

Market share of fruit and veg increases in discount supermarkets

In 2016, 16.8% of the fruit and 16.6% of the vegetables, including potatoes and mushrooms, were bought in discount supermarkets. This year the market share of fruit and vegetables sold by discount supermarkets increased again.

Constant increase in sales volumes

In 2016 Swiss discount supermarkets sold about 9% more fruit and 13% more vegetables (including potatoes and mushrooms) compared to the previous year. During the same period, standard supermarkets had to cope with slightly declining sales volumes, fruit (-1.3% to 80.9%) and vegetables (-1.6% to 78.5%). Over a period of five years, the numbers show that these supermarkets sold around 3% more fruit and 3% less vegetables in 2016, than in 2012. This contrasts with the steady increase of the market share of discount supermarkets; they sold around 47% more fruit and 37% more vegetables in 2016 than in 2012.

Demand for more expensive food increases

In the period between 2012 and 2016, the increase of sales of fruit and vegetables in supermarkets was mainly due to the increased sale of high-priced products, such as organic produce. Compared to 2012, the share of organic produce sold in supermarkets increased, fruit with 56.3% and vegetables with 32.4%, in 2016. Discount supermarkets also sold more organic produce, however their market share in organic produce is still comparatively small, about 8% in fruit and vegetables.

Lien article : <http://www.freshplaza.com/article/175090/Market-share-of-fruit-and-veg-increases-in-discount-supermarkets>