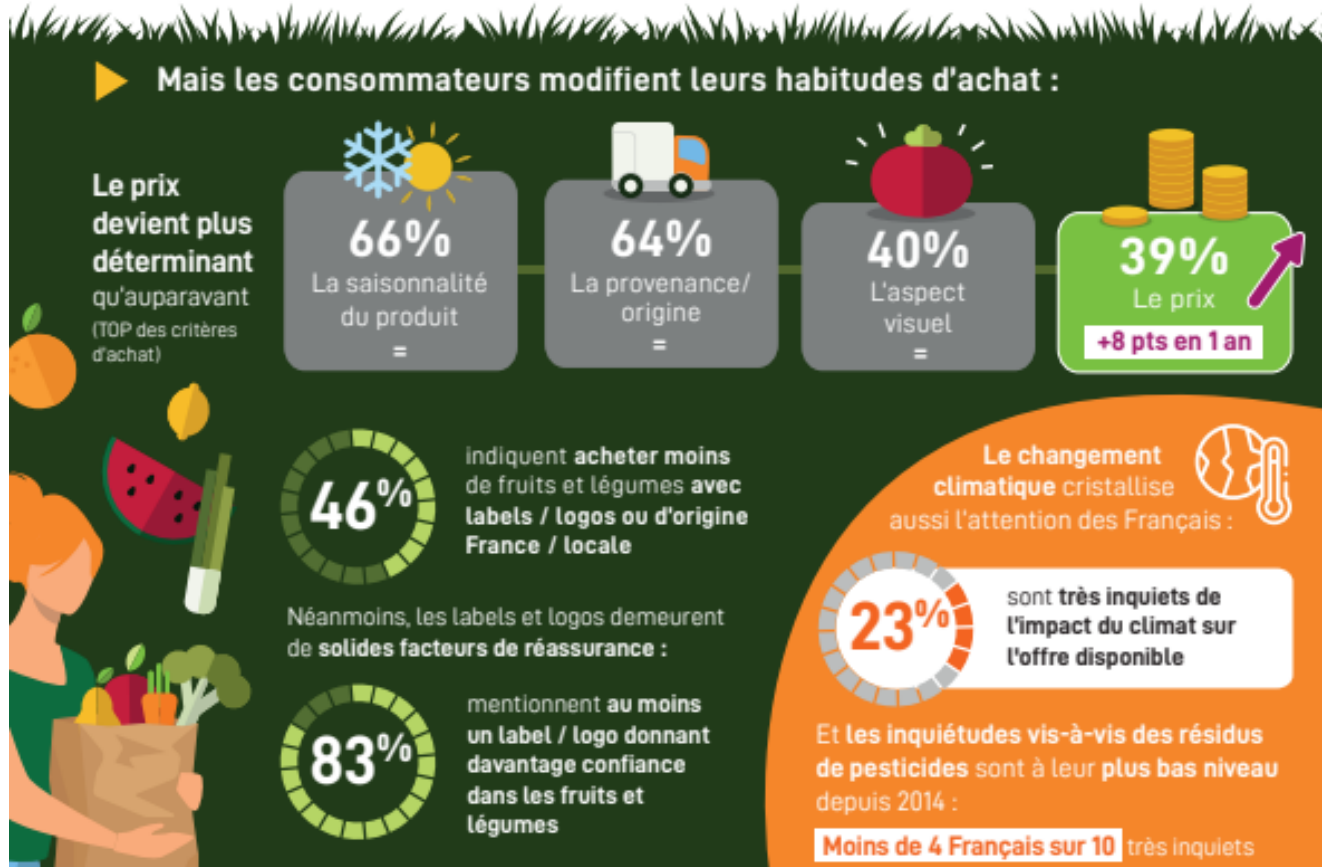
According to the OpinionWay survey conducted in February 2023, 84% of French say they prefer products on special offer (+3 points compared to 2017). 84% systematically compare product prices by brand (+5 points) and 68% buy private labels as much as possible (+6 points). 67% are buying less and less meat or fish (+12 points). 60% are buying less and less meat or fish (+10 points). 54% are buying less and less meat or fish (+4 points). 34% are buying less and less meat or fish (+2 points).

Source : Sofinscope, February 2023



Consumers in a cost-of-living crisis

96% of French consumers want to continue buying fresh fruit and vegetables

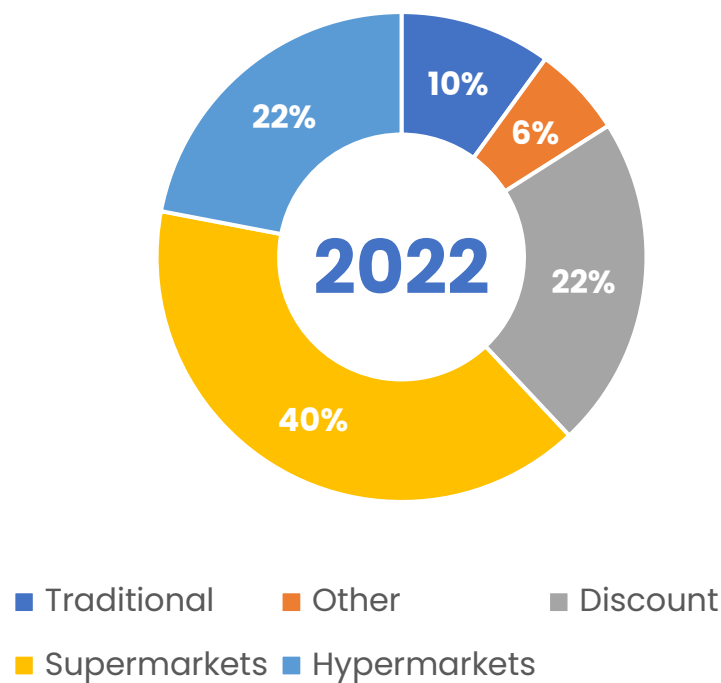


Source: Agrimer

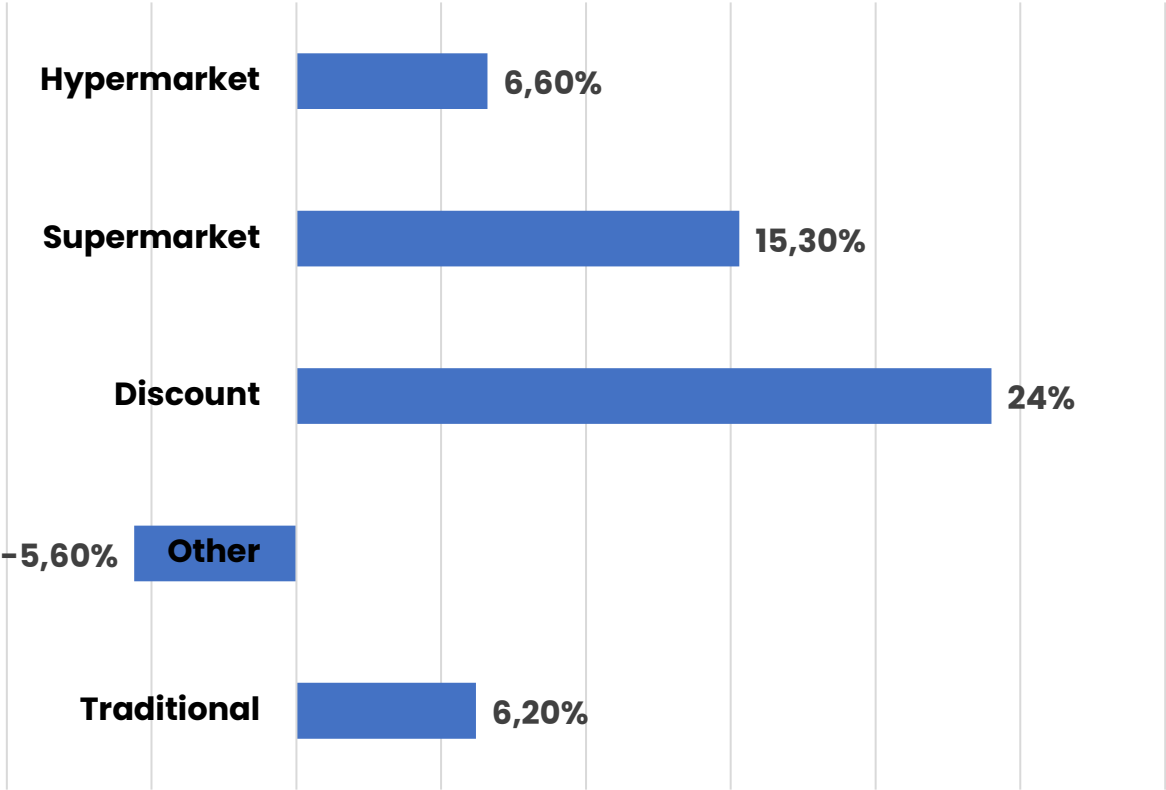
Italy

Retail channels in times of crisis

Turnover by type of retail

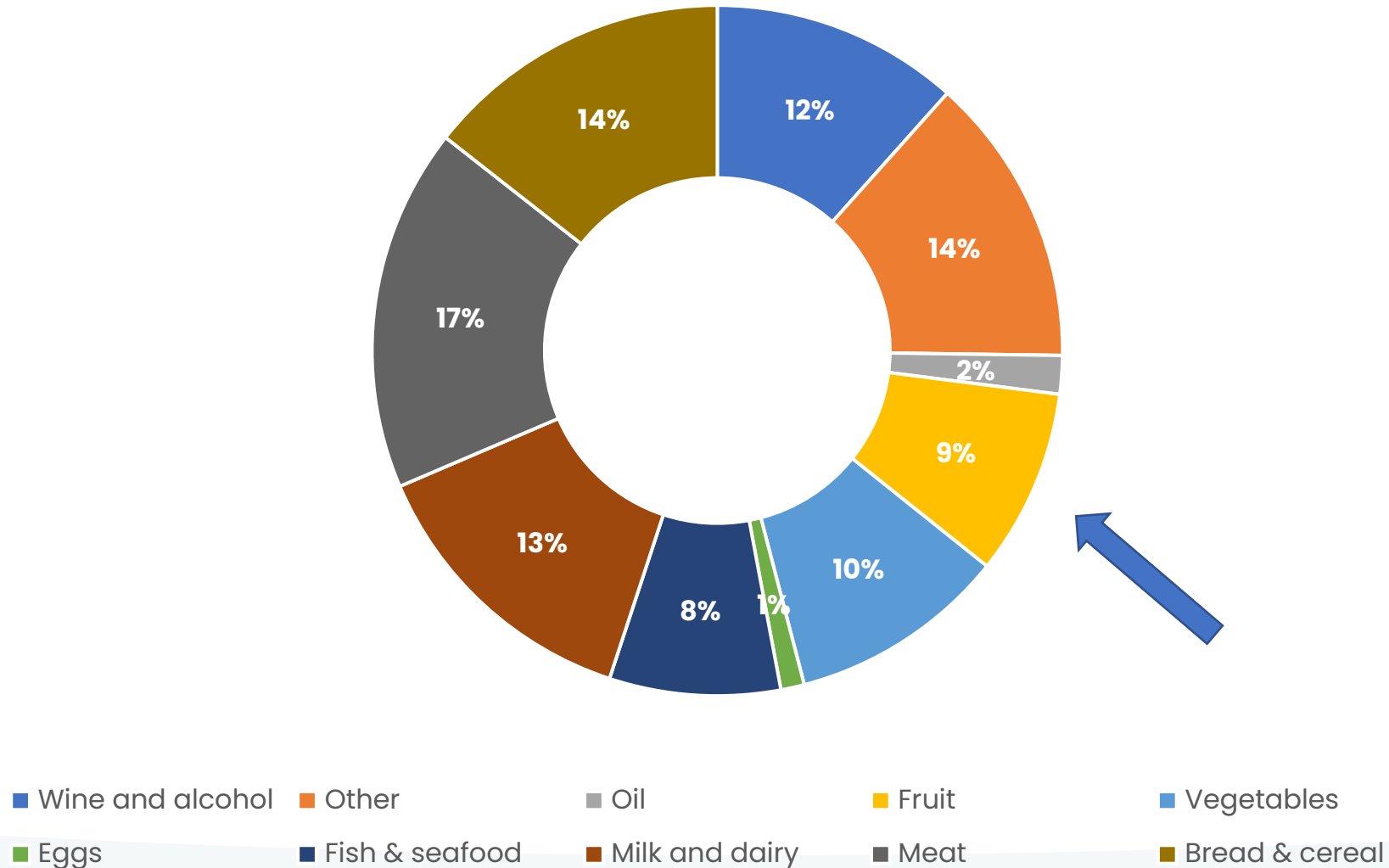


Turnover variation by type of retail
(2019 vs 2022)

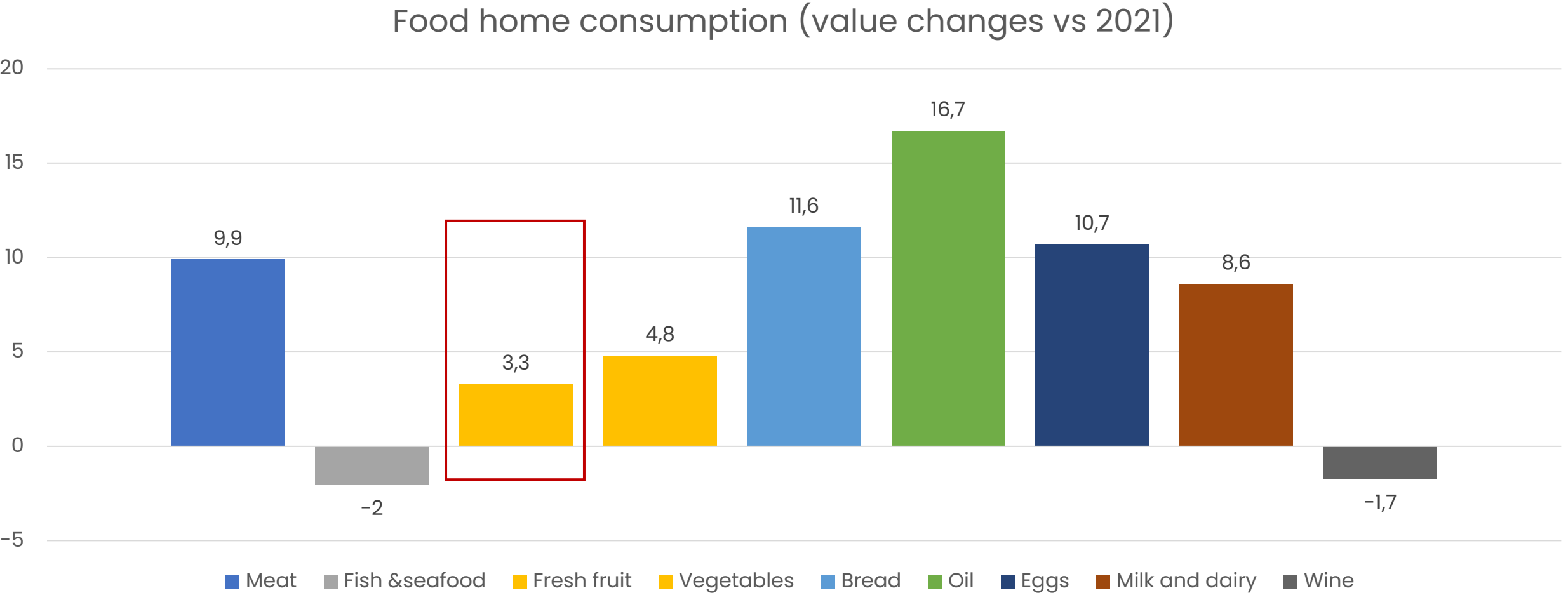


Source: ISMEA

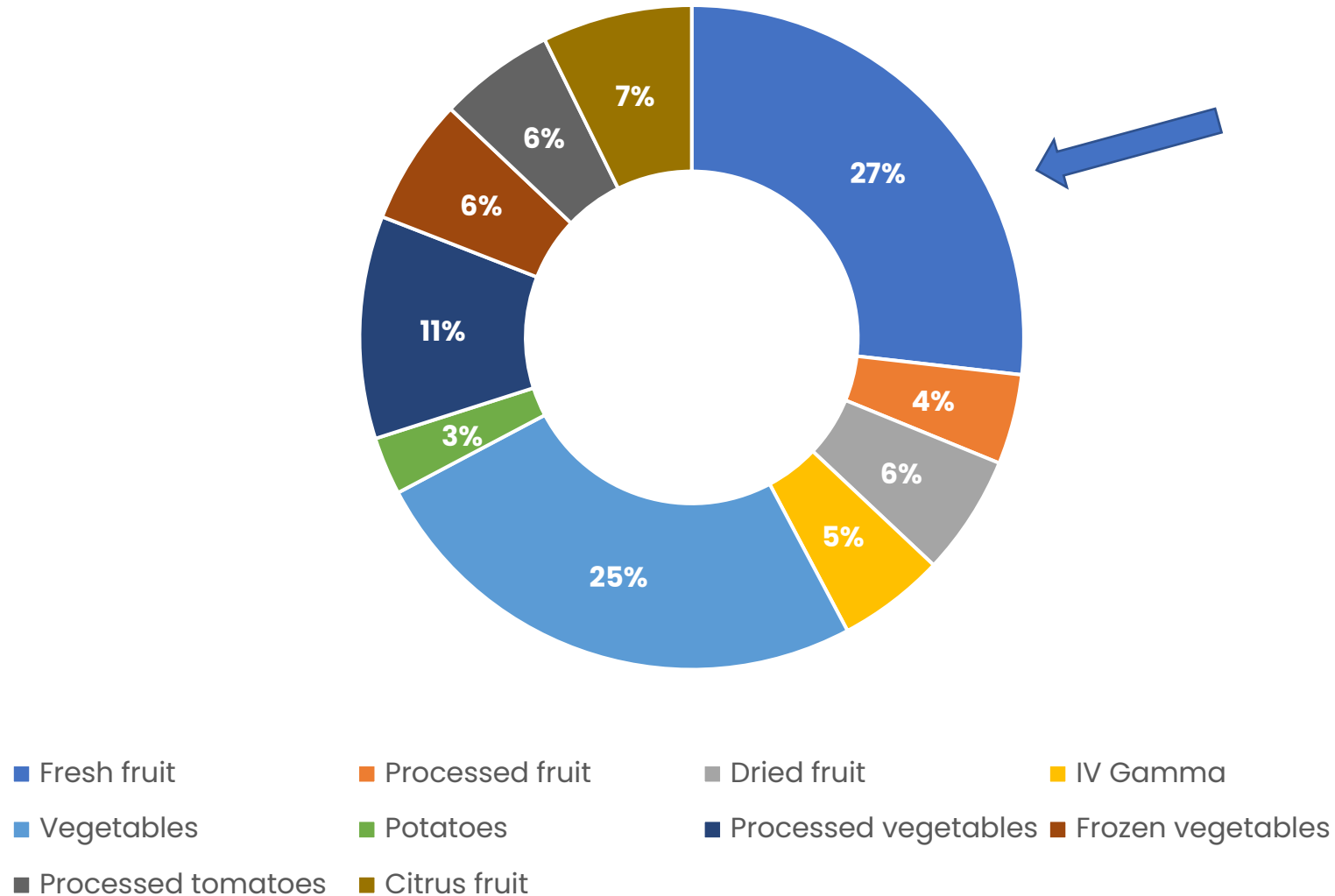
The shopping basket in 2022



Food home consumption in 2022

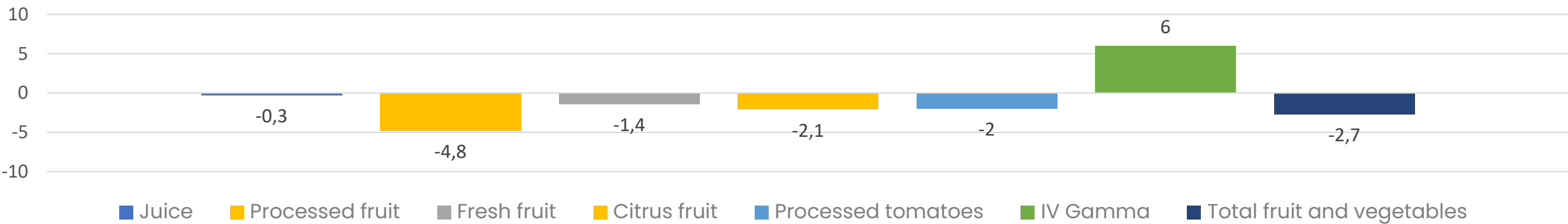


The fruit and vegetables shopping basket in 2022

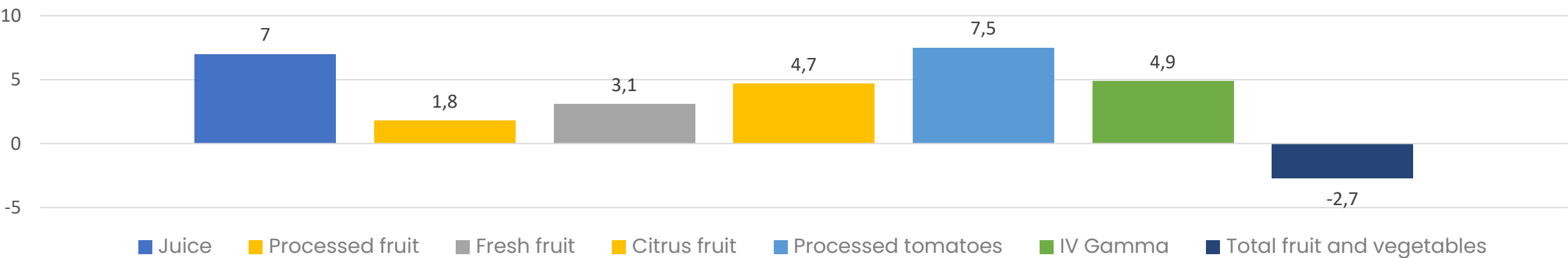


Fruit sales

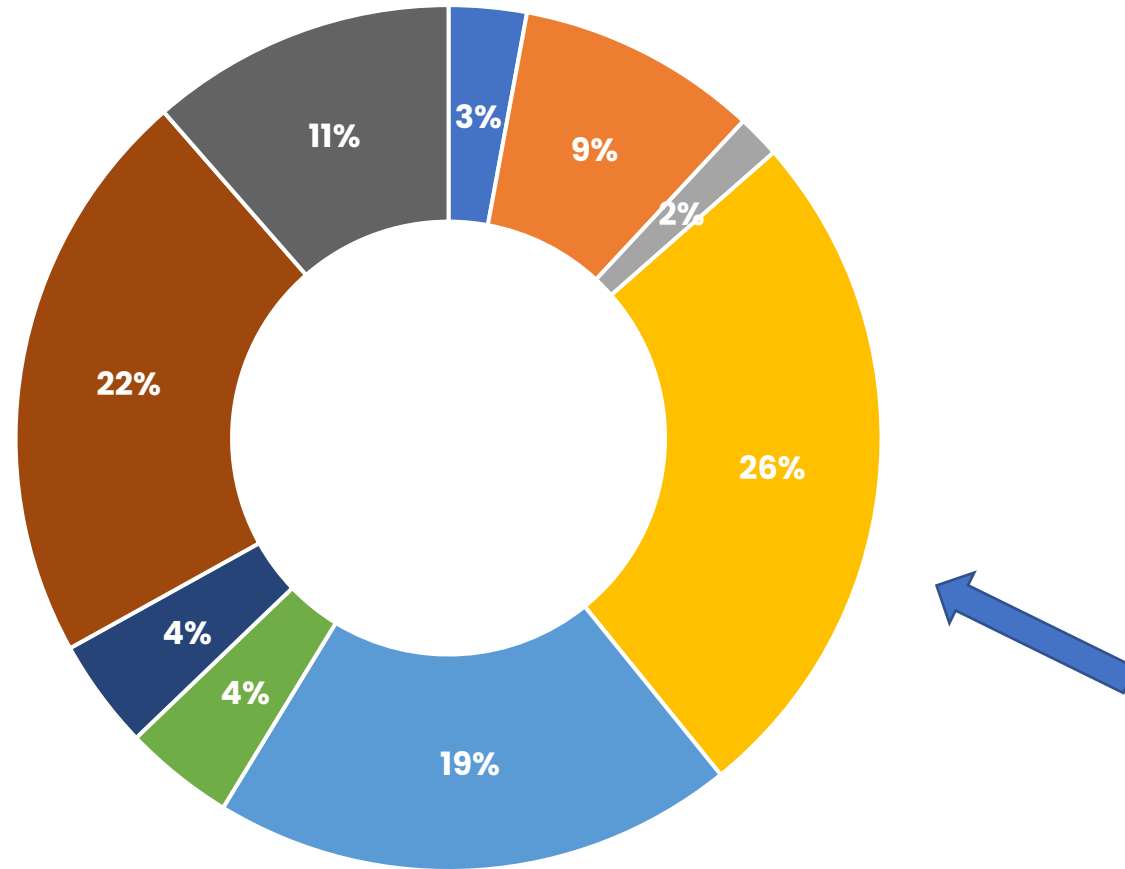
Fruit and vegetables retail sales (volume changes vs 2022)



Fruit and vegetables retail sales (value changes vs 2022)

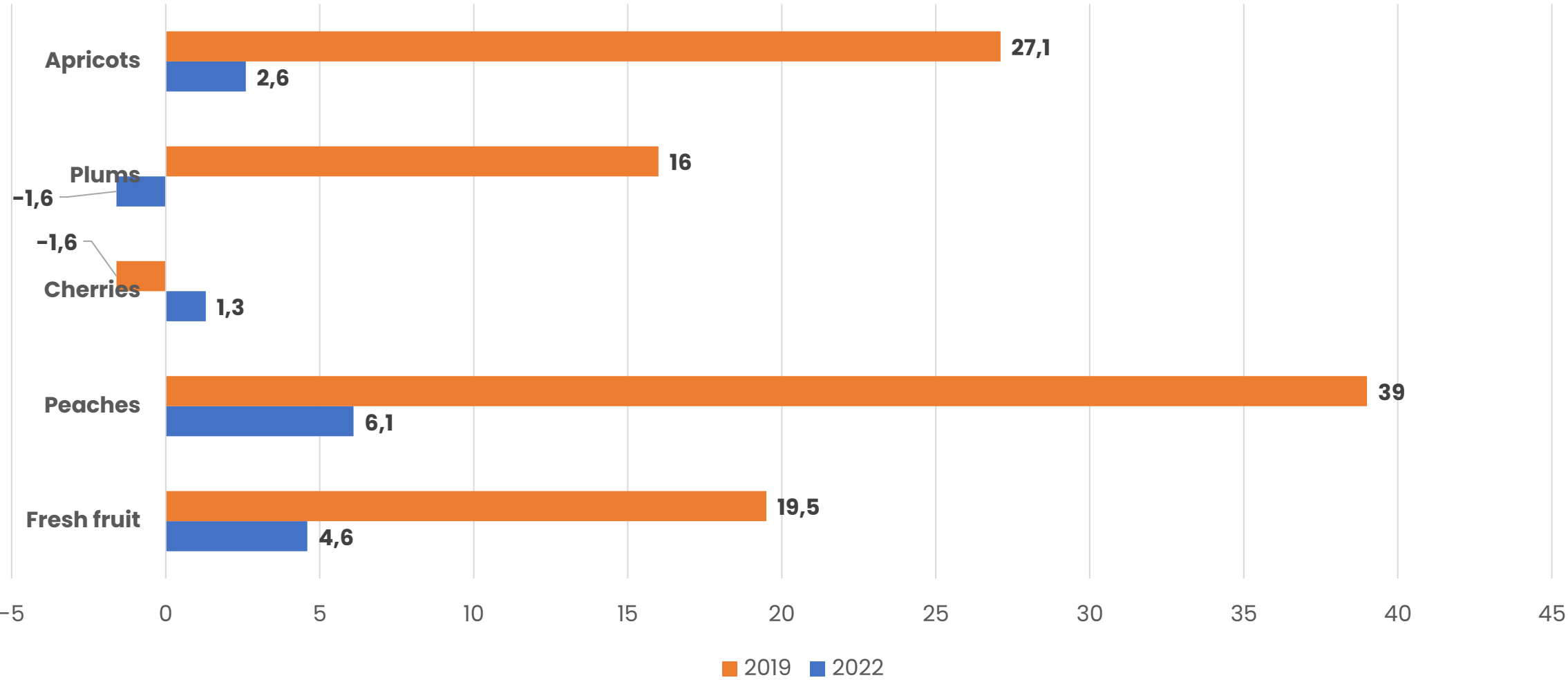


The organic shopping basket in 2022



■ Non-alcoholic drinks ■ Other ■ Oil ■ Fruit ■ Vegetables ■ Eggs ■ Fish & meat ■ Milk and dairy ■ Bread & cereal

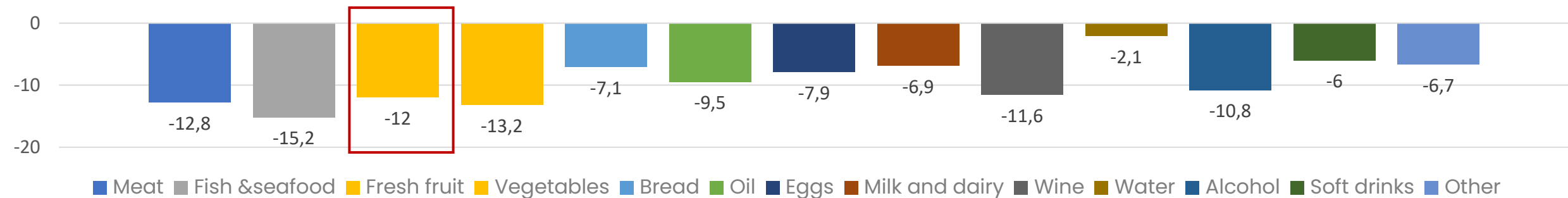
Fruit prices in 2022 – variations since 2019 and 2022



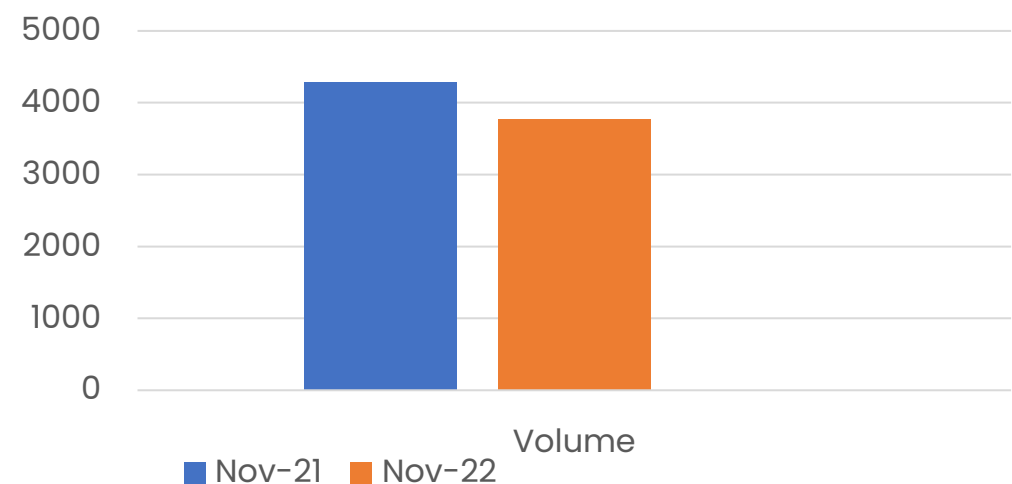
Spain

Fruit consumption in 2022 (1)

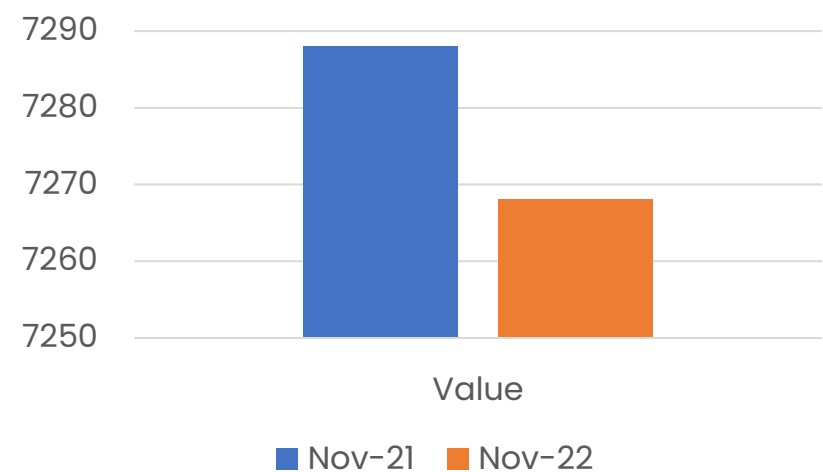
Food home consumption (volume changes vs November 2021)



Volume (million kg)

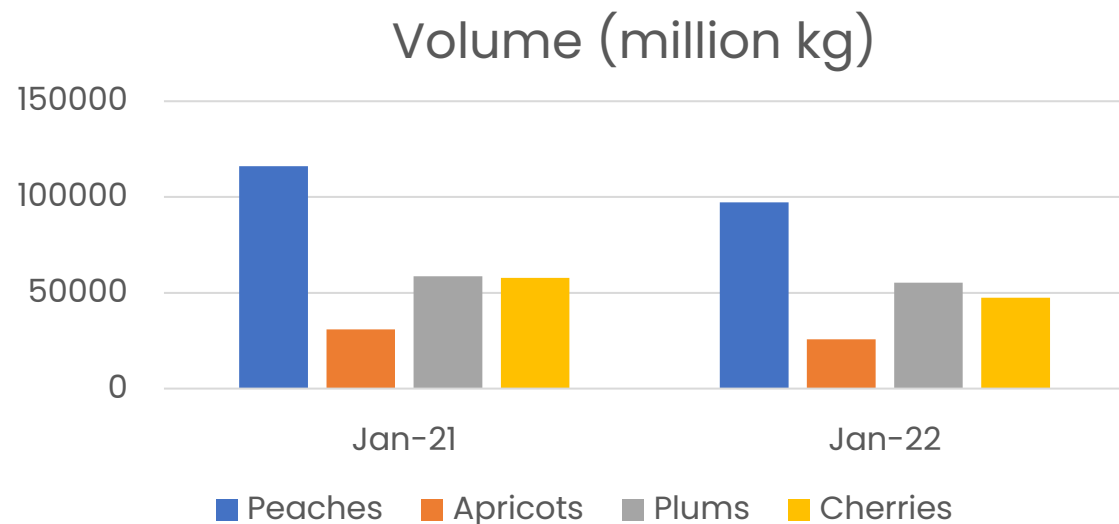


Value (EUR million)



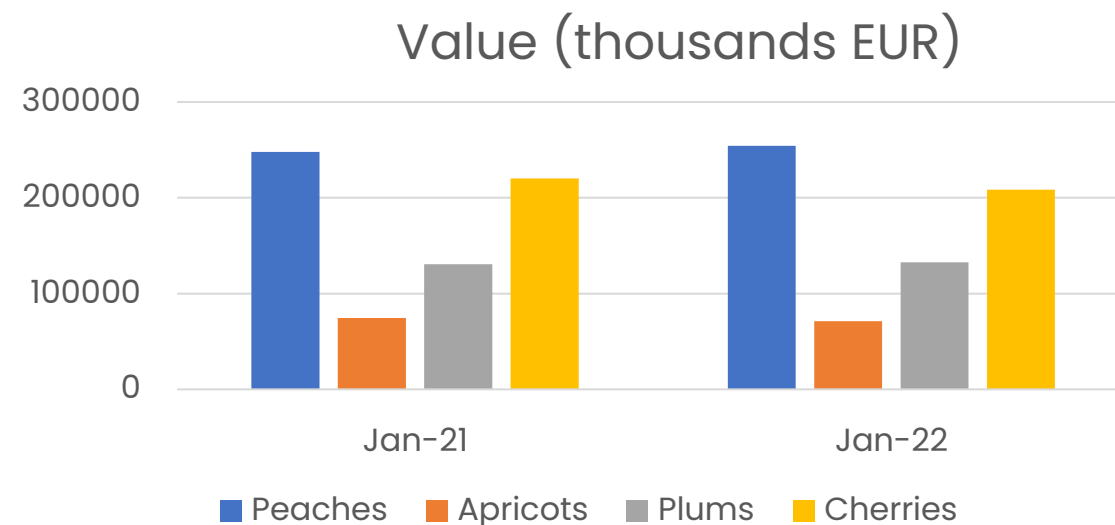
Sales of fruit decreased by 12% in volume in 2022 compared to 2021 and by 0.3% in value.

Fruit consumption in 2022 (2)



Pro-capita home consumption in volume in Spain in 2022:

- -16.3% for peaches;
- -17.1% for apricots;
- -5.7% for plums;
- -18.1% for cherries.



Pro-capita home consumption in value in Spain in 2022:

- +2.5% for peaches;
- -4.8% for apricots;
- +1.6% for plums;
- -5.3% for cherries.