

Ukraine almost doubled imports of citrus in March

In the current season, Ukrainian consumers increasingly prefer exotic fruits, despite the fact that there are a sufficient number of local apples at an affordable price. According to EastFruit analysts, in March alone, importers purchased 1.8 times more citrus products on the foreign market than in the previous month.

According to the latest reports of the state fiscal service, in March of the current year Ukraine imported 64,000 tons of citrus fruits, which not only significantly exceeds the volume of purchases in February, but is also the highest figure for at least the last three years. For comparison, in March 2018, imports of citrus fruits to Ukraine amounted to only 39,000 tons.

At the same time, analysts at EastFruit note that the upward trend in imports of citrus fruits in Ukraine can be traced throughout the season, and by the end of 7 months of the 2018/19 season, the country increased purchases of these fruits by 12% compared to the same period in 2017/18.

“A significant drop in imports of exotic fruits in general and citrus fruits in particular was noted in the 2015/16 season, which, first of all, was caused by a sharp devaluation of the hryvnia and, as a result, by a significant increase in prices for imported fruits,” says Maria Lakeeva, an analyst EastFruit project.

“However, since 2017, with the stabilization of the exchange rate, the consumption of these fruits in Ukraine began to gradually recover. In addition, the relatively high prices for apples in the previous season also contributed to the growth in citrus consumption, which was also one of the reasons why Ukrainians continue to pay more attention to exotic fruits than to more affordable apples.”

East-fruit.com reports that according to the expert, the increase in consumption was noted not only in the citrus segment, but also of bananas, which indirectly indicates an increase in consumer income.