



## Peru gains prominence in Europe with its frozen tropical fruits

Apart from its fresh fruit exports to high income markets, such as Europe, Peruvian frozen fruit exports are also allowing the country to gain international prominence.

This is clear from a recent report by the Center for the Promotion of Imports from Developing Countries (CBI), an entity that is part of the Netherlands Business Agency. According to this document, the increase in consumption of tropical frozen fruit in Europe is explained by several factors, such as the public's desire to acquire foods that are easy to prepare or ready to consume.

According to the report, the main destination markets for these products, especially from developing countries like Peru, are the Netherlands, Germany, France, the United Kingdom, and Belgium. It should be noted that the Netherlands and Belgium do not consume most of the frozen tropical fruits they import, but that they re-export them to other destinations.

The report points out that the largest amount of shipments of this type that arrive in Europe correspond to frozen mangoes, which originate mainly from India and Peru. "Frozen mango pieces are popular for the production of smoothies with frozen bananas and other fruits. It is also a popular ingredient in fruit yoghurts," the report states.

India and Peru are leaders in the provision of frozen mango and the entire line of tropical fruits in this format.

The document notes that, up until 2016, the Netherlands, a re-exporting country, was one of the largest suppliers of these products for Europe. After that year, however, it was surpassed by India and Peru, which reveals that developing countries are increasing their direct provision to final destinations avoiding intermediate points. Other producers seeking to position themselves in this segment are Vietnam, Mexico, the Philippines, Guatemala, Madagascar, Thailand, and Brazil.

Finally, the CBI says that imports and exports of frozen tropical fruit are increasing. European imports of this type have grown by an annual range of 17% in value and 9% in volume since 2012, reaching 140 million euro and 74 thousand tons in 2016. In addition, "imports of frozen tropical fruit from developing countries in the next few years are expected to continue increasing, probably by more than 5 percent annually. This growth is expected to be driven by the growing demand for healthy foods and the interest in a more diverse menu with exotic fruits."

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