The European market potential for fresh blueberries

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Blueberries in Europe have become popular as a healthy and easy-to-snack fruit. Consumers in the United Kingdom and Germany are especially fond of blueberries. Regional differences in consumption predicts further growth of blueberries throughout Europe. The growing demand is being met by an enormous increase in supply, so as a supplier it is important to stay ahead of the competition with innovative cultivars and monitor supply and demand carefully.

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1. Product description

Blueberries are part of the genus Vaccinium. The main types of blueberries are highbush, lowbush, rabbit eye and half-high hybrid varieties. The most common blueberry for commercial cultivation is the (northern) highbush type. There are many varieties of blueberries each with their own characteristics in terms of size, growing season, flavour and cold hardiness.

Other berries that are found within the genus Vaccinium are cranberries, cowberries and bilberries, a European variety that is similar to the blueberry.

In this factsheet we will use the statistics of all the Vaccinium varieties. The main imported berries of the Vaccinium genus are blueberries, and it is possible that these are registered under different sub-codes.

Table 1: Harmonised System codes and subcodes for blueberries

Harmonised System (HS) code	08104000 Cranberries, bilberries and other fruit of the genus Vaccinium

Harmonised System (HS) code Sub-classification	• 08104050 Fresh fruit of species Vaccinium macrocarpum and Vaccinium corymbosum (American blueberry and cranberry) • 08104030 Fresh fruit of species Vaccinium myrtillus (European blueberry or bilberry) • 08104010 Cowberries, foxberries or mountain cranberries (fruit of the species Vaccinium vitis-idaea) • 08104090 Other (possibly including blueberries among others)
Types of blueberries	• Northern highbush (Vaccinium corymbosum) • Southern highbush (Vaccinium darrowii) • Lowbush or wild blueberries (Vaccinium angustifolium) • Rabbiteye (Vaccinium virgatum) • half-high hybrids
Cultivars commercial varieties	Many different varieties are used depending on local climate and circumstances, early & late season coverage and characteristics.

2. What makes Europe an interesting market for blueberries?

Blueberries have been expanding fast in Europe and a growing supply will continue to push the consumption of blueberries. The unused potential makes Europe an interesting market, but you must be aware of market speculation.

Popularity of blueberries continues to rise

The European blueberry market has expanded rapidly over the past years. Both demand and supply are expected to continue to grow. Suppliers can take advantage of the strong demand, but at the same time must count on increasing price pressure due to a general higher availability of blueberries worldwide.

Greater long-term supply pushes the market forward

Over the course of five years, Europe’s blueberry trade increased by €1.6 billion to a total value of €2.4 billion in 2023. Approximately 46% of this value concerned the import from developing countries, that increased their market share by 6% since 2021. In terms of volume, though, European blueberry imports declined for the first time in 2023. Continuous supply shortages due to adverse weather conditions from a variety of countries of origin, mainly Peru, were responsible for this decline. Peru is the main supplier of blueberries to the European market.

Source: ITC Trade Map, 2024 (missing quantities for Finland in 2021 and Slovakia in 2022)

Until 2022, the fast-expanding import value of blueberries into Europe could be attributed to the greater supply volumes from mainly Peru, Morocco and Chile. But new planting and production has been on the rise everywhere, including counter-seasonal in and around Europe: in Spain and Poland, in Ukraine, Serbia and

Morocco and further away. The International Blueberry Organization estimates an increase in the overall industry production: from 2 million tonnes per year to 3 million tonnes of harvested blueberries worldwide by 2030.

Long-term expectation of affordable prices make way for mass consumption

Until 2022, increasing volumes of imported blueberries and stable prices made way for the mass consumption of this product across Europe. Retailers were able to offer attractive prices and promotions, and introduced packaging sizes of 500gr or 750gr on the shelves of various European supermarkets.

In 2023, imported volumes declined due to production shortages caused by adverse weather events in several countries of origin. The European market was not as responsive to price increases due to the production shortages in Peru as other regions such as North America were. However, general unit prices also increased for the first time in the last five years (Figure 2). Thus, packaging sizes went back down to 125gr and 300gr packs in several countries, both because of fruit shortages and the resulting higher prices.

Source: ITC Trade Map, 2024

In the short term, climatic conditions and extreme weather events result in uncertainty regarding the supply levels from the main origin countries. However, as described before, there is a long-term expectation of an increase in the overall production of blueberries. This means that low prices are expected to be more and more common and will continue to boost consumption in Europe in the coming years.

Producers that want to compete in this market will need to find means to improve cultivation and marketing efficiency to stay alive in such a competitive market.

Opportunities for cost-efficient and innovative companies

A year-round demand of low-priced blueberries has forced suppliers to become more productive, more efficient and to consistently provide high-quality fruit. According to Rabobank's reporting, there will be opportunities for value-added suppliers and cost-competitive firms. Yet the demand for high quality and variety upgrades is also increasing, so simply focusing on supplying commodity blueberries will not be enough. The adoption of new technologies to improve efficiency and productivity is also key.

The blueberry market has become a market where larger, merged companies have the advantage. The Chilean-based Hortifrut, a world leader in berries, has a worldwide presence. Their latest acquisitions to secure their European all year-round supply include the purchase of Atlantic Blue in 2021, the largest blueberry producer in Spain with plantations in Morocco. On the other hand, BerryWorld Group, Europe's largest berry marketer, was acquired by Agroberries in September 2024. This deal created the second-largest berry company in the world.

Yet, there is still room for small and medium-sized suppliers. But if you want to be among the leading blueberry suppliers to Europe, you need to secure varieties and invest in consistent quality and a year-round supply.

Tips:

Make sure to have excellent commercial connections for your product before investing in blueberries. In Europe you can find and meet potential partners and buyers on the Fruit Logistica trade fair.

Read about the increasing competition in the blueberry sector and how to do business with European buyers on the CBI market intelligence platform.

Check the websites of supermarkets across Europe. Waitrose (United Kingdom), for example, offers information about countries of origin, packaging sizes, prices and consumer reviews.

Differences in consumption point to further expansion

Differences in consumption rates indicate that there is still a margin for further expansion in several European regions. But as a supplier it is important not to overestimate the market and secure your sales with steady buyers.

Global differences in consumption

Both on a global and European level there are large differences in blueberry consumption. A rough calculation based on production, import-export volumes and news sources points out that Europe is still far behind the United States and Canada (Table 2). China is also lagging behind in terms of per capita consumption, but Asian countries are expected to outpace other regions in terms of growth in demand in the coming years.

Nevertheless, and based on the current consumption estimates, it is safe to assume that you will see the blueberry market expand further in Europe in the next several years. This makes Europe a key export market for most globally-oriented blueberry companies.

Table 2: Estimates of annual blueberry consumption 2023*

Country	Consumption per capita
China	0.3 kg
Europe	0.7 kg
United States	2.9 kg
Canada	1.2 kg

Source: calculations and industry sources. *Data for China is for 2022. Data for Europe is not dated but was presented at IBO Summit, 2023.

European differences in consumption

Within Europe there are significant differences in consumption too. The United Kingdom leads the consumption in Europe with an estimated 1kg per capita, which is far more than the European average of 0.7 kg. Only Poland (1.83 kg per capita) and the Netherlands (1.34 kg per capita) have a higher calculated use of blueberries, but this is likely due to the dominant role of Dutch logistics and Polish production. Poland, though, is well on its way to becoming both a net importer and a significant producer and the country is an example of a success story for the development of a consumption market.

The International Blueberry Organization (IBO) notices strong demand in northern Europe such as the United Kingdom and Germany, but also sees great opportunities for growth in countries such as Spain, France and in the Eastern part of Europe.

Tips:

Stay up to date with market developments by subscribing to newsletters and following market updates from Freshplaza, Fruitnet, the International Blueberry Organization, FruiTrop and FreshFruitPortal or other news sites.

Participate in international berry congresses to get better insights into the blueberry industry, for example the Global Berry Congress, the International Blueberry Organization's (IBO) Summit, or seminars by Blueberries Consulting.

Read up on the blueberry industry and markets in the Global State of the Blueberry Industry Report 2024 from the International Blueberry Organisation (IBO). Make sure to look for the latest edition of the report, as it is published every year.

3. Which European countries offer the most opportunities for blueberries?

Germany and the United Kingdom are the leading markets for blueberries, although the United Kingdom is closest to reaching maturity. A large and increasing part of the European supply is traded (and packed) in the Netherlands. Local production can also be a motivation to increase imports outside of the local season, which can be seen in Spain and Poland. In other parts of Europe, including France and Eastern Europe, there is untapped potential for blueberries.

Source: ITC Trade Map, 2024

Table 3: Top blueberry producers in Europe in 1,000 tonnes, 2019-2023

	2019	2020	2021	2022	2023[p]
Poland	34.77	55.30	55.30	64.00	61.90
Spain	53.38	48.52	61.23	70.42	57.67
Serbia	0.00	0.00	16.45	19.48	53.01
Portugal	15.16	15.42	17.14	19.05	19.05[p]
Germany	14.85	11.30	15.64	15.37	15.32
Netherlands	11.06[e]	9.2[e]	8.5[e]	8.1[e]	7.78[e]

Source: Eurostat (e=estimated; p=provisional)

The Netherlands: a good place for the distribution of blueberries

The Netherlands has become the largest importer of blueberries in Europe. Most blueberries were distributed outside the country. It is an important market when you are looking for an easy way to supply several European markets.

The Dutch market has grown together with the increasing European demand. The total volume of imported blueberries in 2023 was 87,794 tonnes (see Figure 3) and another 7,789 tonnes was added from its national production (see Table 3). More than 77,800 tonnes were (re-)exported. Most blueberries were re-exported to Germany. Poland, Belgium, Switzerland and Denmark are important destinations to reach via the Netherlands as well. The rest was absorbed by the Dutch consumption or processing industry.

Among Dutch consumers blueberries have become the most popular soft fruit after strawberries, which are being produced locally on a large scale. The Dutch market for blueberries still relies more on imports, but there is a strong potential to increase production. The International Blueberry Organization (IBO) has called the Netherlands one of the hotspots of blueberry investments in Western Europe.

About 90% of blueberry production in the Netherlands is open field, where necessary using hail or rain covers to protect the crops from adverse weather events. The current cost of energy is holding back greenhouse production. Increasing labour costs and the reduced availability of harvest workers has motivated the adoption of machine harvesting, with at least one-sixth of Dutch blueberry farms harvesting this way. Dutch growers are stretching their seasons with different next-generation varieties and cooperative structures, trying to compensate for their high production costs.

Competition from Dutch growers is expected to increase between July and mid-September. Nevertheless, the Netherlands will remain an important re-exporter of blueberries throughout most of the year. As such the opportunities for suppliers from developing countries will continue to be available, but more attractive during the European off-season. Growers Packers is an example of a Dutch company trading both in local and imported blueberries to ensure a year-round supply. Eosta is a leading importer of organic produce, including blueberries, with a distribution network all around Europe.

Tip:

> Make use of Dutch traders when you have difficulties entering different European markets. Dutch importers often have wide experience in trading and are familiar with the different European preferences. Dutch fruit companies have a practical mentality. Calling or visiting them often works better than e-mailing.

Germany: most potential for blueberry consumption growth

With its high and fast-growing demand, Germany is the country with the most potential for blueberries in Europe. But requirements can be strict. Suppliers that are price competitive and able to deal with the required quality standards can find an attractive market in Germany.

In 2019, Germany overtook the United Kingdom in import volume and, since then, it has been the second-largest European importer. Germany’s blueberry imports increased from 61,700 tonnes in 2019 to 64,811 tonnes in 2023. German growers added another 15,000 tonnes to the imports.

Most blueberries come from Spain (14,976 tonnes in 2023) and Germany itself. Retailers prefer to source blueberries from nearby when possible. Locally produced blueberries are often organic certified – almost 12% of the blueberry production area was organically-certified in 2023. But Germany is also a price-conscious market, and this makes buyers shift to more economic sources when available, such as Morocco, Poland and Ukraine. In the off-season Peru and Chile (often shipped through the Netherlands) take over most of the supply.

To meet the rising demand, importers are actively searching for new countries of origin to ensure a year-round supply. Supply has been challenging in recent years and there is still uncertainty about market developments in the coming years. Widmann, part of Gemüsering, is the largest German importer of blueberries. They have also strengthened their position with their own production in key emerging origin countries such as Romania and Namibia and keep an eye on new sourcing countries such as Georgia.

Packaging for blueberries has become very diverse and it varies according to supply levels. It includes larger sizes of, for example 500g, but also smaller ones of 125g in compostable packaging materials, often for organic produce (Figure 4). Many buyers will prefer that you ship the blueberries in bulk so they can repackage them according to their customer's needs. But in times of product scarcity, clients might accept other types of packaging you can offer. Because of price sensitivity, Germany is not generally a market for big packaging sizes of blueberries.

Figure 4: Different packaging of blueberries in German retail in 2024

Source: Dana Chahin

Tip:

Expect to put extra effort into product documentation and certification (GLOBALG.A.P., SPRING add-on of GLOBALG.A.P, and organic) to supply the German market. You would do good to focus on clean, competitively priced produce, or on adding extra value by supplying organic blueberries.

United Kingdom: market leader in blueberry consumption

The United Kingdom is market leader in blueberry consumption per capita. For both European and non-European suppliers, it is one of the largest markets. Maturing demand, new local produce availability, and price pressure may slow down future growth compared to other European countries.

Berries, including blueberries, have the biggest share in the fruit production of the United Kingdom. But campaigns such as Love Fresh Berries promote berries year-round. Blueberries are relatively new, but they have become very popular as a superfood or snack fruit. They are often used as an ingredient, for example in porridge, drinks and muffins. Blueberries are available in packages of multiple sizes.

The average annual consumption reached an estimated 1kg per capita. This makes it one of the largest, but also one of the most mature markets for blueberries in Europe. Slow domestic production and less favourable trade relations with the EU have opened doors for alternative suppliers with a similar supply window, such as Morocco. Imports from Morocco increased fourfold between 2019 and 2023, to a volume of 11,192 tonnes.

A Tesco analysis shows that UK shoppers are expected to purchase around 57,000 tonnes of blueberries in 2024. With local growers only able to produce about 6,000 tonnes, the country is heavily reliant on imports. However, mass production programmes are expected to boost the UK yield by about a third in the coming years, reducing the dependence on imports at least during the summer months. To combat a lack of human resources and increase productivity, UK farmers are investing in grading and packing machinery and in high-tech harvesters.

Due to the year-round popularity of blueberries among British consumers, suppliers from developing countries will continue to have opportunities in this market outside the summer months. There are several international blueberry companies in the UK that import blueberries, such as Angus Soft Fruit, BerryWorld and S&A Produce. dps ltd supplies large retailers such as Tesco and Marks & Spencer.

Tips:

UK buyers usually respond to emails, as long as you provide them with comprehensive information about your company. Make sure to inform them about varieties, sustainability standards, and long-term forecasts for your production, as they like to plan ahead.

Make sure you frequently browse the websites of British retailers such as Tesco, Waitrose and Sainsbury's, to check out packaging, varieties, sizes, countries of origin, prices and premium attributes. At Sainsbury's, for example, premium blueberries are "crisp, plump and sweet". At Tesco, they are referred to as "sweet & crisp".

Spain: new opportunities for Moroccan suppliers

In Spain, future growth is anticipated both through local production and increased import volumes. But Spanish blueberry suppliers stay close to their own season. Therefore, opportunities are not limited to a counter-seasonal supply. Instead, Spain imports most from Morocco to complement its local production. In 2023, 74% of the 28,545 tonnes of imported blueberries came from Morocco, and supplemented the local production of 57,670 tonnes. Although Morocco is expected to remain the main supplier, there is also room for suppliers from other countries of origin.

Blueberry consumption continues to grow every year. Compared to most northern-European markets, Spain's consumption is still underdeveloped. Despite the limited consumption, the country has grown to become the second-largest producer and the fourth-largest importer of blueberries. Most blueberries are destined for other markets, particularly Germany, the Netherlands and the United Kingdom – large blueberry consumption countries. With a total export volume of 71,000 tonnes Spain is Europe's principal source for blueberries.

Spain focuses on a seasonal supply with a peak from April until June. But the introduction of early varieties can bring Spain onto the market as early as next February. During this period Spain exports most of its production but also imports from Morocco. While Morocco puts competitive pressure on Spanish growers, some Spanish companies have extended their season and improved their competitiveness by integrating with growers or investing in projects in Morocco. Moroccan exporters can partner up with Spanish investors to grow together and expand their reach.

Tip:

Visit the Fruit Attraction fair to find blueberry alliances. This is especially useful if you can complement Spanish blueberry production.

Poland: blueberries are an important crop

With a strong production of more than 61,900 tonnes, blueberries are among the most important developing crops in Poland. The country has a long-standing tradition of blueberry cultivation, which enabled it to become the leading producer in Europe in 2023. Additionally, Poland is also among the fastest-growing countries in blueberry imports.

Exports in 2023 (nearly 26,000 tonnes) exceeded Polish imports (20,730 tonnes). But blueberries are imported year-round. This is a good sign that Polish consumers are developing a taste for blueberries also outside their local season. Blueberry imports in 2023 doubled the value of 2019. Spain supplies Poland just before the local season starts. The off-season demand is mainly fulfilled by Peruvian and Chilean blueberries traded through the Netherlands and Germany.

The main export markets for Polish blueberries are Germany and the United Kingdom. Poland is also well-positioned to supply the eastern European markets.

In 2020, only 45% of the Polish population consumed blueberries, but by 2023, this percentage had increased to 56%. Per capita consumption now stands at 1.83 kg per year. Although this figure might be biased by the high local production, it is higher than the figure for the United States, the homeland of blueberries. Price is an important motivation for Polish consumers to purchase blueberries. This means that price-competitive suppliers are best aligned to get their blueberries into Poland.

Tips:

- Focus on price-competitive blueberries when Poland is your final market. You can also set your produce apart by delivering a firm and crunchy fruit with a good shelf life, as Poland has some internal challenges in this area.
- If you want to supply Poland directly, you can find many blueberry professionals at the International Blueberry Conference, held in Poland.

France: slow but steady growth

France has the third-largest population in Europe and is therefore among the main untapped markets for blueberries. Although consumption has doubled in four years, blueberry demand in France is weaker than one might expect. Per capita consumption of blueberries is 150 grams, a lot lower than in Germany or Poland. The reason for this is most likely the preference for local fruit that French farmers produce themselves, such as stone fruit and raspberries, but also European blueberries (bilberries).

The increasing demand has been especially strong for locally-produced blueberries. Supermarkets promote local blueberries. Carrefour, for example, has an option to filter for local or European blueberries. The Association of Blueberry Producers of France (APMF) estimated a national total production of 3,000 tonnes in 2023. Although this represented an increase of 20% compared to 2022, the production levels are still very low. Newer plantings, though, point towards a latent growth potential.

For off-season suppliers it can take longer to get a foothold in this typical and seasonal market. In France, 64% of blueberries are consumed during the French and European season (between April and August), with a peak in May. Still, off-season demand will eventually increase and with minor production, France will not be able to cover future growth. Spain and Morocco have already stepped into this gap, becoming France’s main suppliers. Volumes from Peru, Portugal and South Africa are also gradually rising.

In general, French imports have shown a stable growth in the past five years. Kinobé Groupe is one of the leading importers of counter-seasonal blueberries and supplies major retailers across France. Imports are handled by N&K, the group's import company in the Netherlands. Compliance with residue levels is very important for the French market. In fact, Carrefour markets “Zero Residue” blueberries from third countries.

Tip:

Find more information through the links above. Use the translator function of your browser to read the information in English.

4. Which trends offer opportunities or pose threats in the European blueberry market?

Consumer interest in easy and healthy snacks is one of the main success factors for blueberries. Innovation in new cultivars will perfect blueberry quality and increase production per hectare. On top of that, strong promotion and product availability will further boost the market and keep blueberries affordable for consumers. However, clean and fresh blueberries from local sources are preferred.

All about varieties and quality

The costs of blueberry cultivation, packaging and logistics are on the rise. At the same time the market requires high and affordable quality. Cultivars that produce higher quality fruits are expected to play a more significant role.

Higher costs in combination with the need for quality are the drivers behind extensive breeding programmes. Taste is considered the most important by professional growers. A high yield and quality berry can improve profitability. Harvest timing is also key, and there is a search for technological improvements in some regions in order to start the season earlier or finish it later, for the purpose of improving the competitive position.

For long distance suppliers, durability has become a main concern. Logistical delays in getting fruit to market have affected exports. When exporting blueberries from Peru or Chile to the European market, more durable cultivars can be beneficial. Success in the blueberry sector has always been related to high investments. But the search for a perfect and affordable berry in a high-cost and competitive market has become a survival-of-the-fittest situation.

Large grower operations such as African Blue in Morocco have had the support of variety breeding programmes, in this case from the Costa Group. Initially a joint venture between Moroccan business partners, Costa Group and Total Berry UK, African Blue has now become one of the main Moroccan suppliers to the European market. They have also expanded their reach, by licensing Costa varieties to growers in Southeast Africa (South Africa, Zimbabwe, and Zambia) to provide a counter-seasonal supply.

The partnership between REWE, a leading German retailer, and Sekoya, underscores the importance of good varieties for sales performance. REWE included the Livie logo in the packaging of some of its premium blueberries (REWE Beste Wahl or REWE Best Choice in English). The Livie logo is used to identify the Sekoya varieties that stand for quality in firmness, taste, and size. Agrovision, a leading Peruvian blueberry company with growing locations all around the world, was the provider for this campaign.

Tip:

Find cooperation opportunities with blueberry breeders, nurseries and commercial partners to integrate your supply. For small, independent suppliers it has become very difficult to manage in the blueberry business. Well-known blueberry breeders include, Planasa and Fall Creek.

Health leads to clean and sustainable blueberries

Consumers in Europe have been aware of healthy diets for some time now. The fast growth of blueberries can be attributed for a large part to consumers who are looking for healthy foods. This is why it is extra important to meet the consumer expectation of supplying a clean, sustainable and pesticide-free product.

Blueberries are known to contain high quantities of vitamin C and dietary fibre. They can also help lower blood pressure and fight oxidative stress and inflammation, both major factors for chronic disease development. It is important to understand the impact and the promotional value of the health benefits of blueberries. Today you can find blueberries in all kinds of foodstuffs, in which they are used to add value with their healthy image.

New product launches that use blueberries as a healthy ingredient strengthen the image of blueberries. Such products also include important claims such as additives/preservatives free, environmentally friendly packaging and organic. There are also developments in packaging that make blueberries a better choice, for example the paper-topped limited edition Booberries pack by BerryWorld, which not only supports breast cancer awareness, but also has a low carbon footprint as a 100% recyclable punnet.

Tips:

- Find ways to reduce pesticides by using natural or integrated pest management (IPM) such as the 2024 Southeast Regional Blueberry Integrated Management Guide. Check your country for similar guidelines for pest management.
- Only start with organic production if local circumstances allow for it. For example, hydroponic cultivation is not permitted for organic certification in Europe.

Blueberries respond to the interest in snack fruit and easy ingredients

The European consumer has an increasing preference for fruit that is easy to consume or easy to use. This means your product is likely to be packed for consumers. When packing at point of origin, make sure your packaging is suitable and attractive for the European consumer.

Blueberries can be packed in different sizes and are an excellent option for consumers as a snack. Snack packages are especially popular among retailers in north-western Europe, such as in Germany, the Netherlands and the United Kingdom. The increasing supply opened up the market for larger sized retail packages of 500g or more.

Blueberries are also a well appreciated ingredient in yoghurts, cereals, sweet pastry or fruit shakes and salads. Both fresh and frozen blueberries are used as an ingredient.

Figure 5: Example of attractive packaging by Angus Soft Fruits

Source: Photo of by ICI Business

Figure 6: Example of wholesale packaging at the Rungis market in Paris

Source: Photo of by ICI Business

Tip:

Offer different packaging options and sizes to your buyers. Also take sustainability into account and try to reduce plastic: for example, provide top seal closures instead of lids.

Promotion and production continue to develop markets

Production and product promotion have become essential factors for the current consumption growth. When investing in blueberry production, you must be aware of the risks and volatility in supply and demand.

The blueberry industry and promotional organisations such as the International Blueberry Organization, Fruits from Chile and the U.S. Highbush Blueberry Council continue to promote blueberries worldwide to boost consumption. Subsequently, worldwide suppliers attempt to meet the growing demand by increasing their production capacity. This has resulted in many new production projects and plantings all over the world: from Ecuador to Tanzania, to Mozambique and Zimbabwe. The latter, for instance, aims to triple production by 2030.

It is the dynamic of promotion and production that keep markets developing further. And although industry sources still see opportunities to continue developing the blueberry market, nobody knows how far this can be stretched.

Preference for local seasonal products

There is a growing preference for local produce. When products are available from local sources, you will have more difficulties to put your product to market. This is usually the case unless you have a significant competitive advantage, for example in price or a superior variety. Reduced European harvests as a result of climate change might also stress the market and increase the demand from other origin countries.

Consumers are becoming more conscious about seasonality and there is a common notion that fruit from local growers is more sustainable. Thanks to advancing storage technologies and different blueberry varieties, European producers will also be able to extend their season. The extended seasons and the preference for local products can pose a risk for the future import from external suppliers.

Currently a significant part of berry demand is still met by imports. In the long-term Europe can become more self-sufficient during their main production period, if climate change does not further affect harvests. As a non-European supplier your best chances are during the off-season periods or at the beginning or end of the European production season.

Tips:

Diversify your markets so you can optimise profit during your specific supply season.

Read the CBI Trends in fresh fruit and vegetables to get more insights into fresh trends that can benefit your growth.

ICI Business carried out this study in partnership with Dana Chahin on behalf of CBI.

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