

Asia-Pacific will consume the most fresh produce by 2030

According to a new market study carried out by the consulting firm Oliver Wyman and published exclusively by Fruit Logistica, the international trade fair for the fruit and vegetable sector, consumers around the world will spend nearly 5 billion euro on fresh products by the year 2030.

This figure, which is published in the first part of Fruit Logistica's 2018 Trends Report, represents more than double the sales registered in 2015, which reached 2.1 billion euro. More than half (56%) of the global sales of fresh products up to 2030 will take place in the markets of the Asia-Pacific region; i.e. more than the total sale to the rest of the countries around the world.

Even though the fruit and vegetable market is increasingly more globalized, there are differences in the way in which producers transport their products to the market, in many cases the difference is significant. The use of new technologies, such as blockchains, helps companies optimize their business processes, expanding and consolidating them.

The report explains how this development will influence the actors of the fruit and vegetable sector in the coming years and highlights four trends that deserve special mention:

- The growing world population.
- The growing use of digital data and technologies.
- Autonomous transport and traffic.
- The consumers' increasing interest in health and well-being.

The study also takes into account at what times and in what places in the world these factors play an important role. It also takes into account the most important geographical trends and when, how, and where consumers consume fruits and vegetables.

Lien article : <http://www.freshplaza.com/article/192271/Asia-Pacific-will-consume-the-most-fresh-produce-by-2030>