

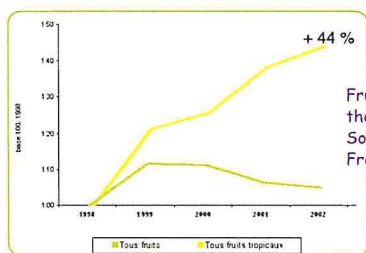
The European exotic fruit market: constraints and opportunities

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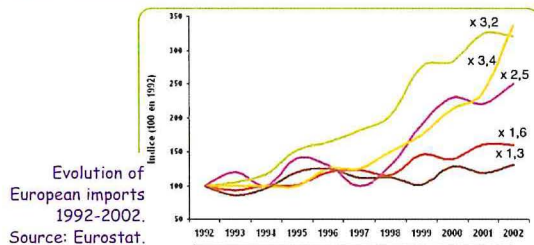
Imports of fresh fruits to the European Union totalled 8.2 million tonnes in 2002 and 10% of this consisted of tropical fruits (excluding banana). These imports have increased strongly and steadily since 1998.

Tropical fruit consumption in the EU: strong, steady increase.

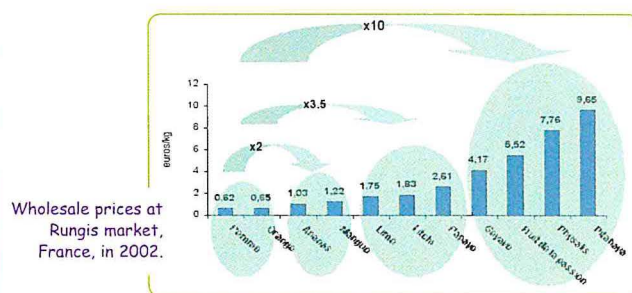


Les principaux fruits tropicaux importés dans l'UE

Category	Fruit	Imports (t) annual scale of size
Except	Banana	4 000 000
Classic, major	Avocado	155 000
	Pineapple	370 000
	Mango	140 000
Emerging, minor	Litchi	25 000
	Papaya	27 000
Niche, little known	Passion fruit	100-1 000
	Pitahaya	
	Guava	
	Mangosteen	
	Durian...	

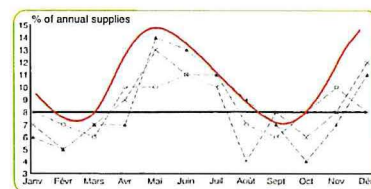
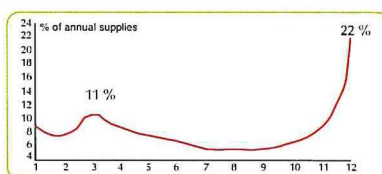


Tropical fruit consumption hampered by the high cost of air freight.

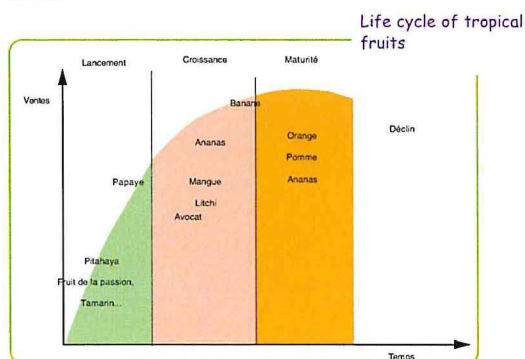


The markets are very seasonal, even for the major exotic fruits.

Sales are increasing strongly during the Christmas period, at Easter and, more recently, for the Chinese New Year.



A life cycle similar to that of manufactured goods.



Market characteristics specific to each kind of fruit.

Category	Major	Minor
Consumption	Large Steady with seasonal peaks	Niche market Seasonal
Price	High, but accessible	Luxury products
Transport	Sea	Air
Sector	Traditional (with middleman) Sometimes integrated (from production to distribution)	Traditional (with middleman)
Distribution	Mass in supermarkets Specialised retailers	Sometimes in supermarkets Specialised retailers



Centre de coopération internationale en recherche agronomique pour le développement
Département des productions fruitières et horticoles