

TROPICAL FRUIT CONGRESS

THE FIRST TROPICAL FRUIT SUMMIT IN EUROPE



MACFRUT 2022

Fruit & Veg
Professional Show

4-5-6 May 2022

AVOCADO & TROPICAL FRUITS

ITALIAN HOUSEHOLD CONSUMPTIONS

Daria Lodi

CSO ITALY





AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS



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ORTOFRUTTICOLI



World TROPICAL FRUIT* production

mio. tons.

*Bananas,
Coconuts,
Mangoes,
mangosteens,
guavas, Plantains
and others,
Pineapples, Fruit
tropical fresh nes,
Papayas, Dates,
Avocados e
Carobs

2020
364

mio. tons

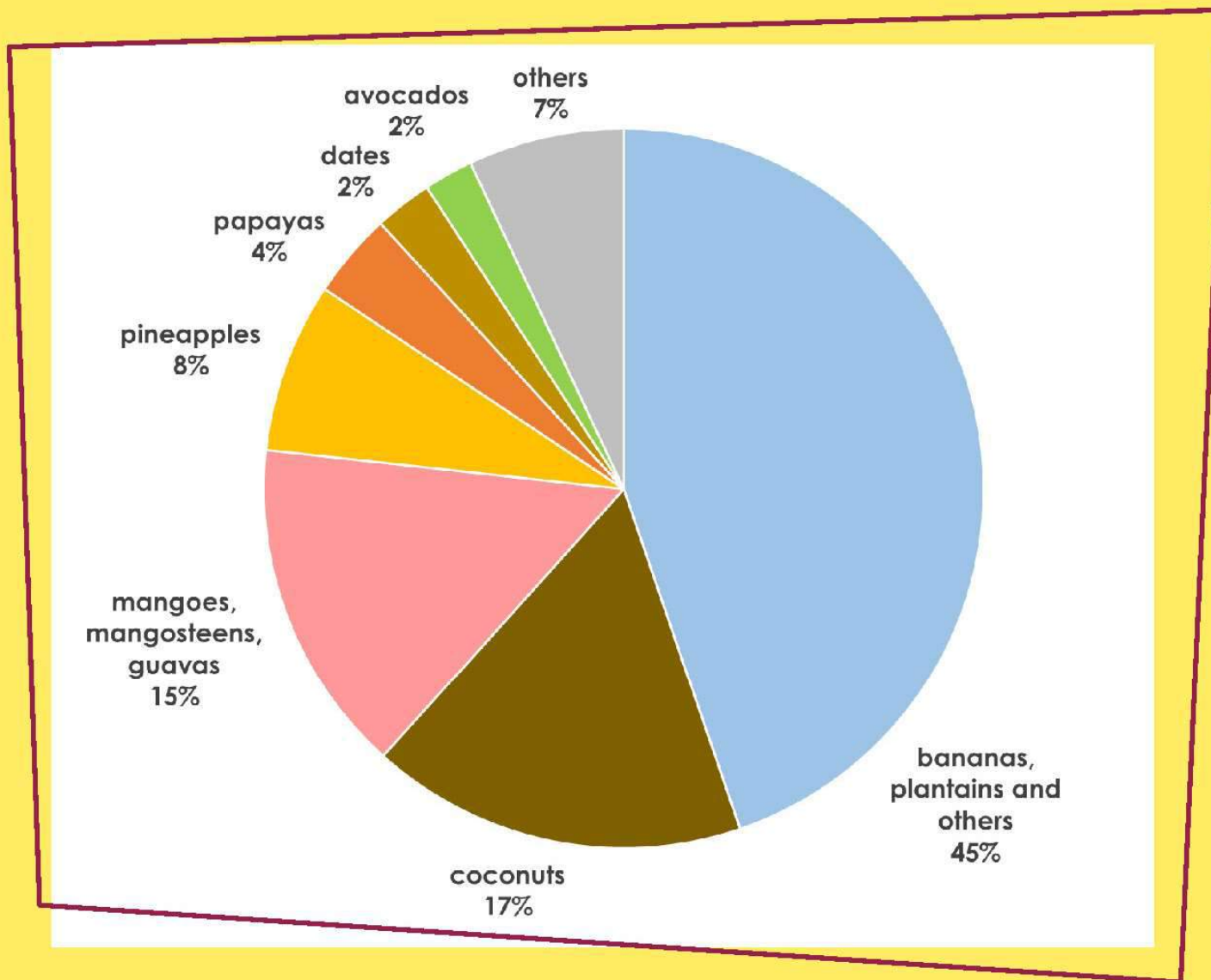
+9%

var 2016

source: CSO ITALY / FAO



**AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS**



world TROPICAL FRUIT* production 2020

quantity % tot

source: CSO ITALY / FAO



AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS

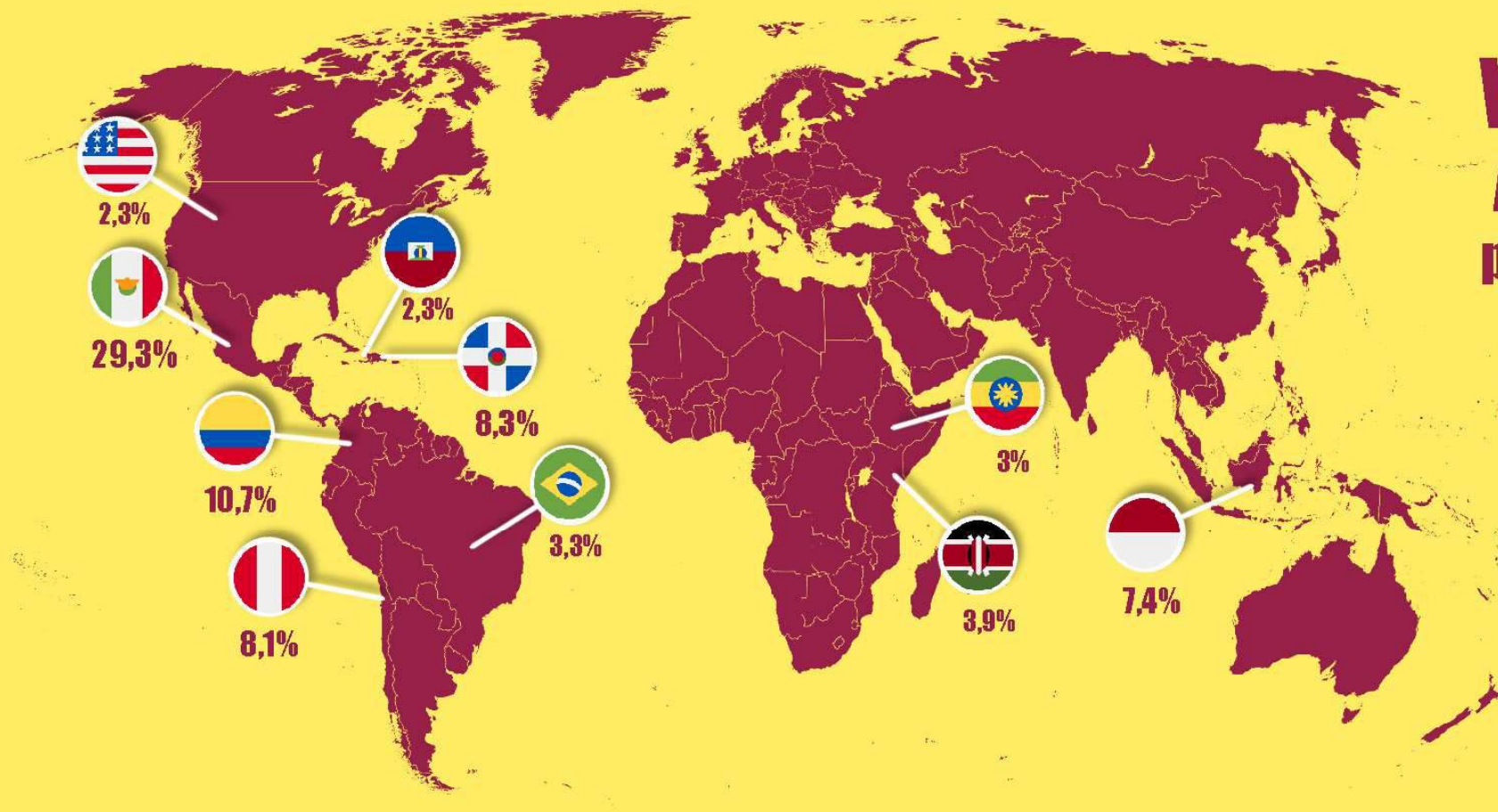


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ORTOFRUTTICOLI



world AVOCADO production 2020

quantity % / tot



source: CSO ITALY / FAO

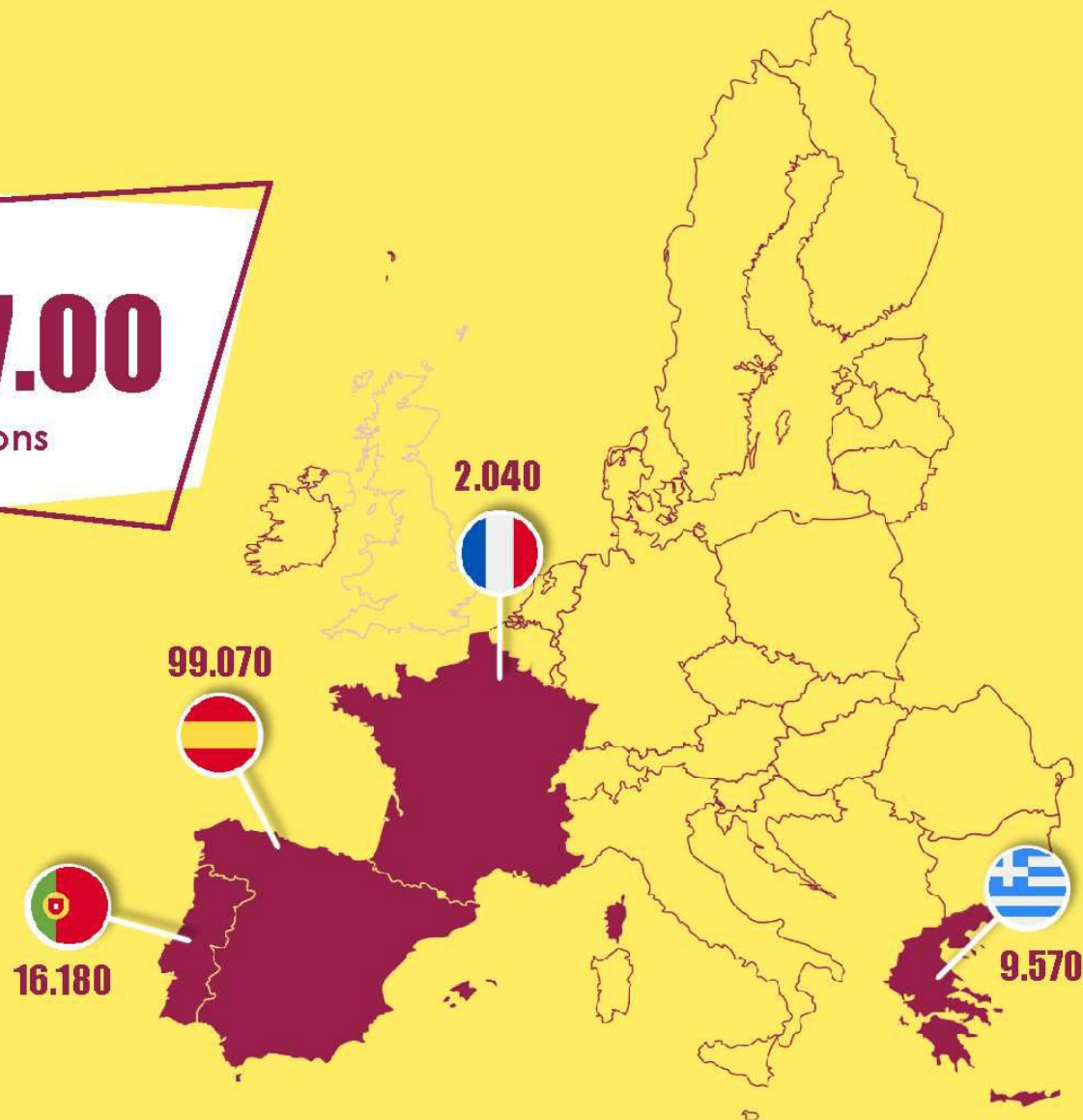


AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS



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127.00
tons



UE27
AVOCADO
production
2020

quantity tons



source: CSO ITALY / EUROSTAT



AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS

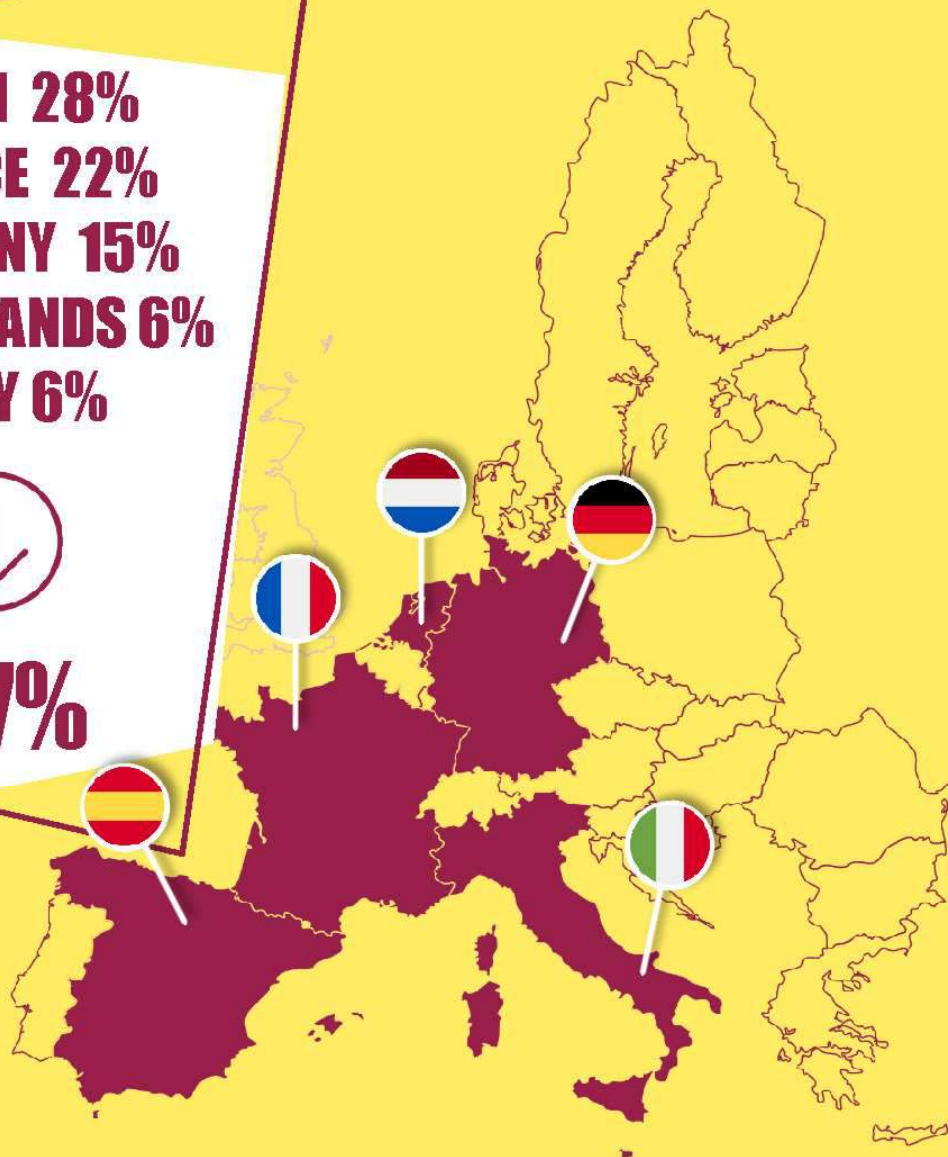


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SPAIN 28%
FRANCE 22%
GERMANY 15%
NETHERLANDS 6%
ITALY 6%



77%



UE27
AVOCADO
TOP5
COUNTRIES
apparent
consumption
2021

quantity % tot

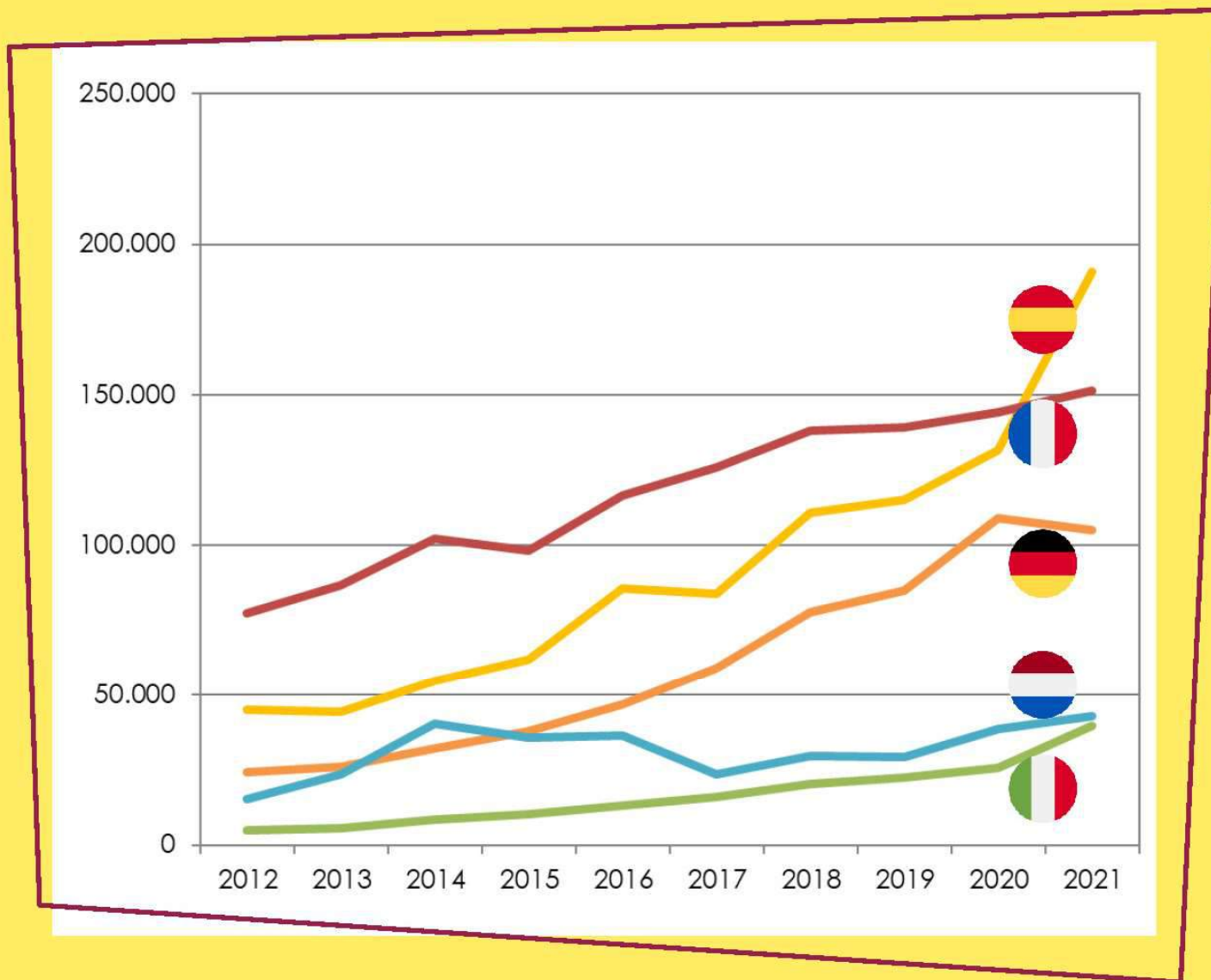
source: CSO ITALY / EUROSTAT



**AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS**



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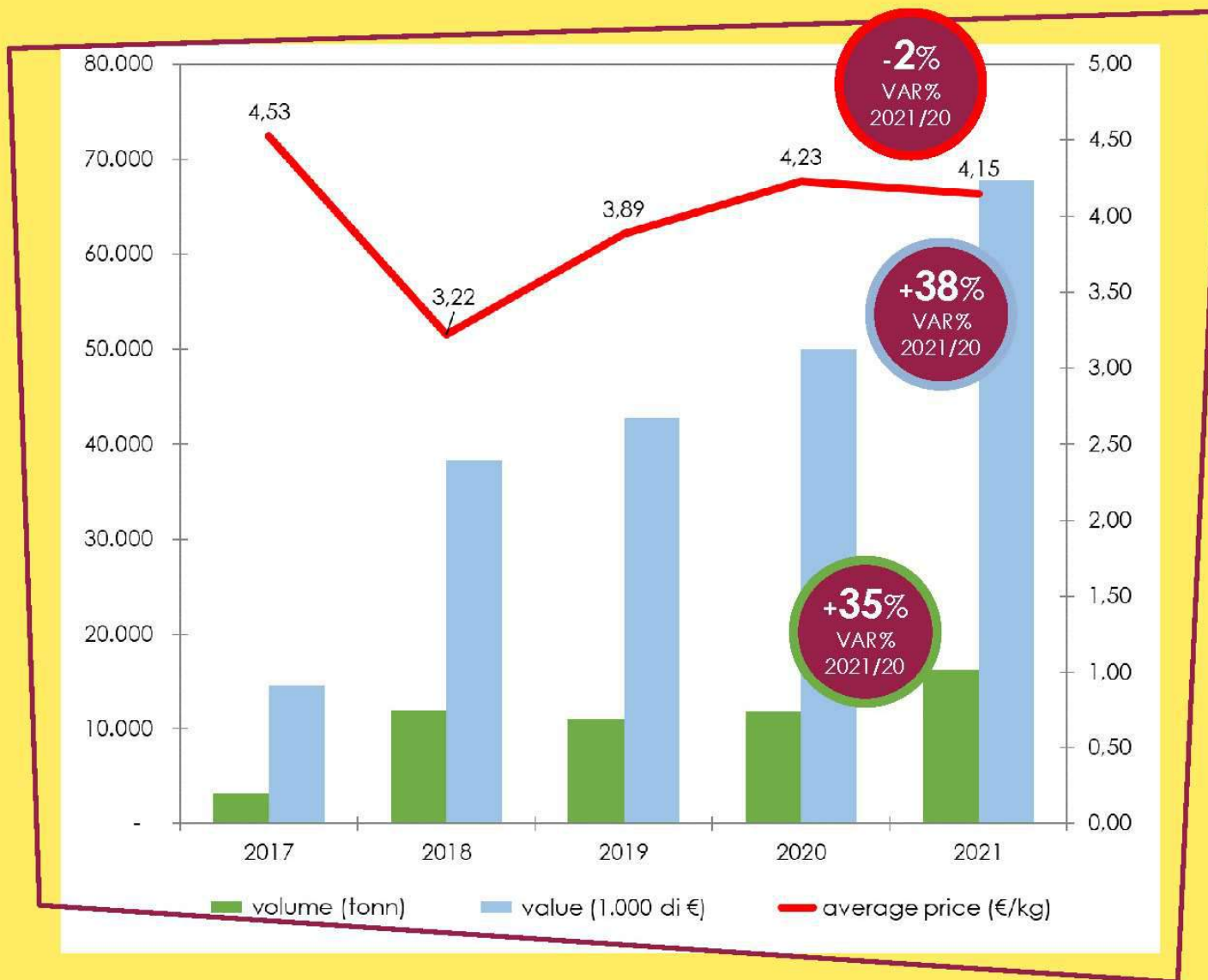
**UE27
AVOCADO
TOP5
COUNTRIES
apparent
consumption
2012-2021**

quantity tons

source: CSO ITALY / EUROSTAT



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

quantity, value
average price

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

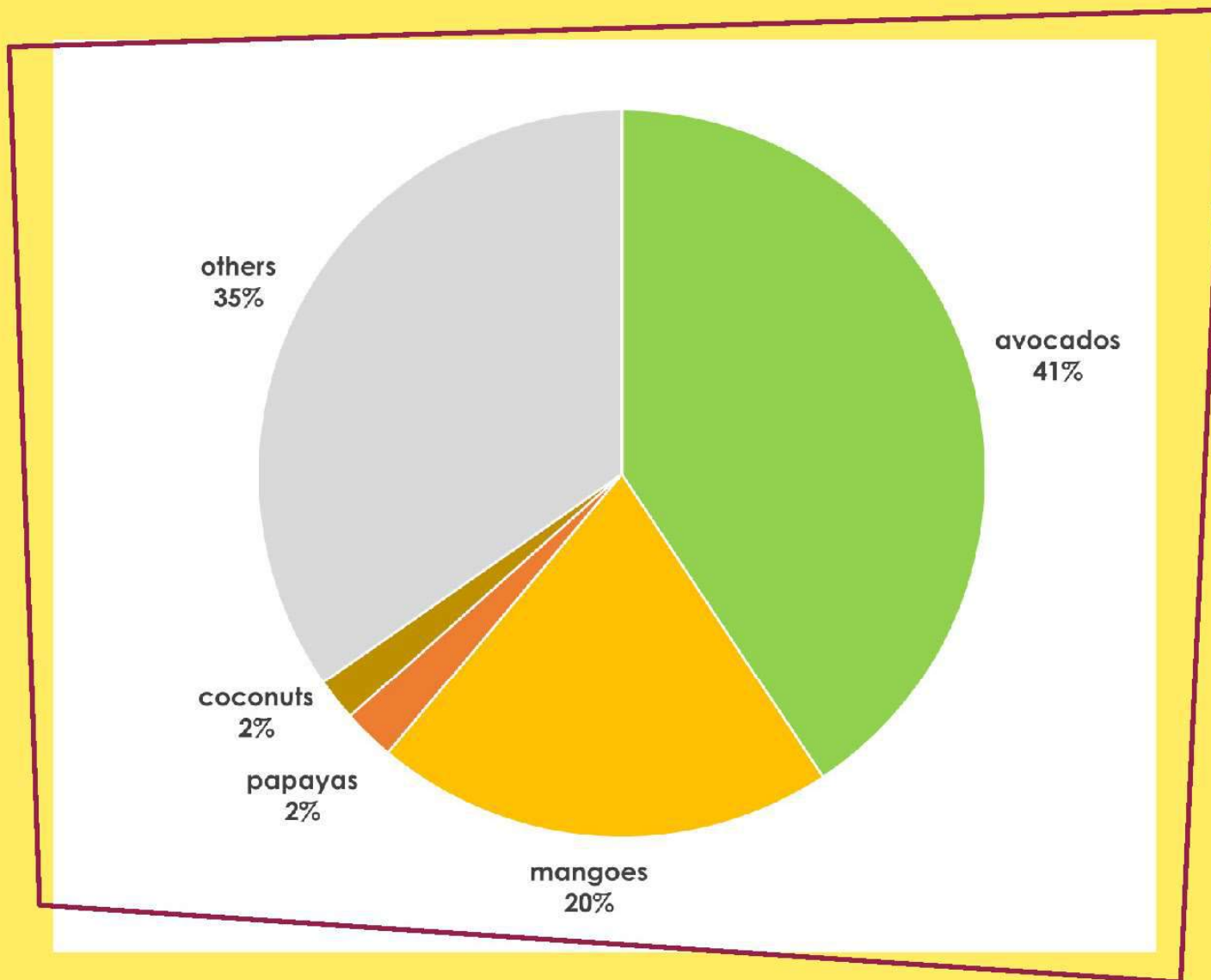
source: CSO ITALY / GfK Italia



**AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS**



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AVOCADO

**household
consumption
2021**

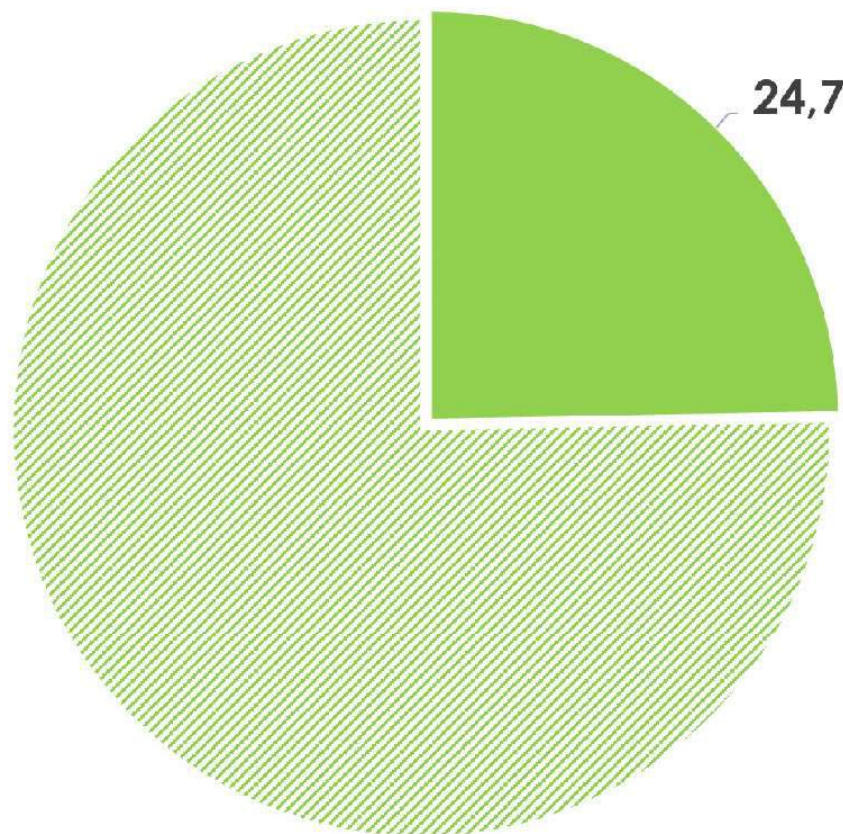
quantity % tot

excl. processed fruit (fresh or frozen), excl. ho.re.ca.

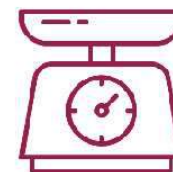
source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



2,53kg
+69%
VAR% 2021/17



10,5€
+55%
VAR% 2021/17



AVOCADO

household consumption 2021

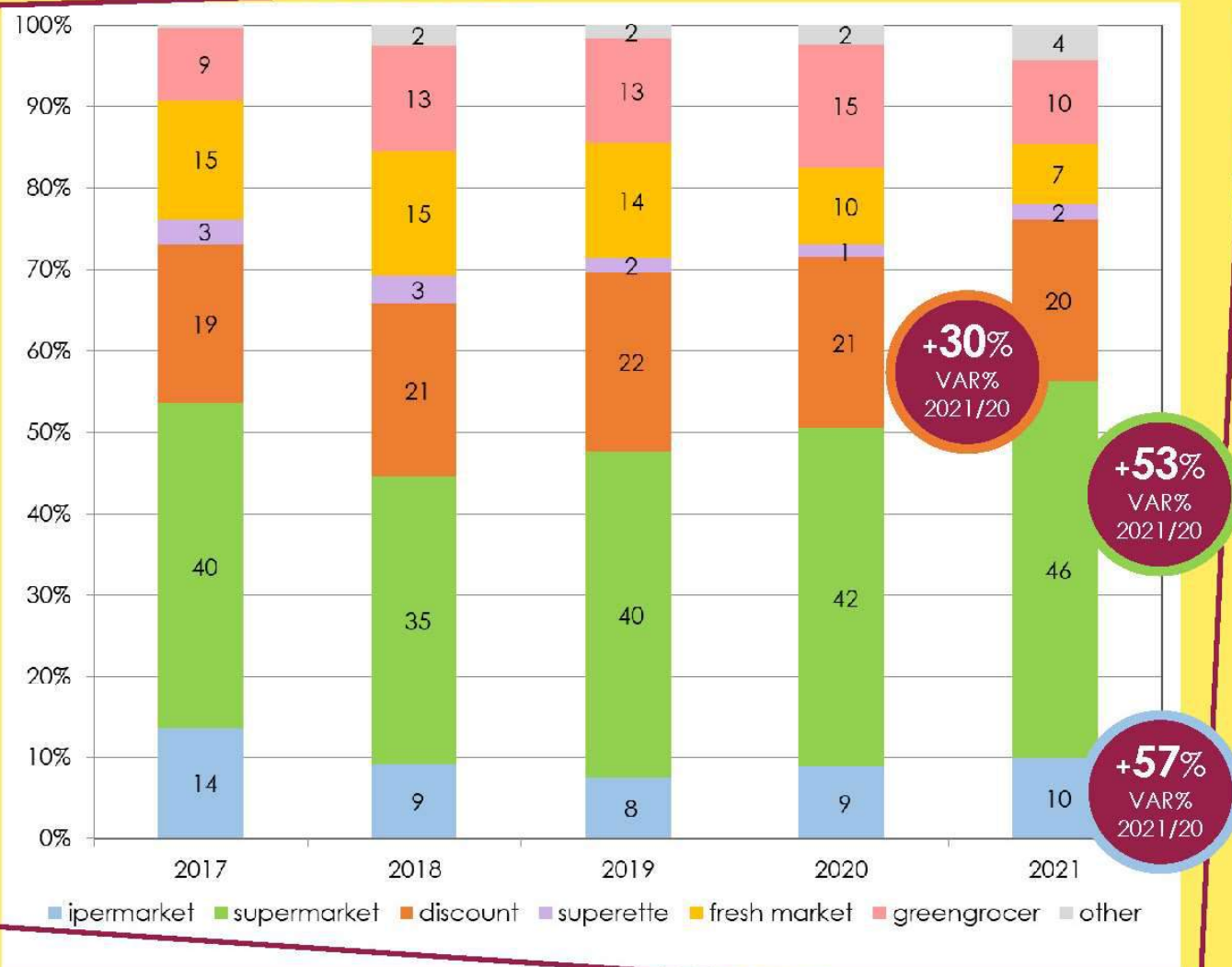
penetration index

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

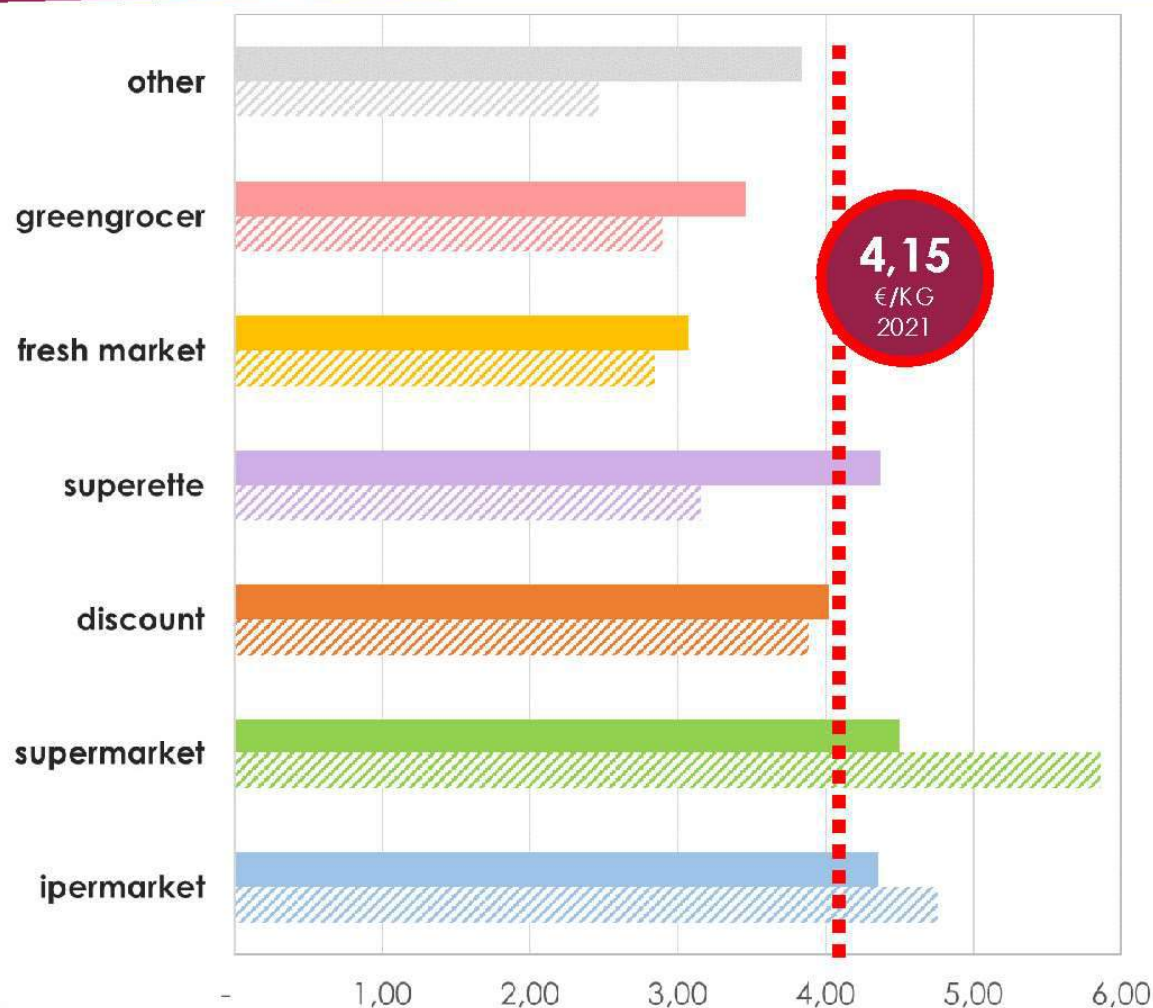
purchasing
channels
quantity % tot

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021 vs 17

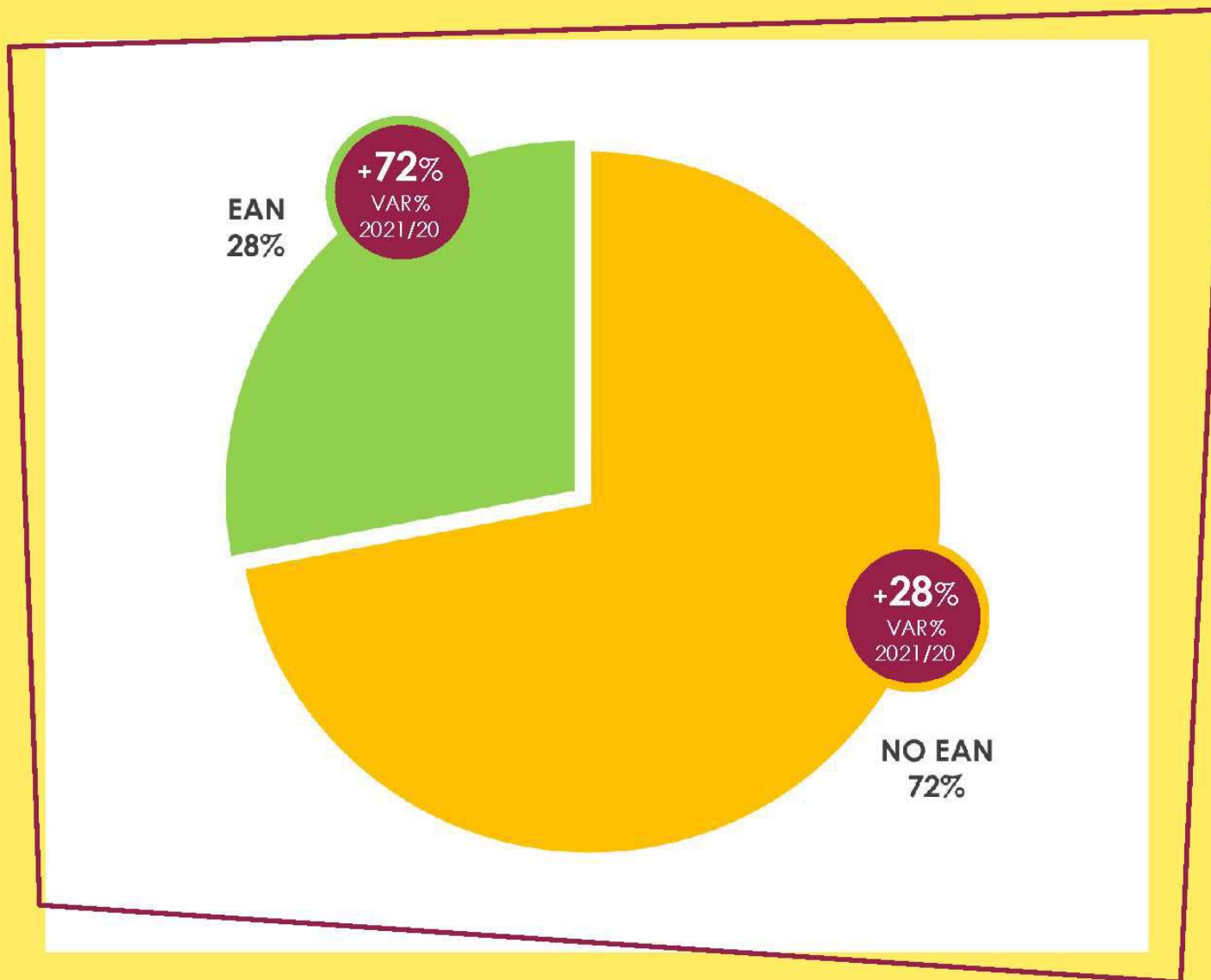
purchasing
channels
average price
€/kg

excl. processed fruit (fresh or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



**AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS**



AVOCADO

**household
consumption
2021**

ean / no ean
% tot

excl. processed fruit (fresh or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



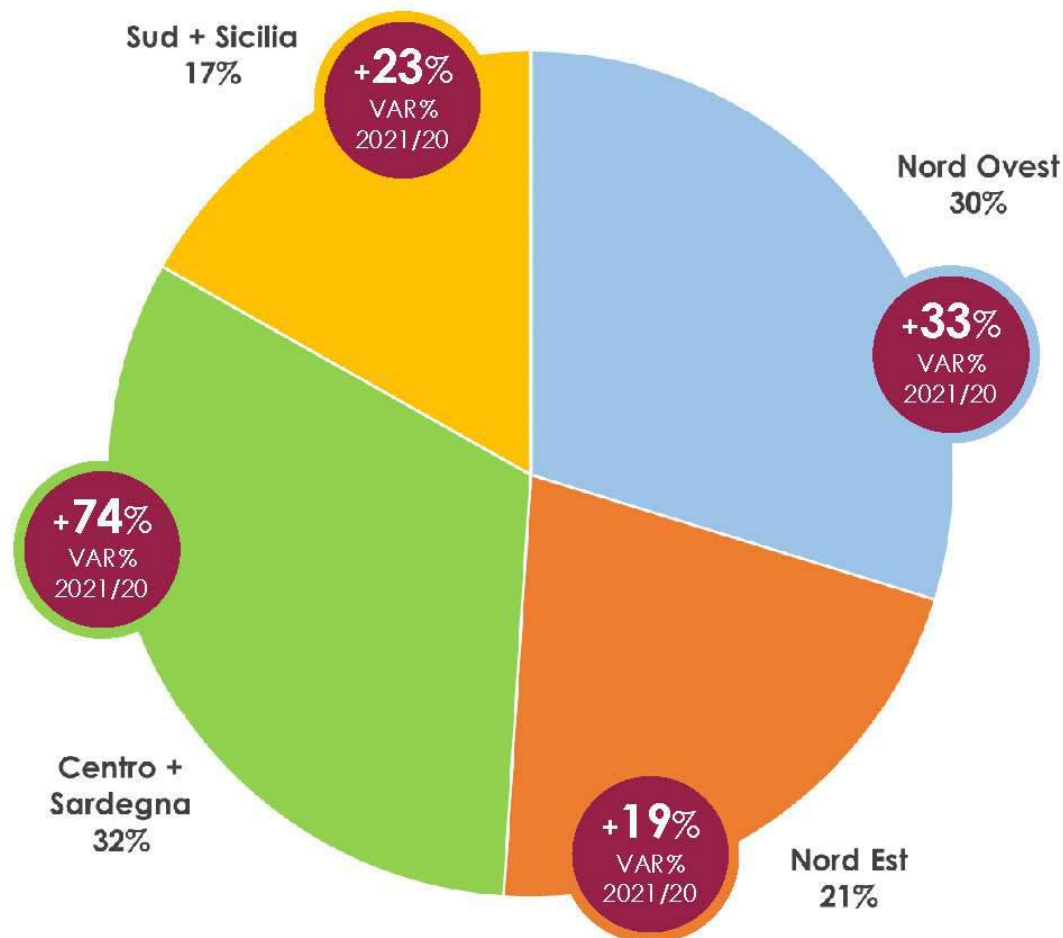
AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

macro area
quantity % tot



excl. processed fruit (fresh or frozen), excl. ho.re.ca.

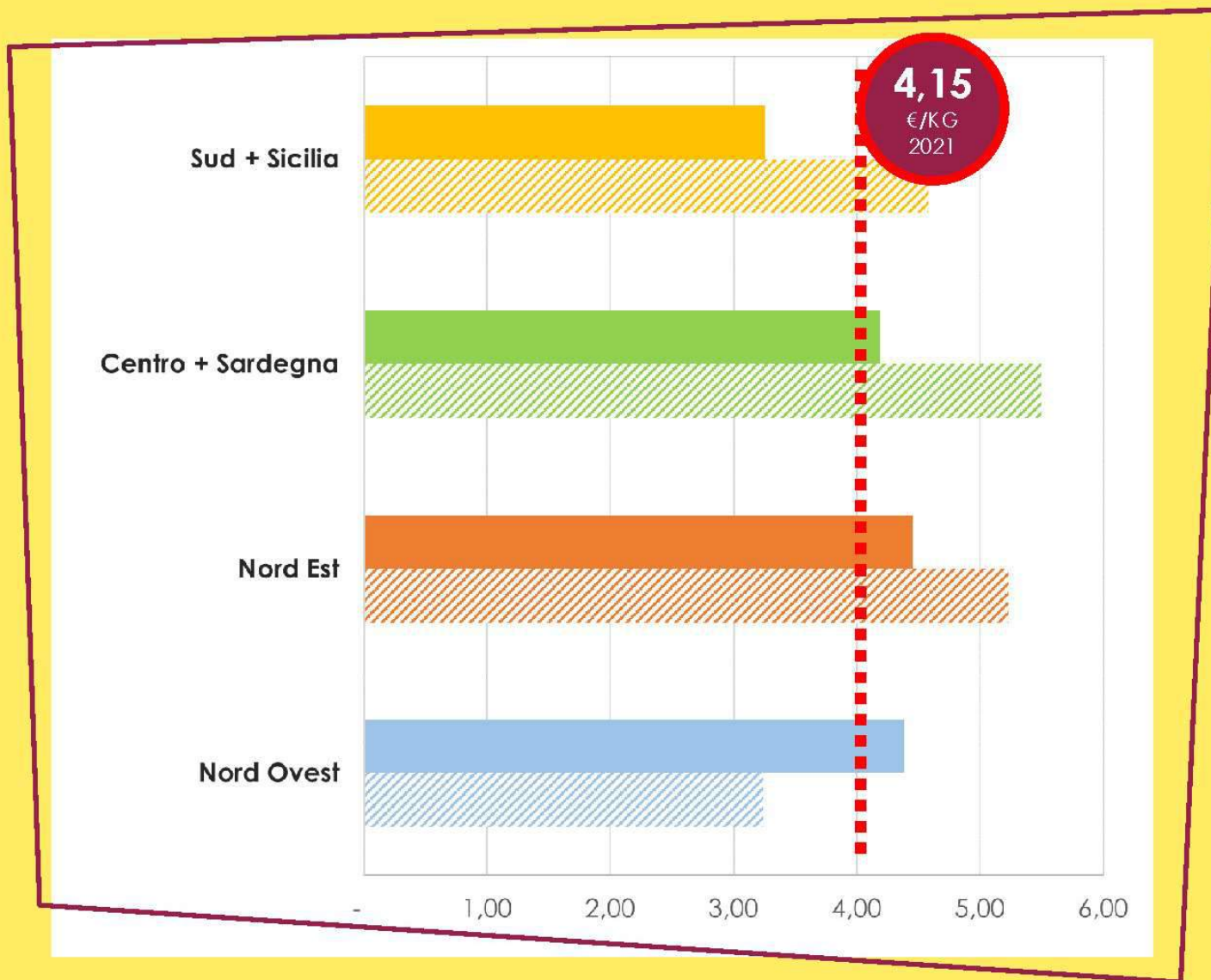
source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



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AVOCADO

household consumption 2021 vs 17

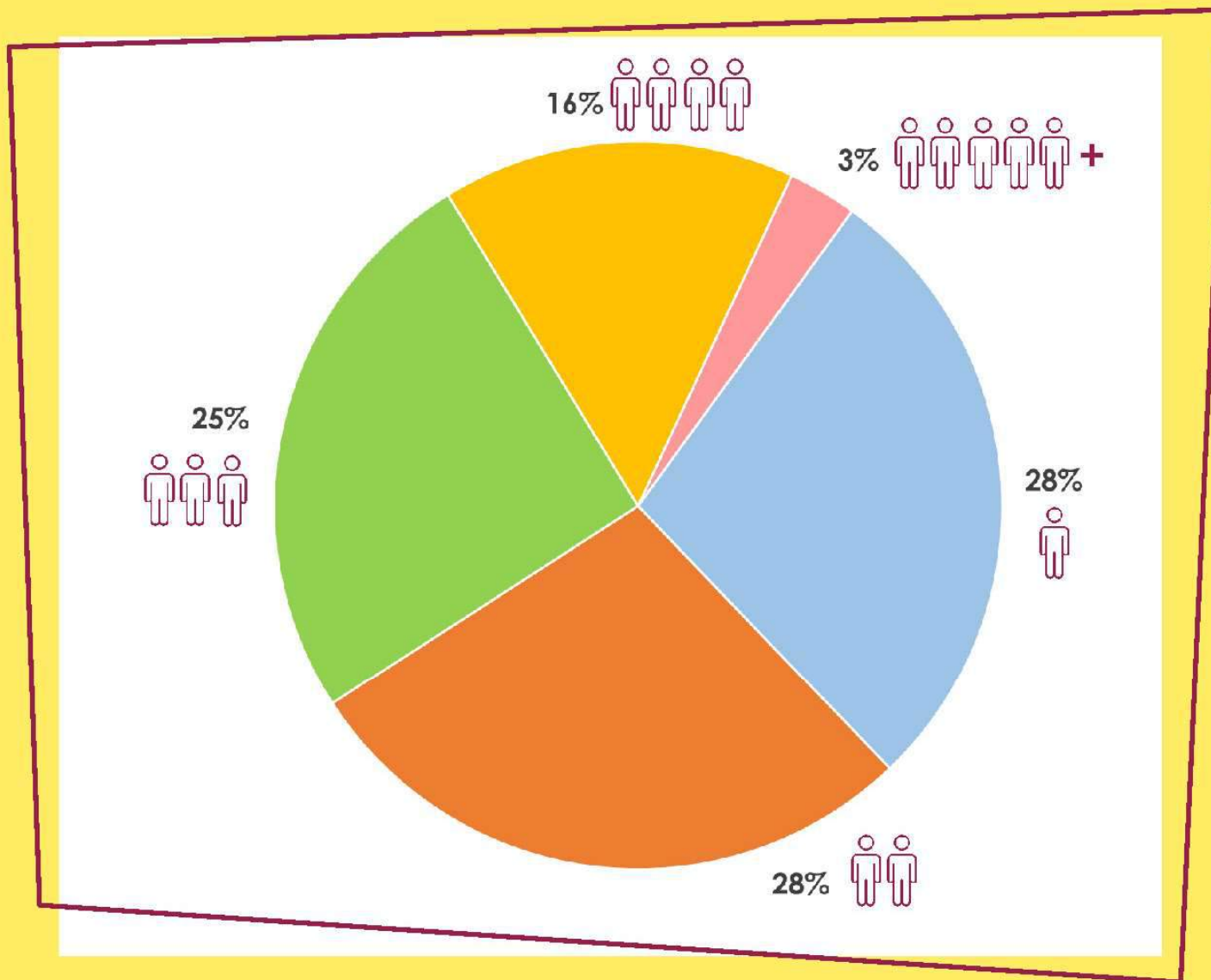
macro area
average price
€/kg

excl. processed fruit (fresh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

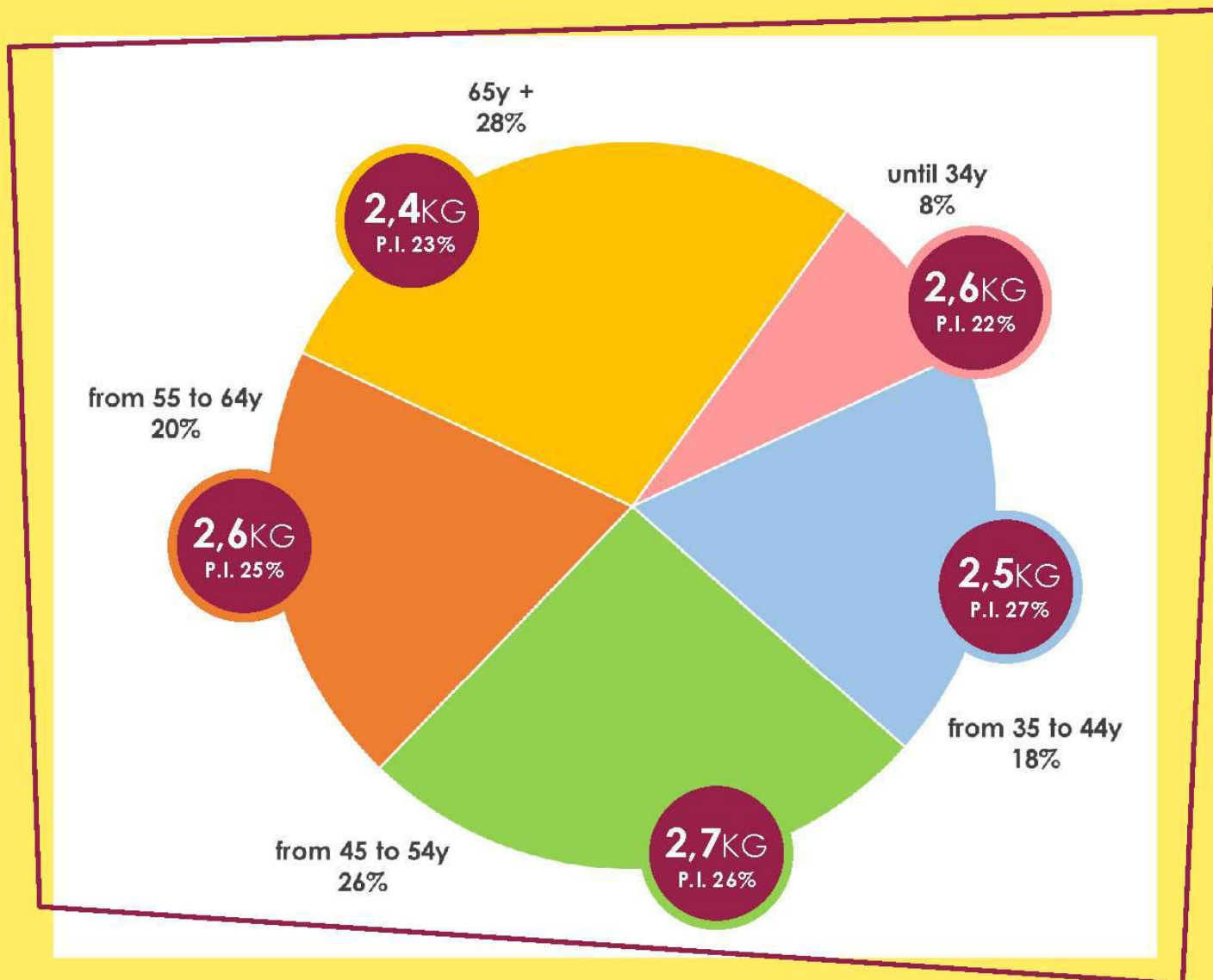
family members
quantity % tot

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

family buyer age
quantity kg / % tot
+ penetration
index

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



without kids
77%

+34%
VAR%
2021/20

with kids
(<15y)
23%

+53%
VAR%
2021/20



AVOCADO

household consumption 2021

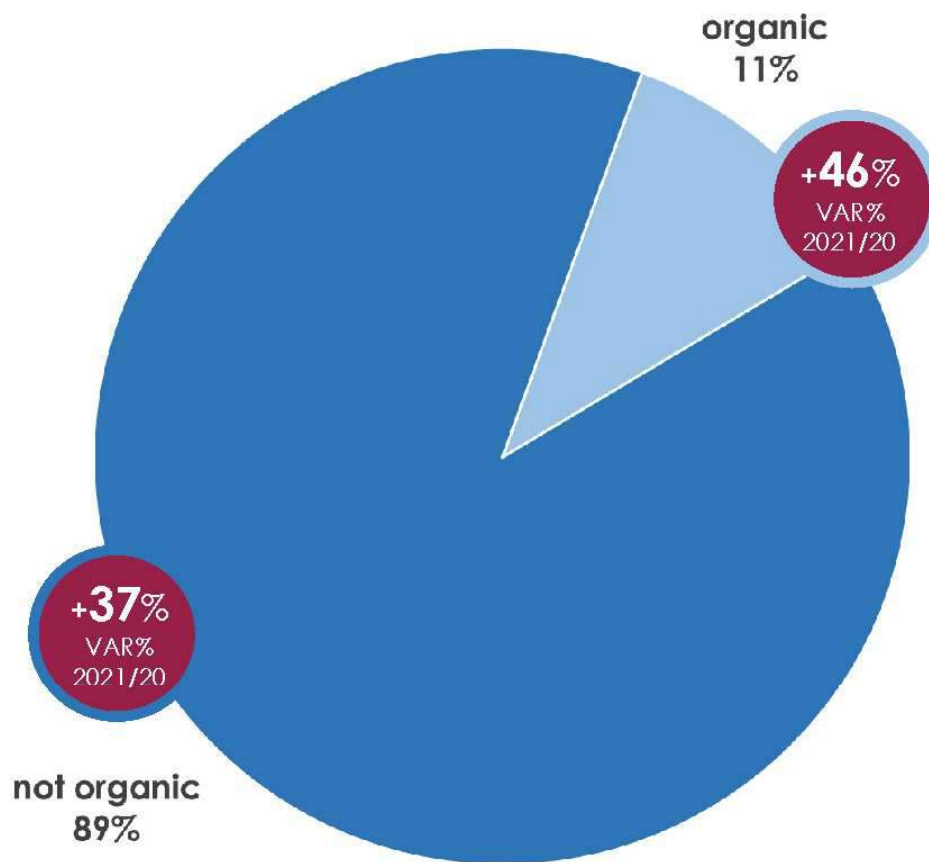
with or without kids
% tot

excl. processed fruit (fresh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS ITALIAN HOUSEHOLD CONSUMPTIONS



AVOCADO

household consumption 2021

organic
volume % tot

excl. processed fruit (fesh
or frozen), excl. ho.re.ca.

source: CSO ITALY / GfK Italia



AVOCADO & TROPICAL FRUITS
ITALIAN HOUSEHOLD CONSUMPTIONS



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CONCLUSION



- INCREASE IN CONSUMPTION
- DECREASE IN THE AVERAGE PURCHASE PRICE
- NEW CONSUMERS
- NEW & OLDER COMPETITORS

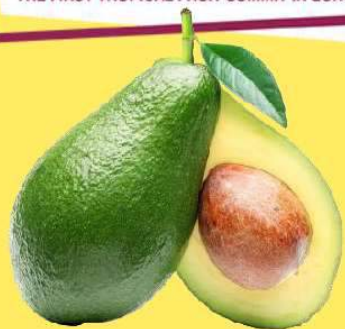


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