

Key data, challenges and opportunities apples and pears in the Netherlands

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7 March 2023

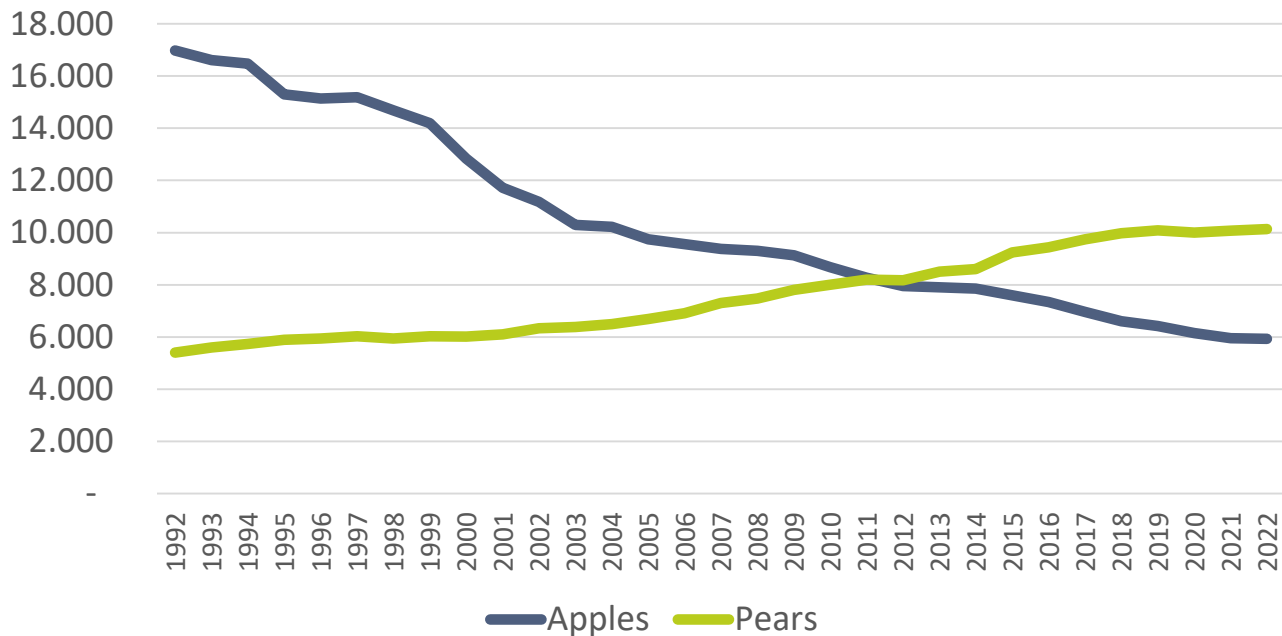
Market Observatory Pipfruit



NL: stabilization surface apples/pears

Surface apples and pears in NL; in hectares

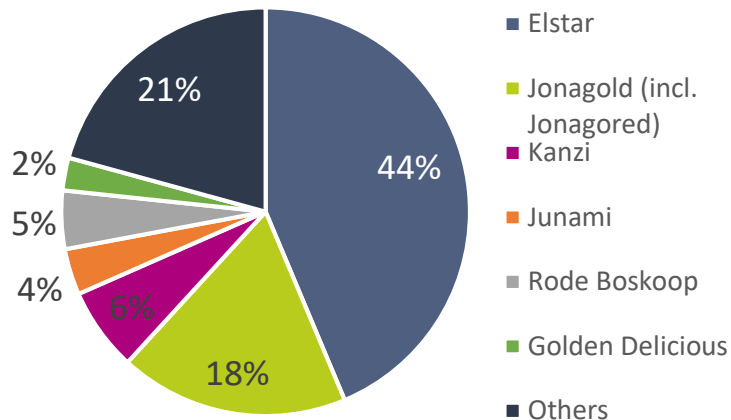
Source: CBS



Elstar and Conference most grown varieties

Varieties apples in NL 2022
(based on hectares)

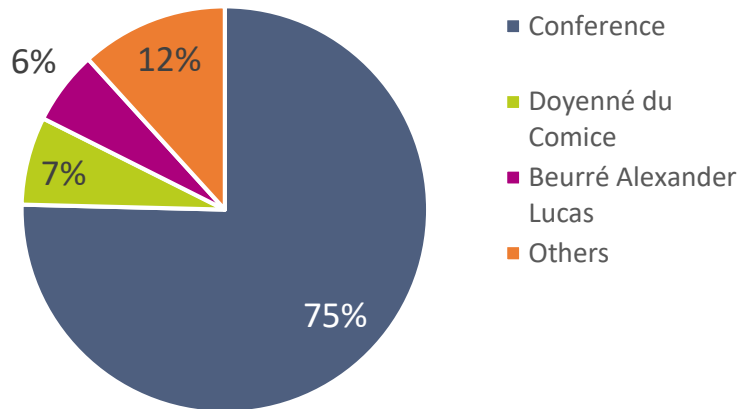
Source: CBS



Others: Wellant, Delcorf, Magic Star, Lola

Varieties pears in NL 2022
(based on hectares)

Source: CBS

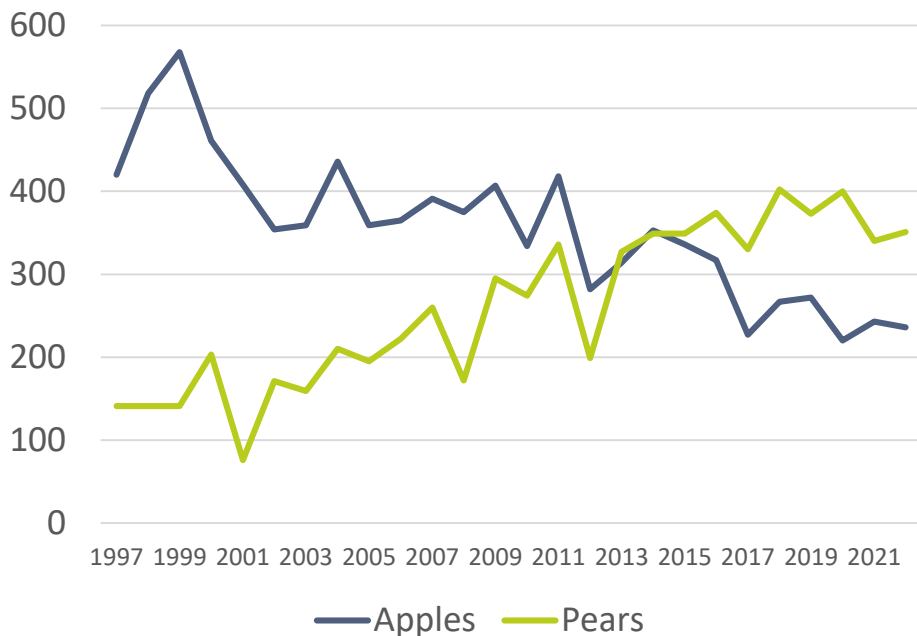


Others: Xenia, Sweet Sensation, Migo, Gieser Wilderman

Total crop 2022 more or less similar to 2021

Harvest apples and pears in NL; in million kilo

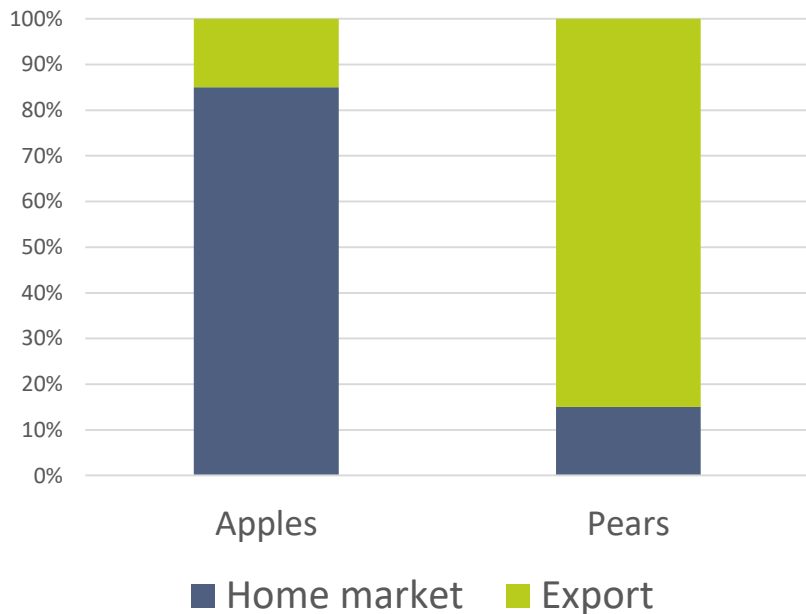
Source: Fresh Produce Centre



- Big differences in the regions; in the middle and north bigger sized than in the south of NL (drought)
- Higher costs (in particular cooling costs) big challenge!
- Forced sales of apples (low prices)
- The market situation for pears (bigger sized pears) looks good for the rest of the season
- Stocks 1 March 2023:
 - Apples 91 million kilo (-1%)
 - Pears 135 million kilo (0%)

Dutch pear popular in Europe

Importance home market and export 2022



Main markets Dutch pears (2022), top-5:

1. Germany (19%)
2. United Kingdom (15%)
3. Italy (7%)
4. Spain (7%)
5. Poland (6%)

Main markets Dutch apples (2022), top-3:

1. Germany (55%)
2. Belgium (6%)
3. Sweden (5%)

Lower consumption apples/pears in NL

Figures year 2022



- Nr. 2 (after bananas) most bought fruit in NL
- Sales (home consumption) fell by 6% compared to 2021
- Average price/kilogram -5% compared tot 2021
- Bought by 9 of 10 households
- Elstar number 1 variety; marketshare 40%
- Jonagold (incl. Jonagored) 16%; Kanzi 5%



- Sales (home consumption) fell by 9% compared to 2021
- Sales 2% higher than in pre-corona (2019)
- Average price/kilogram +6% compared to 2021
- 74% Conference
- Popular among older people

Challenges and opportunities Dutch apples and pears



- Challenge: problems with drought, difference South of the Netherlands and other regions → less possibilities irrigation in the South
- Challenge: climate change could lead to more problems with diseases and insects
- A broad demand for Dutch Conference pears!
- Higher volume of new varieties
- More demand for local fruit
- Consumer: relative cheap fruit in times of high inflation!



Contact

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