

Europe: Tomatoes most popular vegetable - bananas most-loved fruit

Dutch IT company, Roamlar, has conducted a survey regarding fruit and vegetable trends in 2018. The results: consumers seem to have resolved to eat more fruit and vegetables in the Spring, rather than at New Year. Forty percent of the respondents buy their fruit and vegetables every other day; 47% do so once a week.



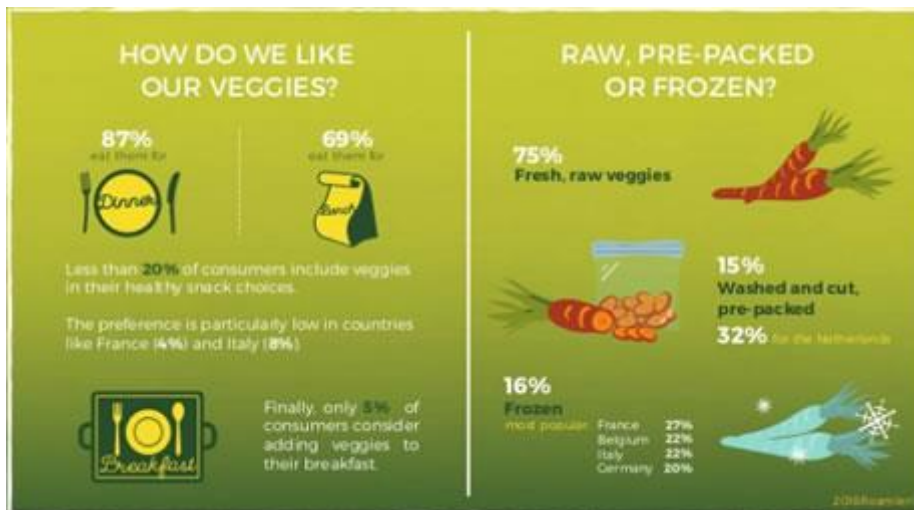
The preference for buying fruit and vegetables at the supermarket is highest in the United Kingdom (88%), the Netherlands (84%), and Belgium (82%). In Italy and Spain, the preference for local markets is stronger. Discounters are in the last place, except in Germany, where 26% of people prefer buying from these kinds of retailers.



Promotions influence the choices of 70% of consumers.



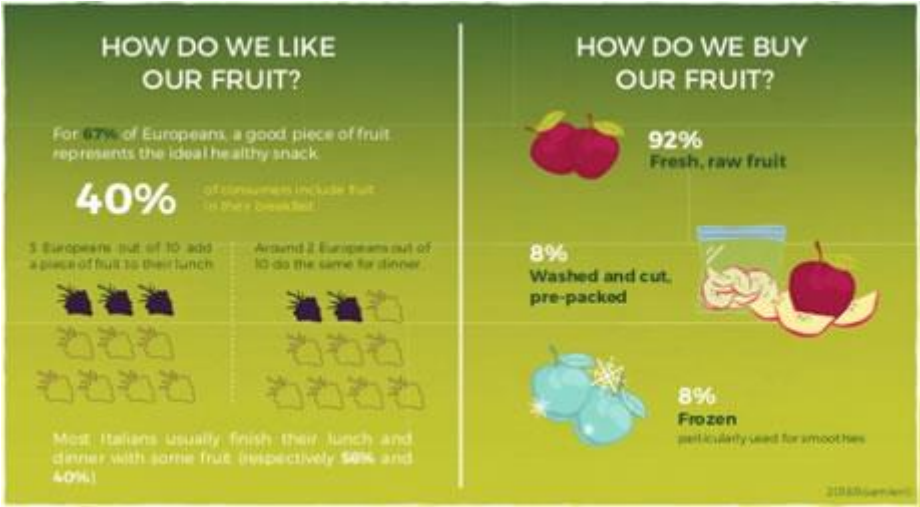
About 87% of the respondents use vegetables for dinner, 69% for lunch, and just 5% for breakfast.



The most popular vegetables are tomatoes, potatoes, carrots, mushrooms, and sweet peppers. In Europe, tomatoes are at the top of this list.



For 67% of Europeans, a nice piece of fruit is the ideal snack. Most Italians add some fruit to their lunch and dinner meals (56% and 40% respectively). About 2 out of 10 Europeans do the same when it comes to their evening meals.



Bananas are the most popular fruit (50%) throughout Europe. They are followed by apples (38%), soft fruit (37%), melons (25%), and grapes (24%).



Driven by their popularity in the USA, and the growing trend of healthy eating, the consumption of avocados in Europe has increased. The average person buys just less than 1 kg per year. A quarter of Europeans claim to buy, and eat, one avocado per week. Percentages are higher in France (36%) and Spain (31%). Spain is the largest producer of avocado in Europe.



Roamler surveyed Roamler mobile app users across the whole of Europe. The study was done in the first three weeks of the year. It was done in the Netherlands, the United Kingdom, Germany, France, Italy, Spain, and Belgium. The results are based on data collected from 2,780 participants. They were between the ages of 28 and 55 and were equally divided between men and women.

Lien article : <http://www.freshplaza.com/article/191565/Tomatoes-most-popular-vegetable-bananas-most-loved-fruit>