What is the demand for fresh fruit and vegetables in Europe?

Fresh fruit and vegetables are one of the most important categories in European supermarkets. Over the last five years, European production and consumption of fresh fruit and vegetables have been stable. Major future developments in total market volumes are not anticipated. The Netherlands, the United Kingdom and Belgium are the leading direct importers of fresh fruit and vegetables from developing countries. The Netherlands and Belgium are major trade hubs for fresh produce from developing countries destined for other European markets. European countries import a wide range of fresh products from developing countries: besides a large quantity of bananas, they also import out-of-season products (e.g. green beans),