

Europe: Avocado consumption grew by 35% over last year, says WAO

Avocado sales in Europe have soared by 35% year-on-year over the last 12 months to reach a record level, according to the World Avocado Organization (WAO).

The figure was announced at the entity's semi-annual meeting in Madrid on Oct. 22.

The EU, including the U.K., is one of the fastest growing markets worldwide and is already the second-largest consumer market in the world for avocados, it said.

The WAO highlighted how the fruit has come a long way over recent years, and for many in Europe it is now a staple part of meals throughout the day.

"We've seen tremendous growth throughout Europe in the past year, with Europeans consuming 650 million tonnes of avocados over the past 12 months. We predict an exciting year ahead said Xavier Equihua, CEO of the World Avocado Organization (WAO).

"We'll grow this by continuing to illustrate the benefits and versatility of avocados and respond to increased interest from our European consumers."

The increase is partly linked to recent partnerships made throughout Europe, the WAO said.

This summer the entity collaborated with Tesco to participate in their annual roadshow where avocado tasters were served to thousands of customers across the U.K., as part of a showcase of BBQ dishes.

Additionally, the group procured successful retail partnerships with other prominent brands across Europe including Lidl, Edeka (Germany) and Eroski (Spain), which have in turn led the WAO to grow its affiliations with top European handlers.

This year also saw partnerships with renowned restaurants Vapiano in Germany and Zizzi in the U.K. as well as a collaboration and the first of its kind with the iconic Michelin Guide.

The WAO was established in 2016 and represents some of the world's largest avocado producers, exporters and importers from countries that include Mexico, Peru, South Africa, Colombia, Tanzania, Zimbabwe, Mozambique, Spain and the U.S.

