

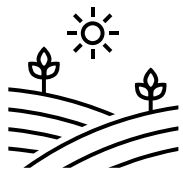
GDO e consumatori: l'andamento del mercato italiano dei piccoli frutti

Thomas Drahorad



Simposio della Fragola
e dei Piccoli Frutti
Marsala, 11 luglio 2024





Produzione



	Superficie 2024	Var 24/22
Fragole	4070 ha	-1%

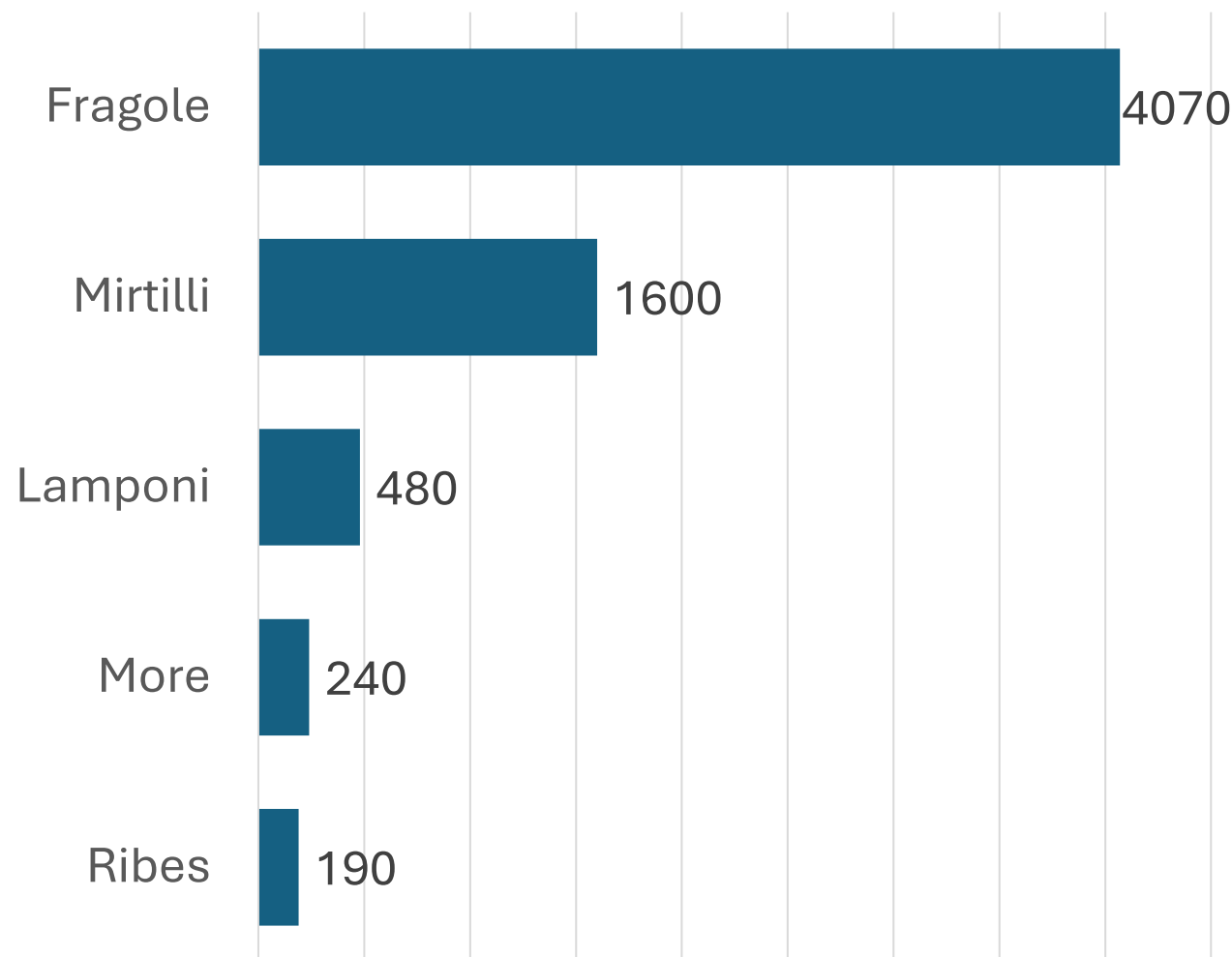
	Superficie 2023	Var. 23/22
Mirtilli	1600 ha	+1%

Lamponi	480 ha	-9%
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More	240 ha	-1%
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Ribes	190 ha	-2%
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Totale	2510 ha	-1%
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Fatturato al dettaglio

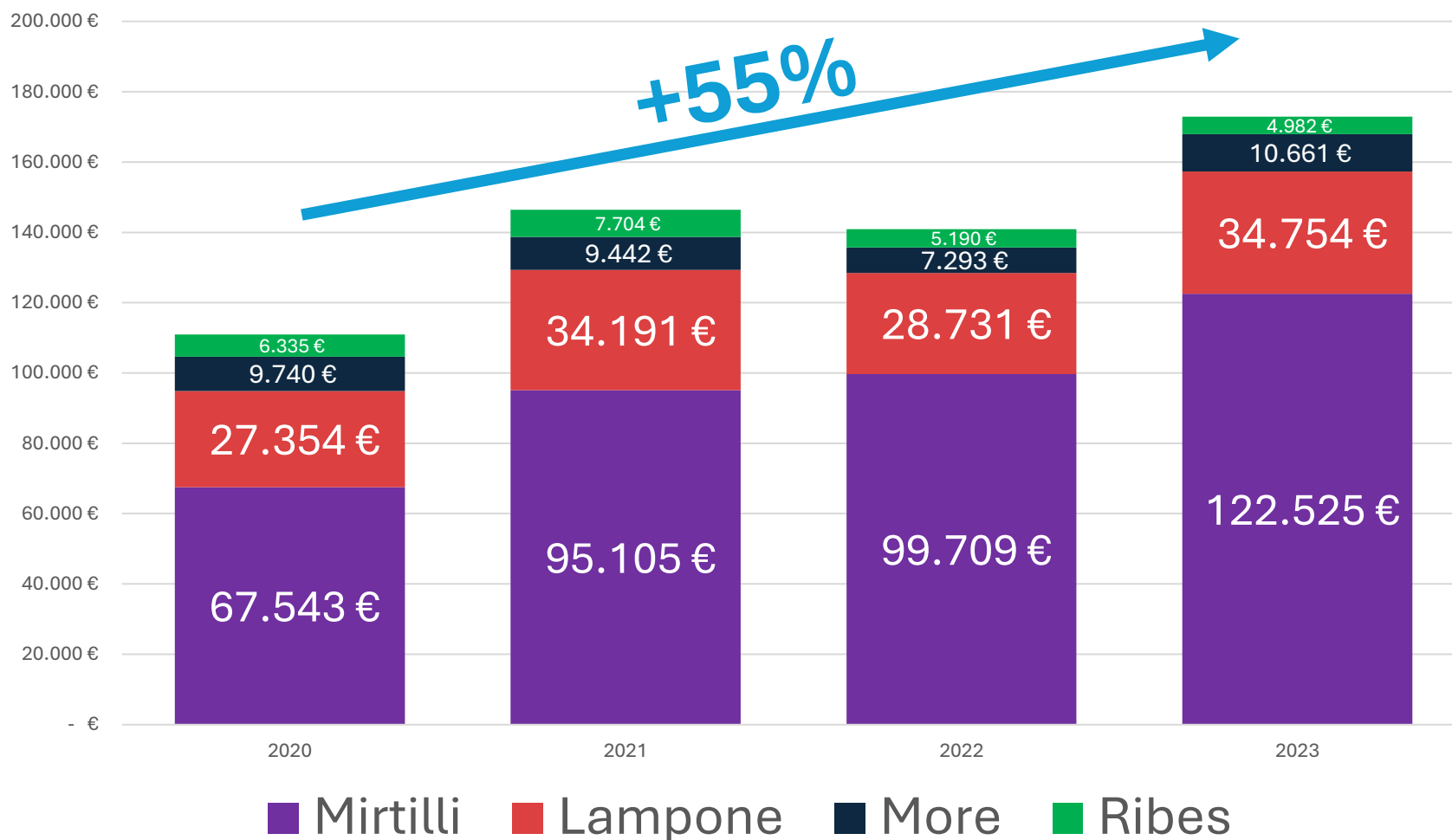


€ 111 M € 146 M € 141 M € 173 M

+32%

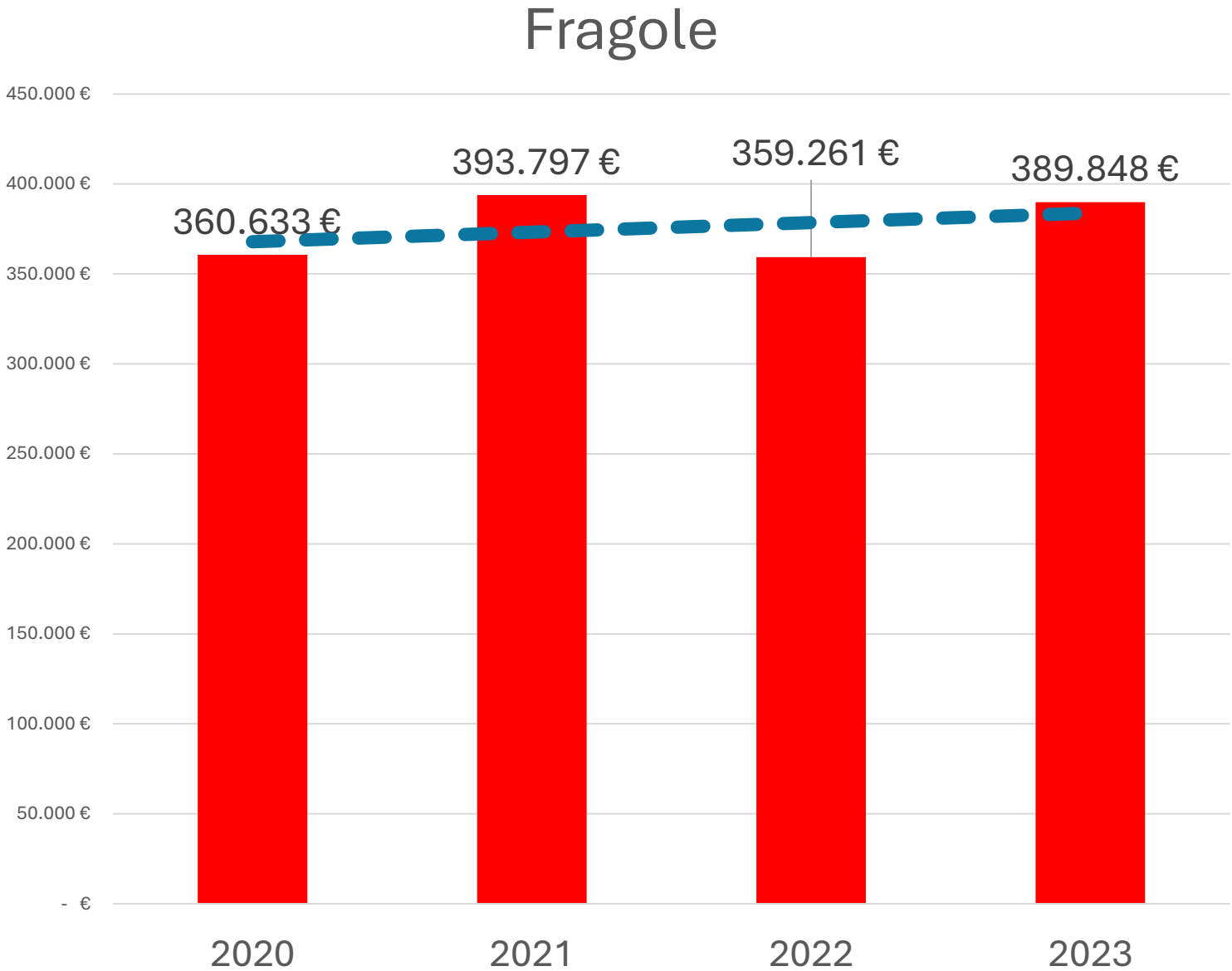
-4%

+23%





Fatturato al dettaglio





2023

Quantità:
81 mila tonnellate
(**-3.0%** vs. 2022)

Valore:
389 milioni €
(**+7.2%** vs. 2022)

Banco Fresco 5/3/2024

*Italian
Berry*





2023

Quantità:
9 mila tonnellate
(+4,4% vs. 2022)

Valore:
122 milioni €
(+22.9% vs. 2022)

Foto:

*Italian
Berry*





2023

Quantità:
1954 tonnellate
(+3,4% vs. 2022)

Valore:
37,7 milioni €
(+21.0% vs. 2022)

Foto:

*Italian
Berry*



Lamponi



2023

Quantità:

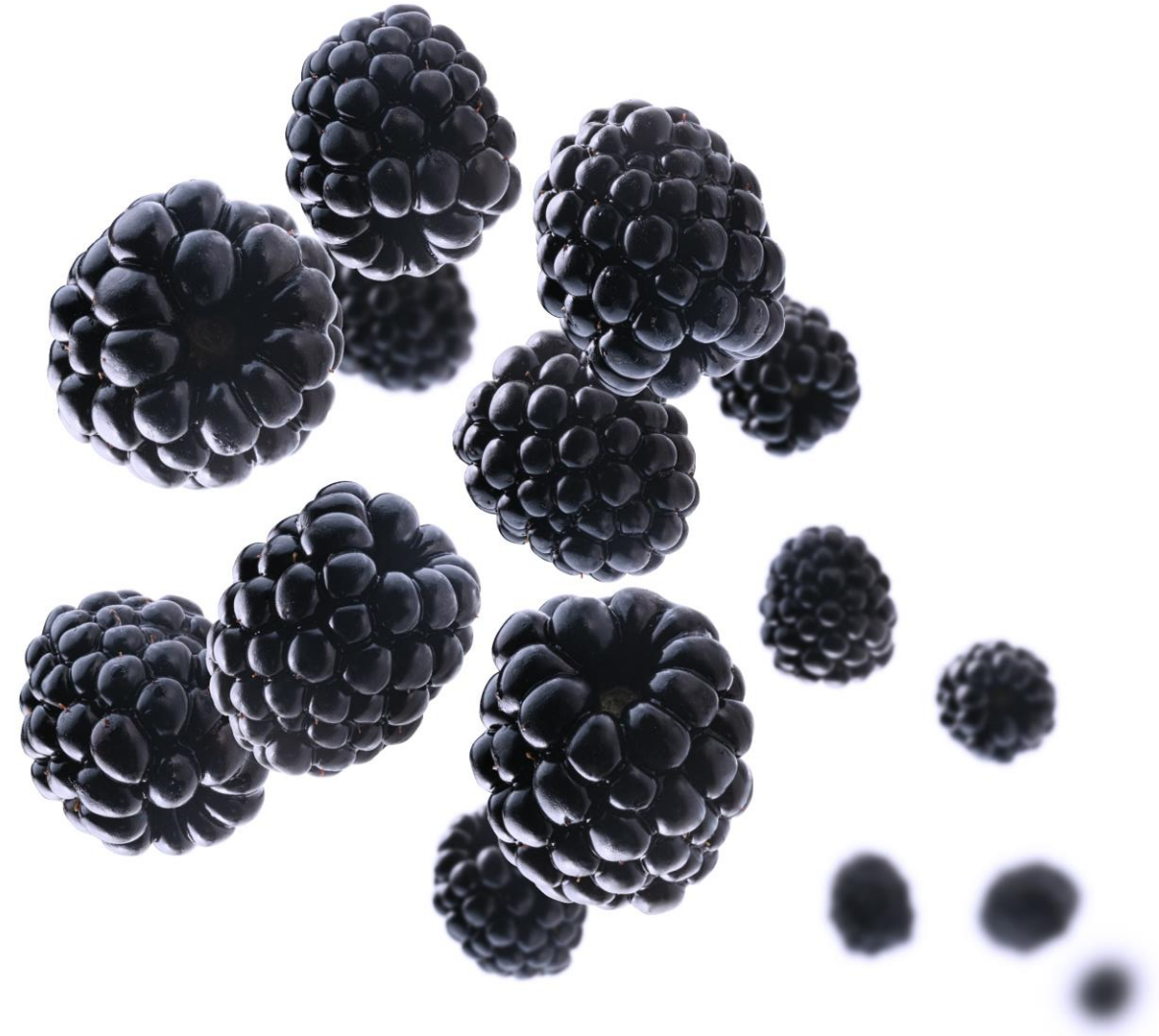
628 tonnellate

(**+16,3%** vs. 2022)

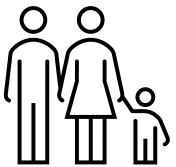
Valore:

10,6 milioni €

(**+46,2%** vs. 2022)



More



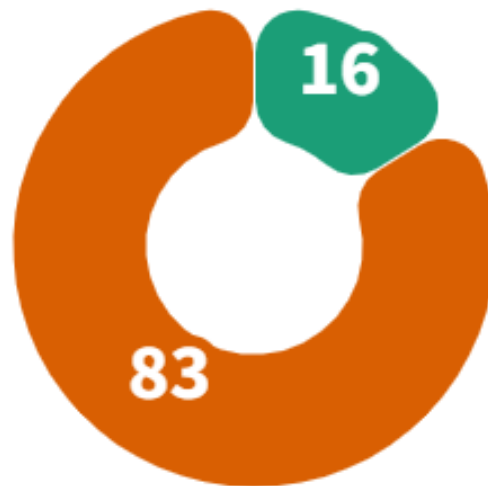
Penetrazione

% di famiglie
acquirenti (*) sul
totale delle famiglie
italiane **(2020)**

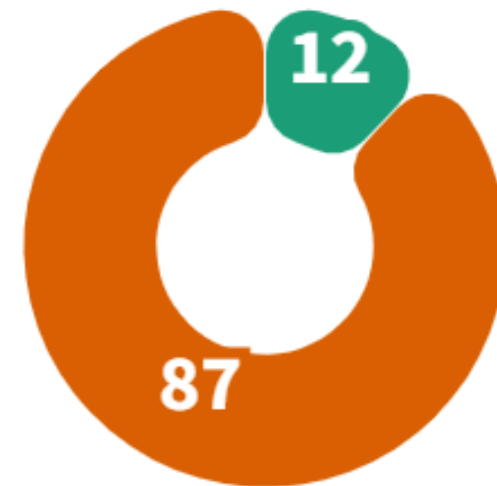
(*) che acquista almeno una volta l'anno



Mirtilli



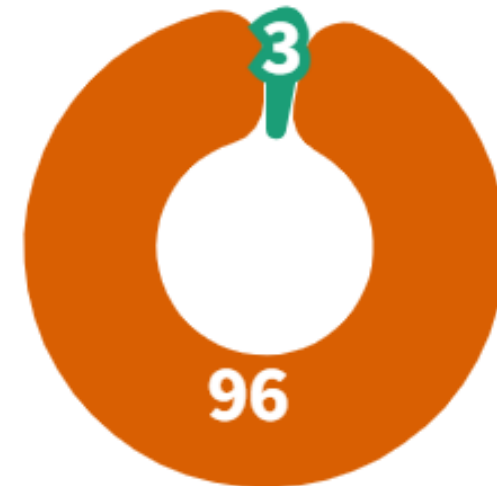
Lamponi

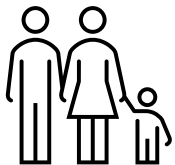


More



Ribes





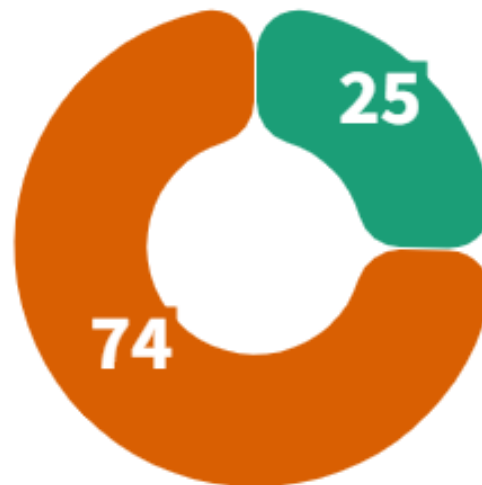
Penetrazione

% di famiglie
acquirenti (*) sul
totale delle famiglie
italiane **(2023)**

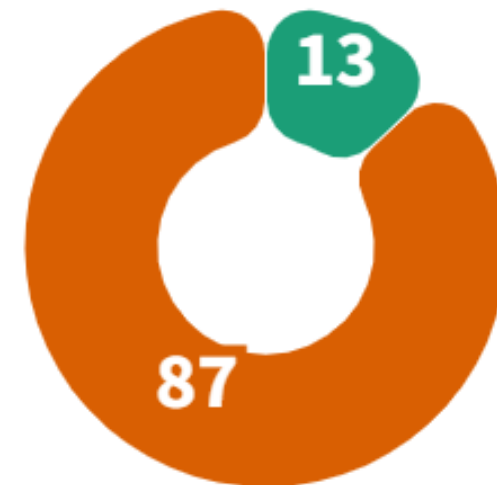
(*) che acquista almeno una volta l'anno



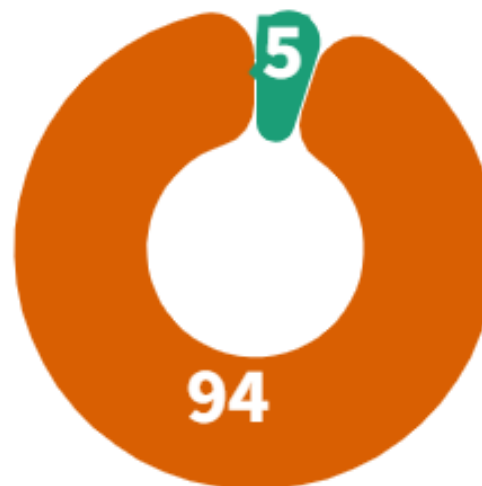
Mirtilli



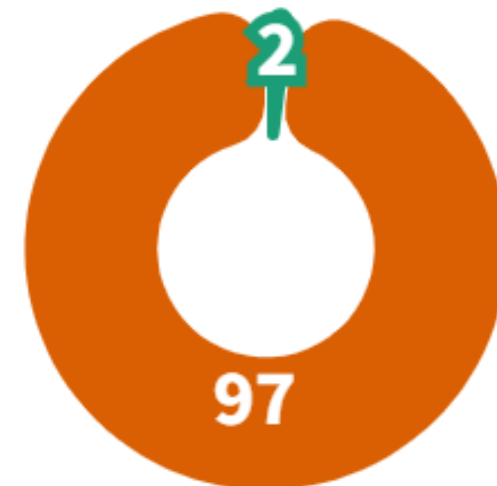
Lamponi

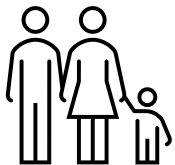


More



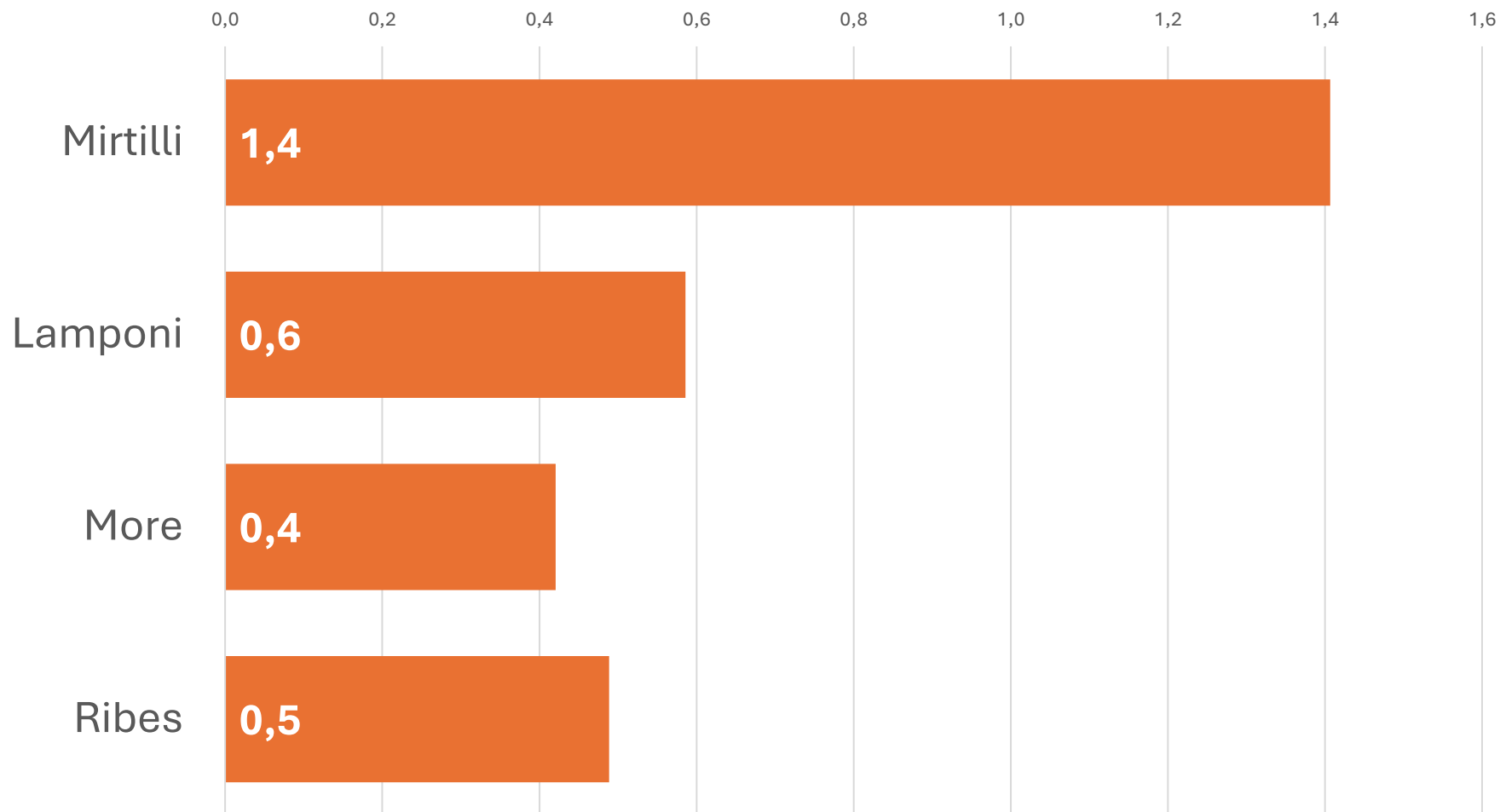
Ribes

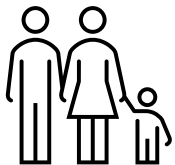




Quantità

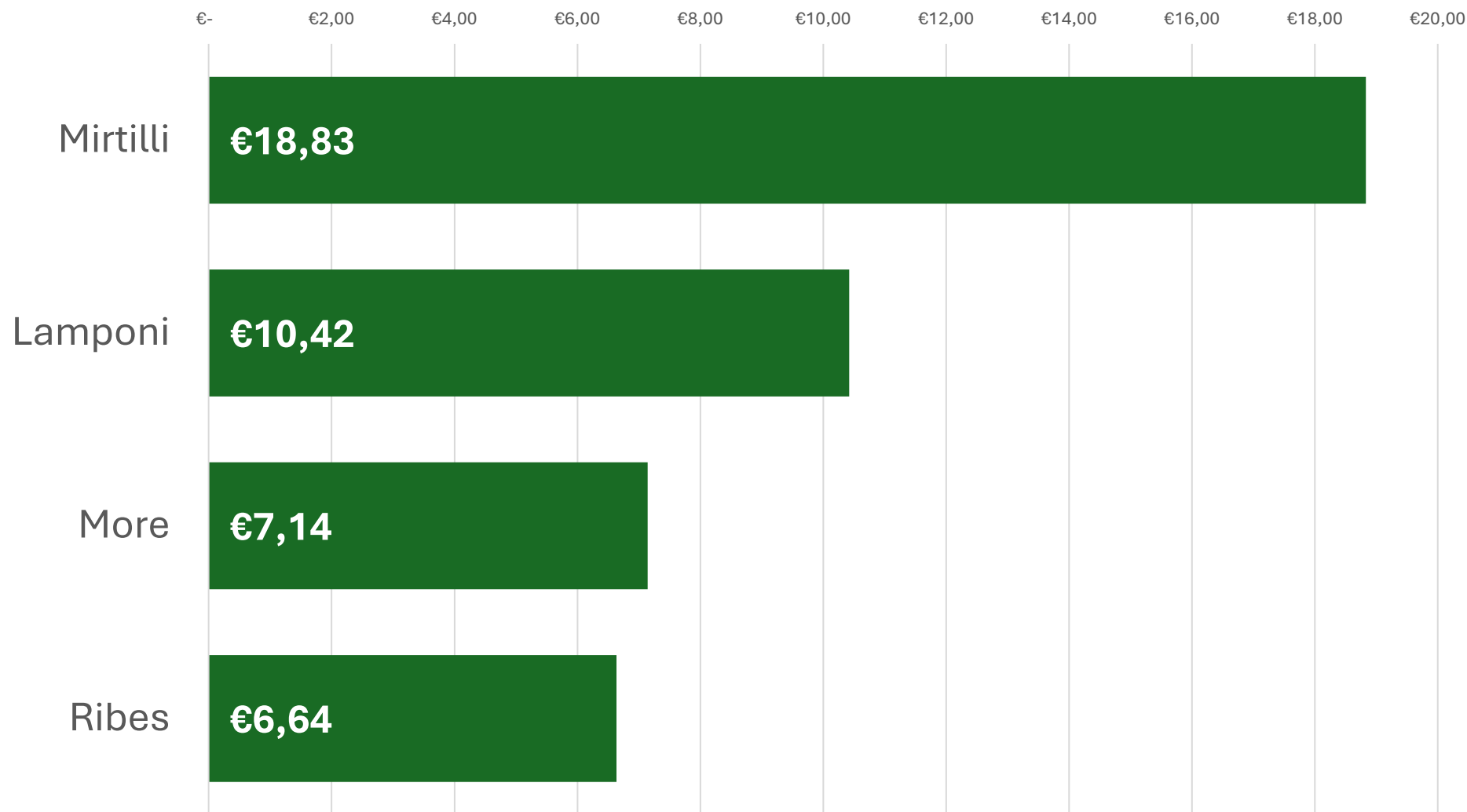
Acquisti
annuali (kg)
delle famiglie
acquirenti
(2023)

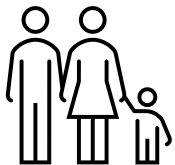




Spesa per famiglia

Acquisti annuali (€)
delle famiglie
acquirenti (2023)

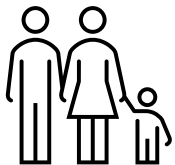




Prezzo medio

Prezzo medio
(€/kg - 2023)

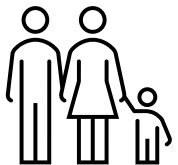




Mirtilli
Lamponi
More
Ribes

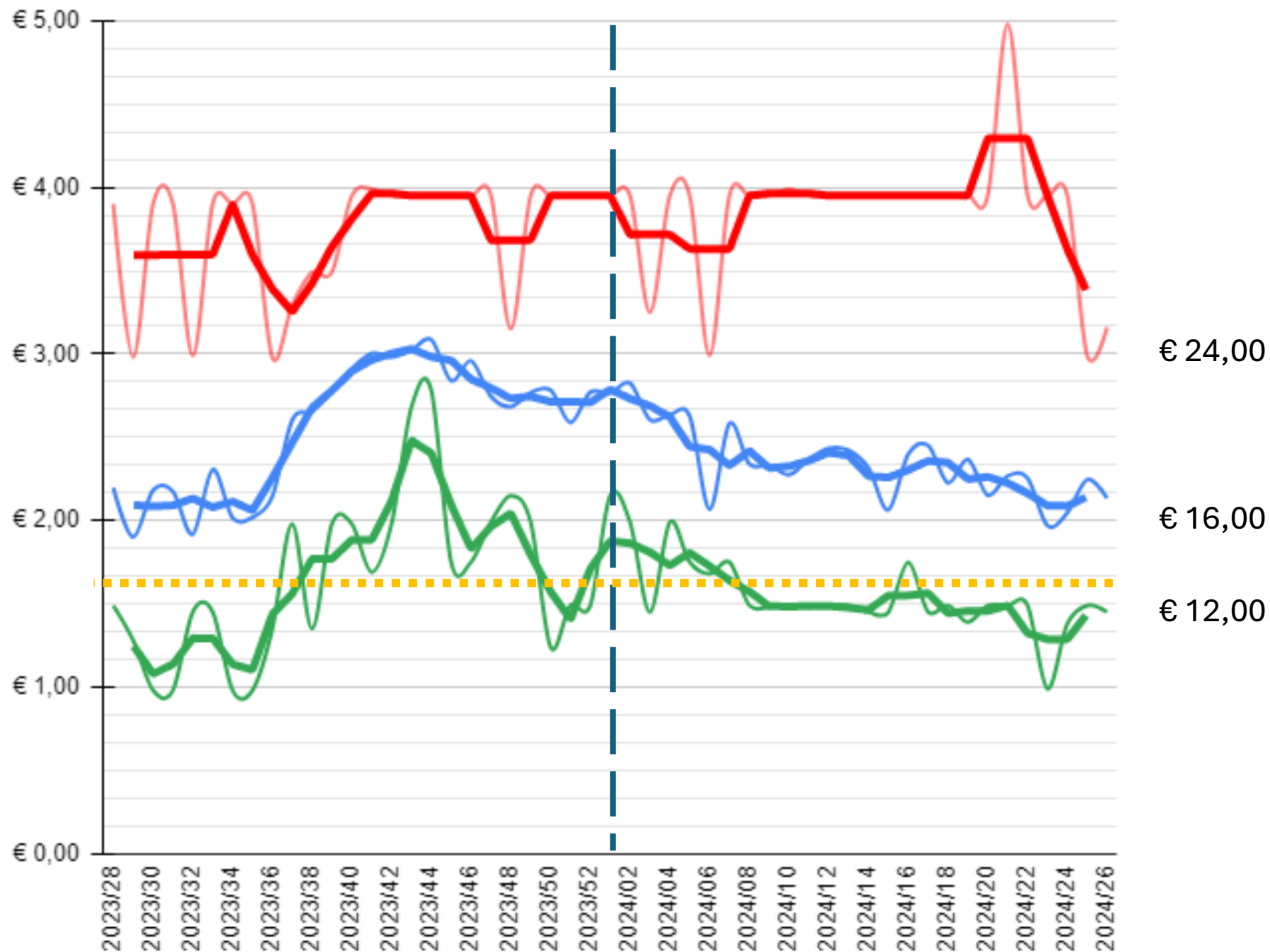


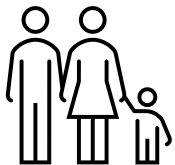
Italian
Berry



Mirtilli

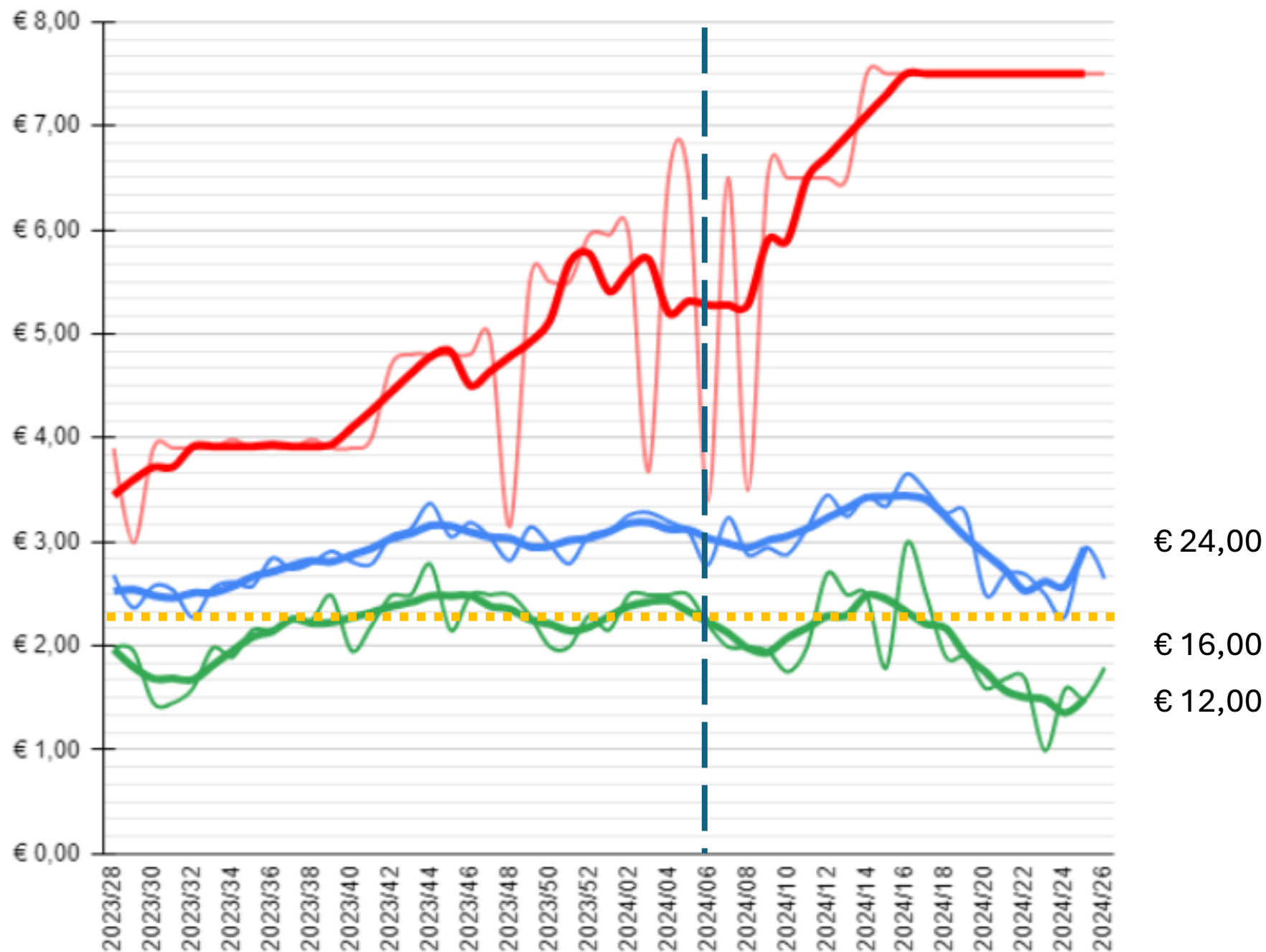
Prezzi per
125g
standard
nelle ultime
52 settimane

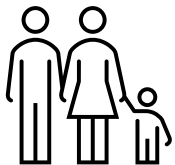




Lamponi

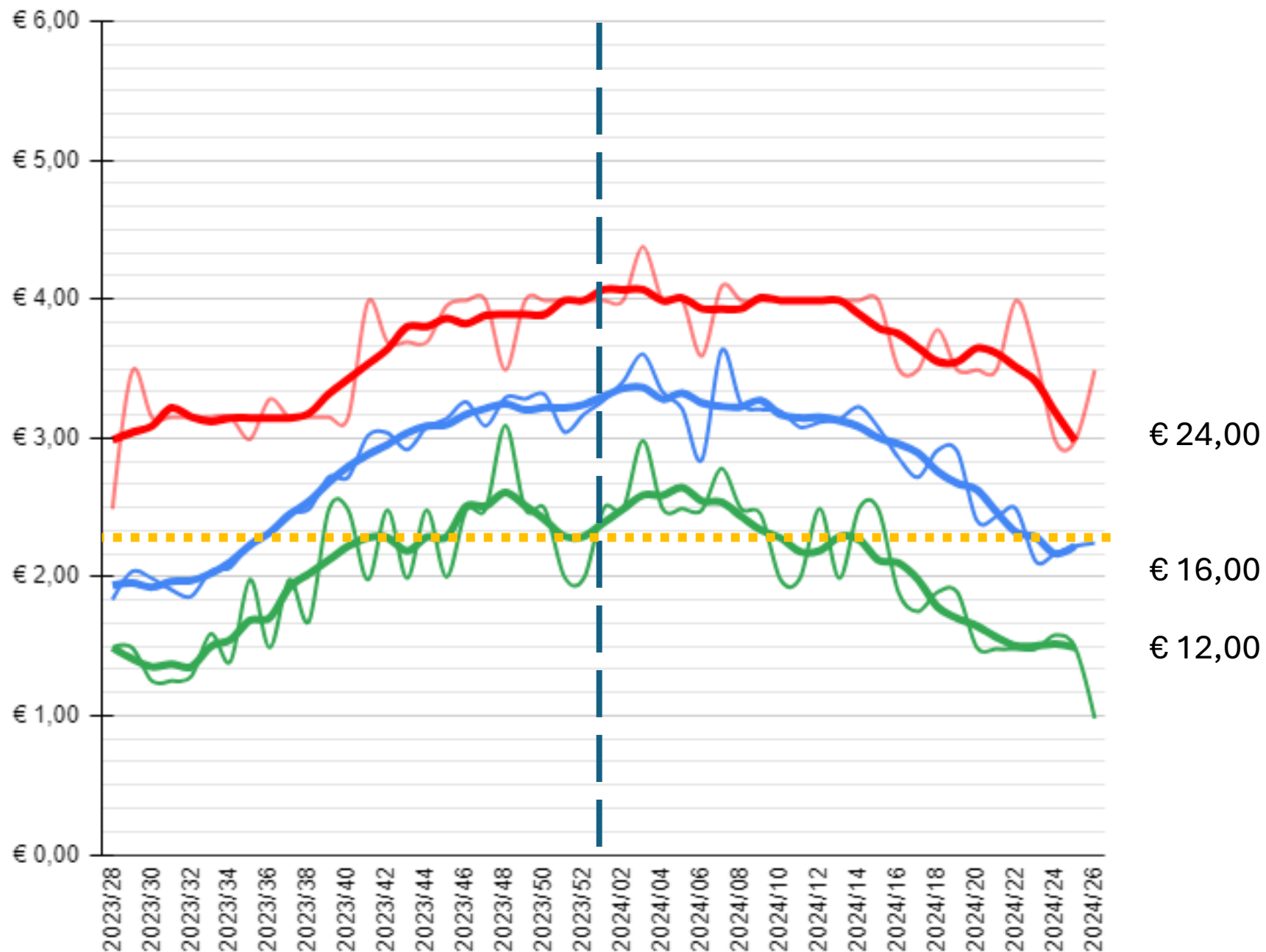
Prezzi per
125g
standard
nelle ultime
52 settimane

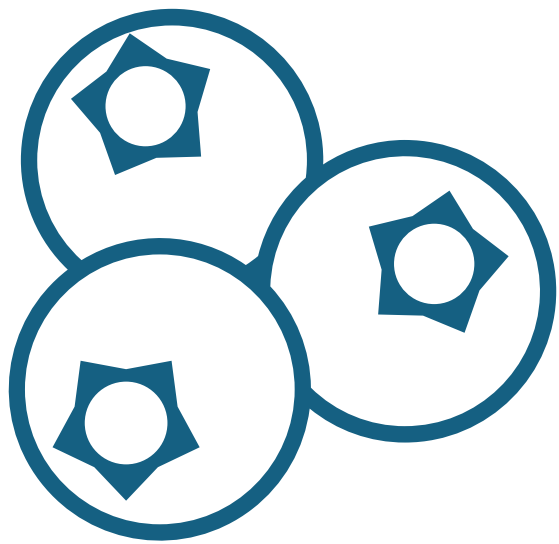




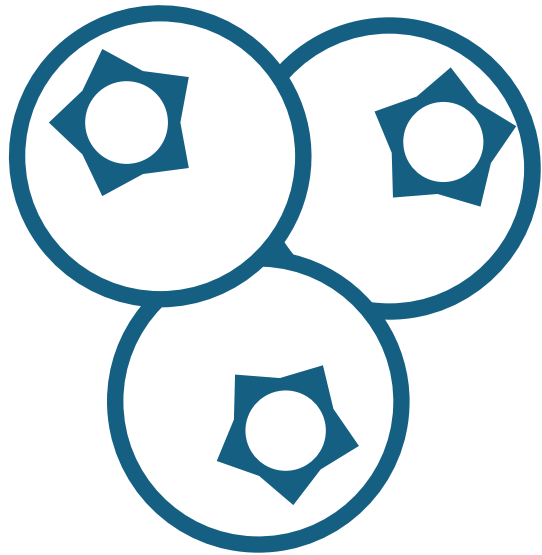
More

Prezzi per
125g
standard
nelle ultime
52 settimane



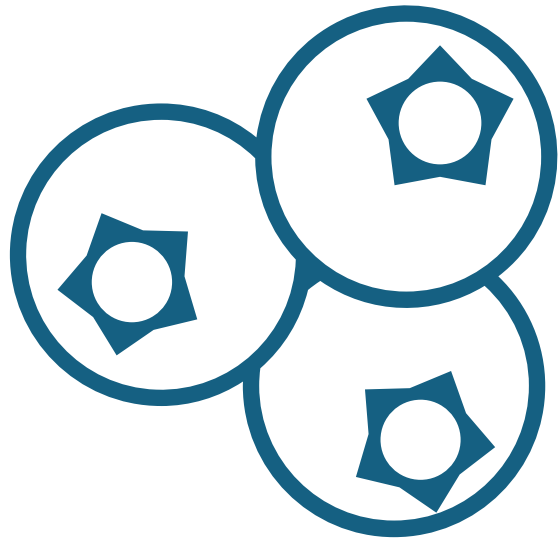


Quantità



Qualità

Quantità



Valore

Qualità

Quantità

Quantità



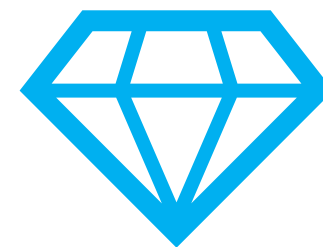
Superfici
Prodotto
Zone produzione
Penetrazione
Consumo
Mercati

Qualità



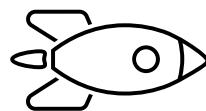
Consumatore
Breeder (varietà)
Produttore (rese)

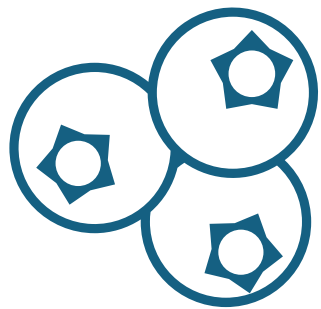
Valore



Convenience
Segmentazione
Branding

2021





SEGMENTI



Locale



Premium



Snack



Rosedene Farms Blueberries
150G

★★★★☆ 4.5 (2) [Write a review](#)

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£1.59 £10.60/kg

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