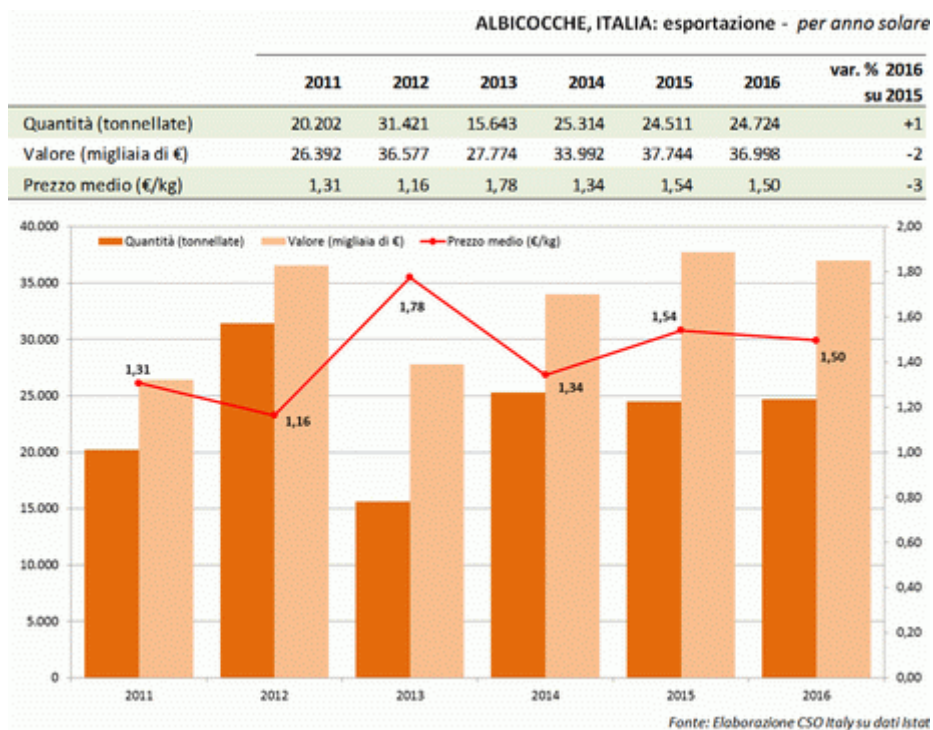


Italy: Apricot foreign market and consumption trends in 2016

According to Istat data, Italian apricot exports in 2016 were only 1% higher than 2015 reaching 24,700 tons, in line with the three previous years. Production was scarce for the second year running and partly contributed to the fewer shipments. At almost €37 million, the value dropped by 2% compared to 2015, though remaining one of the highest of the recent past. The average export price was €1.50/kg, quite high despite being 3% lower than during the past campaign.



97% of shipments are destined to EU28 countries. The German market absorbed 42% of the total produce sent abroad, slightly less than last year, while Austria grew. Czech Republic followed with 7% of the total, then there were Slovenia and Croatia with 4%. The remaining EU countries had a share of 2/3% of the total.

In 2016, shipments to extra-EU28 countries covered 2% of the total, less than in the past few years. Switzerland absorbed almost all of them.

Exports are carried out mainly during May-June (92% of the total), though more produce is being exported in August (7%).

During the last campaign, volumes during May were higher than in 2015 and similar to 2014 (17% of the total). Volumes shipped during June dropped instead to 46% after the 51%

reached during the previous year. Exports in July also dropped to 29% of the total compared to the 31% of 2015.

Italian imports

In 2016, quantities imported were among the lowest of the recent past with little less than 23,000 tons (29% less than the previous season after three years with volumes almost reaching 29,000 tons).

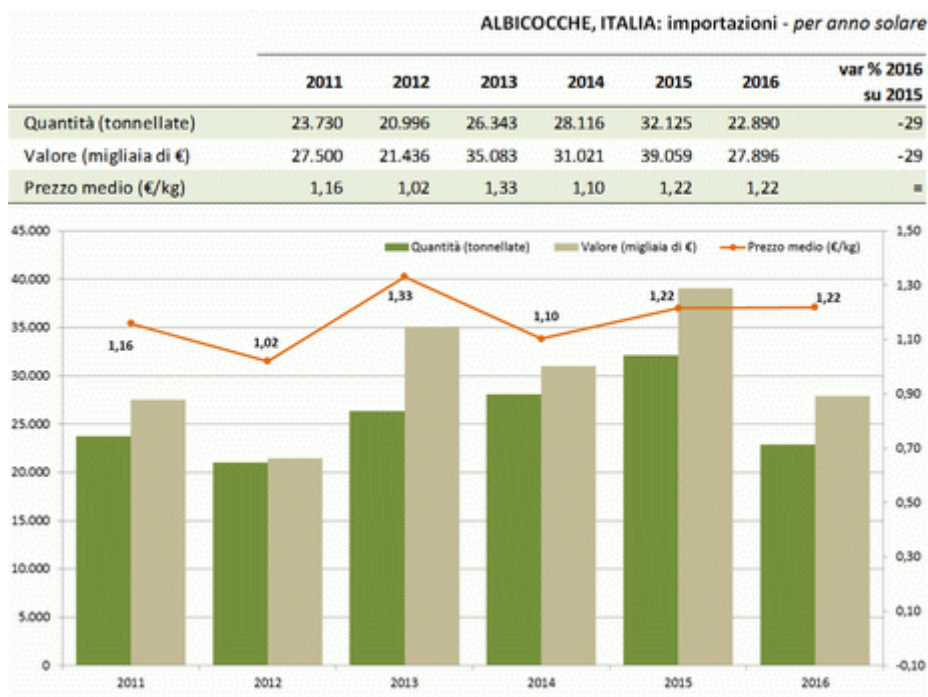
After a good 2015, value dropped as well, while the average price remained constant at €1.22/kg. In 2016, all imports came from EU28 countries. Over 50% of the imports came from Spain, confirmed as the leading supplier for the second year running after a period of French leadership. France continues to experience a downward trend - in 2016, its share dropped to 39% compared to the 43% of 2015 and to the higher percentages of previous years. Imports from Germany increased slightly. Quantities from Turkey decreased further.

The produce arrives mainly between June and August, with small quantities arriving in September. In 2016, incoming volumes were lower than 2015: almost 4,000 tons arrived in May against the over 6,000 of the previous season, June went from 8,800 to the current 5,000 tons and July went from the over 9,000 tons of 2015 to the 6,000 of the past campaign. August saw only a 1,000 ton drop. Quantities increased in September, however, with 2,200 tons against the 1,000 of the previous year.

Exports of the main competitor countries

As regards apricots, the main competitors for Italy are Spain, France and Greece. Spanish apricot exports have definitely increased in the past five years. Just think that, in 2011, shipments amounted to 31,000 tons while they reached 80,000 tons during the last campaign. The main outlet market is Germany with 28% of the total (22,000 tons), followed by France with 22% (17,000 tons) and Italy with 15%.

Over the past six years, France exported 50/52,000 tons on average, though 2016 registered the lowest quantity of the recent past with 42,000 tons. French apricots are shipped mainly to Germany (18,000 tons, i.e. 43% of the total), Italy (7,000 tons, i.e. 17%) and Switzerland (5,000 tons, i.e. 12%). Greek exports amount to 15/17,000 tons (2011/2016 average) with a decreasing trend up to 2015. Germany is the main destination, absorbing around 5,000 tons (31%), followed by Bulgaria with 4,000 tons (24%) and Romania with 1,700 tons (11%).



Consumption in Italy

Consumption is increasing on the domestic market, reaching 81,000 tons in 2016 (the highest volume of the past eight years). After an astonishing 2008 with 85,000 tons, performances fluctuated, but 2016 marked the 4th positive year in a row.

Since 2009, the average price has remained firmly above €2.30/kg, with €2.35/kg being the average price in 2016.

Families have shown increased interest for this fruit over the past five years, so much so that the penetration index (i.e. the percentage of families who purchased apricots at least once in a year) went from 61% in 2012 to 68% in 2016. Families bought around 5kg/year for a little less than €11.

If we compare the national volume to the population, the per capita consumption is approximately 1.3 kg/person, so quantities have been rather stable.

There is still room for improvement, and the success this fruit has had in the past few years is due to the significant varietal innovation.

Lien article : <http://www.freshplaza.com/article/174512/Italy-Apricot-foreign-market-and-consumption-trends-in-2016>