

# *Italian Berry*

## Blueberries in Italy and in Europe

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27 OCT 2023

# *Italian Berry*

**Production**

**Penetration**

**Consumption**

**Retail prices**

# Production

Varieties

Technology

Yield

Costs

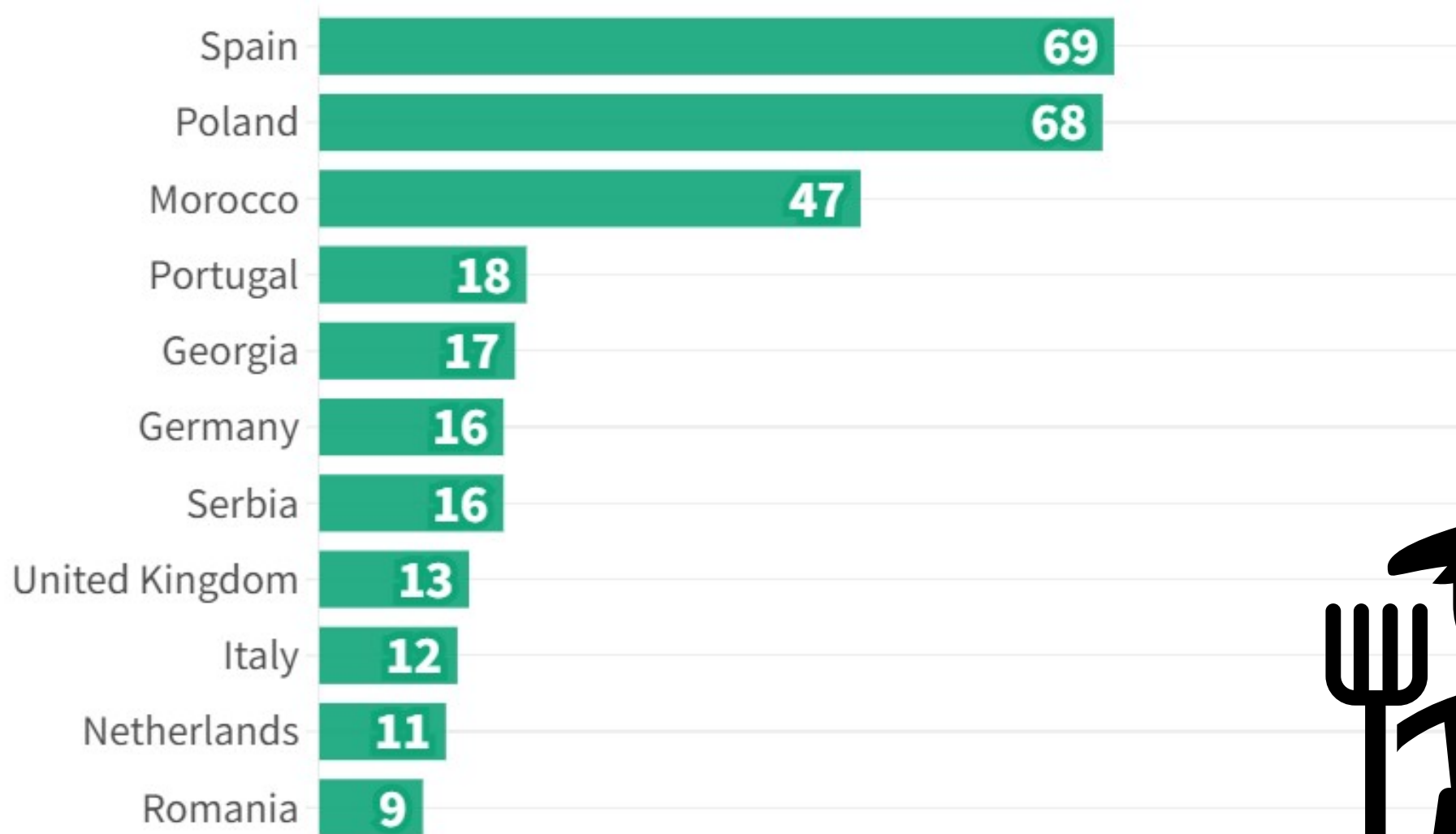
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# Blueberry production

Thousand of metric tons

2022

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Source: IBO

# Penetration

Strawberries

US – UK - D

Italy

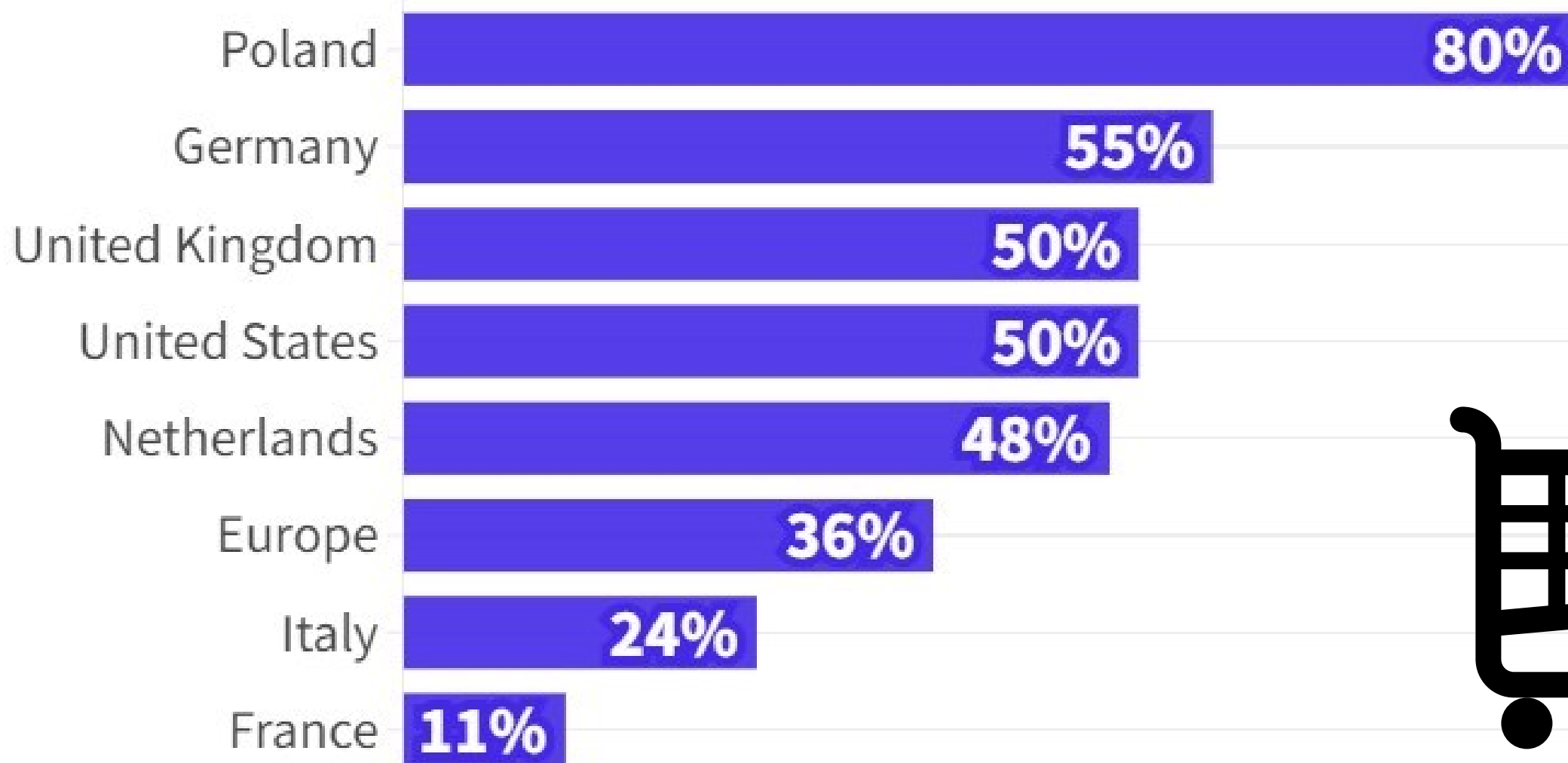
Poland

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## Blueberry penetration

% of households consuming blueberries at least once a year

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# The future of **penetration**

**Marketing**

**Segmentation**

**Quality**

**Display**

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## Blueberry consumption

Per capita consumption (kg/hab)

2021

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Consumption





# The future of consumption

Taste

Texture

Formats

Quality

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# Retail prices

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Standard segment €/kg  
Average 2020-2023



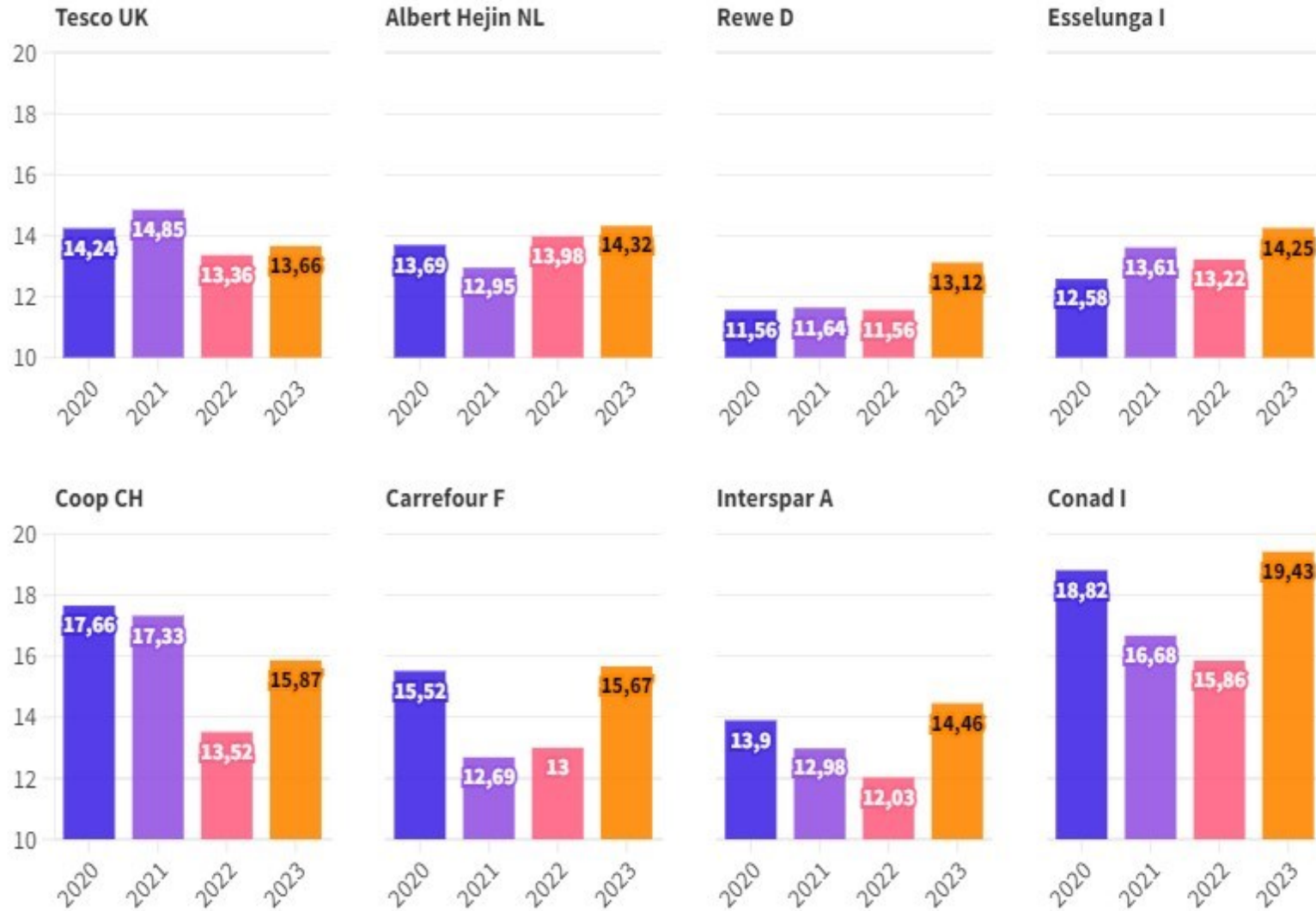
Source: Italian Berry

# Blueberry retail prices

Average yearly prices

€/kg

Standard ▼



Source: *Italian Berry*

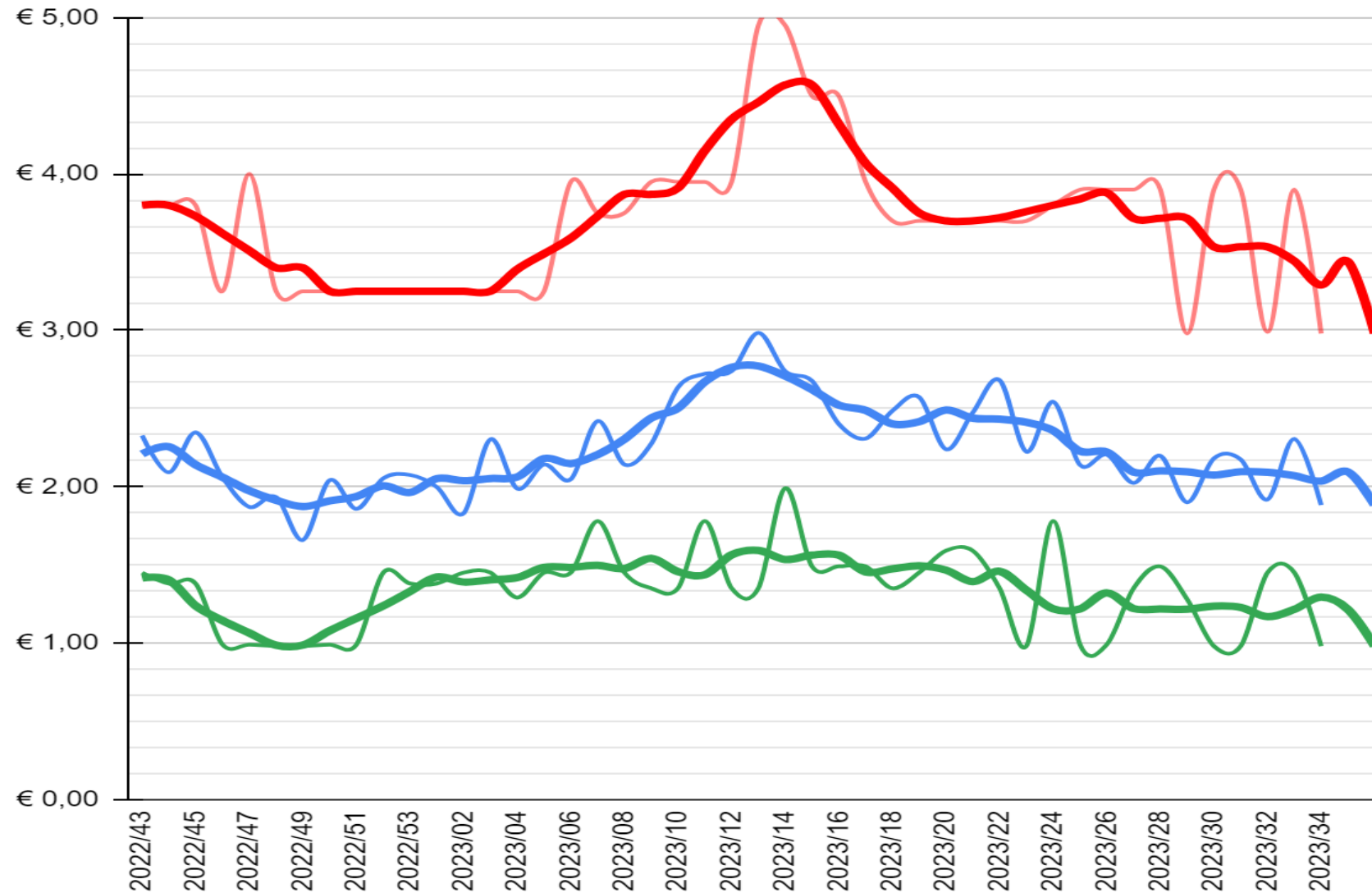
16/10/2023 – Week 42/2023

	Min €/kg	Max €/kg
Albert Heijn (NL)	€ 14,98	€ 19,95
Carrefour (FR)	€ 9,96	€ 27,92
Coop (CH)	€ 16,67	€ 27,83
FairPrice (SG)	€ 24,59	€ 68,72
ICA (SE)	€ 26,29	€ 26,29
Intermarche (FR)	€ 23,92	€ 23,92
Interspar (AT)	€ 16,63	€ 23,92
Kroger (US)	€ 9,35	€ 24,94
Mercadona (ES)	€ 14,00	€ 14,00
Rewe (DE)	€ 16,63	€ 23,92
Sainsbury's (UK)	€ 15,36	€ 19,20
Tesco (UK)	€ 12,98	€ 15,36
Walmart (US)	€ 13,92	€ 15,06
Woolworths (AU)	€ 7,82	€ 16,54
Totale generale	€ 7,82	€ 68,72

# Italian retail prices for 125g punnet blueberries

(minimum, maximum, average – online and shops – standard segment)

Source: Italian Berry





# Consumers



## Households

25,59  
millions

**-1.0%**



## Penetration

23,8  
%

**+2.9pt**



## Buyers

6,09  
millions  
**+12.6%**

## Repeat rate

68,29  
%

**-0.1pt**



# Value



**Buyers**  
6,09  
millions  
**+12.6%**



**Spend p/buyer**  
18,46  
€  
**+2.8%**



**Value**  
112  
€ millions  
**+15.8%**

**Price**  
12.23  
€/Kg  
**+6.4%**



# Volume



**Buyers**  
6,09  
millions  
**+12.6%**



**Kg per buyer**  
1,51  
kg  
**-3.3%**



**Volume**  
9.198  
ton  
**+8.9%**



**Trip**



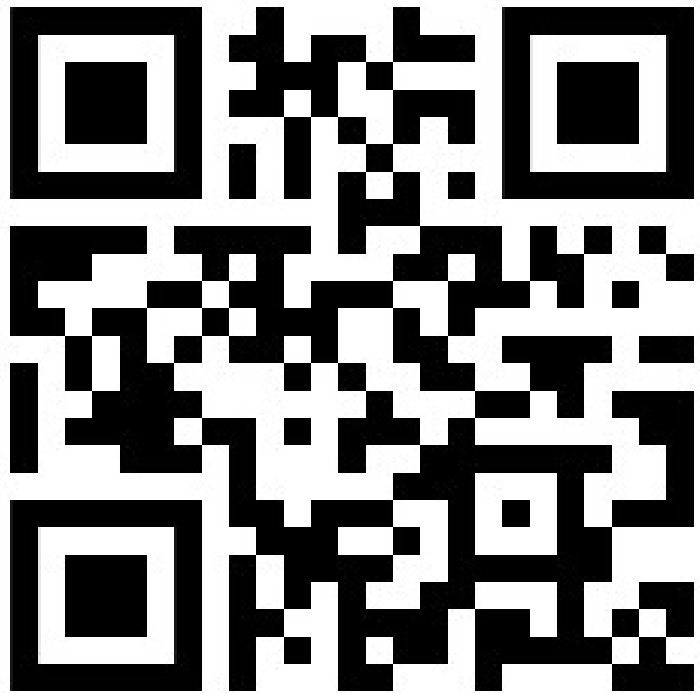
**Frequency**  
6.0  
occasions  
**+5.5%**

**Volume/trip**  
0.25  
kg  
**-8.4%**

**Spend/trip**  
3.10  
kg  
**-2.6%**



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