



## Spain: Fresh fruit 9.3% more expensive but veg prices fall by 2.2%

Fresh product prices increased by 3.9% in the first four months of 2018 compared to the same period of the previous year, with fruit prices up by 9.3% and vegetables becoming 2.2% cheaper. This was reported by the Association of Producers and Manufacturers (Aecoc) on the occasion of its fruit and vegetables congress, held this Tuesday in Valencia.

The rise in fruit prices was the most notable, together with that of fish (+7.2%). According to Aecoc, this rise in prices is starting to take its toll on the demand. For fresh products, this recorded a 1.5% fall during the period at hand. Fruit and fish consumption fell by 2.6 % and 8.2%, respectively.

However, the situation was a little better for fruit thanks to the fact that there is no clear replacement for it, unlike in the case of fish.

Looking closer at fruit purchases, most categories saw drops in consumption volumes compared to the previous year. Melons, peaches and kiwis were the most noteworthy cases, with falls ranging between 6.5% and 7%. Meanwhile, cherries, picota cherries and watermelons recorded double-digit growth figures, while bananas grew by almost 9%.

### Potatoes

While most fresh product prices have been rising, potatoes have managed to keep inflation at bay, becoming 2.2% cheaper by April. The volumes purchased remained stable, without drops or growths. However, as the report concludes, trends are changing in some categories if we compare their behavior in the first four months of the year with that of the last twelve months.

Potatoes are one of the best examples of this. While purchases over the last twelve months grew by 3.6%, consumption between January and April dropped by 9.8%. The same thing happened with cucumbers. If we look at a twelve-month picture, there was an increase of 3.4%, but if we look just at the last four months, there is a 9% fall.

Also, if the fall in fresh vegetable prices is not having an impact on their consumption, it is due to the upward trend of replacements, especially frozen and refrigerated products.



Thus, frozen vegetables grew by 3%, sautéed ones by 9%, prepared frozen dishes with a vegetable base by 9%, and refrigerated vegetables by 12%. Also worth mentioning are refrigerated salads, which already generate close to 60 million Euro and are growing at a rate of 12%.

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