



Fruit and Vegetables to Germany.

Trends and opportunities

The market

Due to Australia's small market presence in Germany, there is little existing demand for Australian produce. However, potential does exist for committed exporters who are willing to develop this segment jointly with selected importers and retailers.

Australia's fruit and vegetable exports to Germany total around \$12 million annually. Australia supplies a small amount of:

- ≠ onions
- ≠ premium apples
- ≠ stone fruit
- ≠ berries
- ≠ citrus fruits
- ≠ pears
- ≠ tropical fruits (eg. mangoes)

Germany is the largest importer of fresh fruit and vegetables in Europe. Around 80 per cent of all fresh produce is sold via supermarkets and retail outlets, and 10 per cent through specialty shops and weekly street markets.

In general, **there is a growing trend for pre-packed produce, ready for the retail outlet shelves, cooling counters and freezers.** Exporters to Germany are supplying more value-added products such as pre-packed produce in small, attractive consumer packages such as baby vegetables, and double packs of 2 x 125 grams of tropical fruit salad.

Germany's agriculture ministry is currently in the process of introducing a Europe-wide eco-certification scheme that will complement the recent developments and rapid growth in the bio and eco sector.

Fruit

German per capita fresh fruit consumption ranges between 94.5kg and 99.5kg. A growing trend is the year-round availability of fruit with varieties stocked over longer periods.

The German fruit sector is traditionally supplied via specialised importers. Generally, supermarket chains and discounters don't import directly from a supplier, however, there is an emerging trend for supermarkets to contract directly with an overseas supplier, and with customs clearance, storage and distribution being handled by an appointed importer.

Fruit juices and fruit juice drinks are very popular in Germany. The per capita consumption of more than 40 litres per year is the highest in the European Union and about 13 per cent above per capita consumption in the USA.

Vegetables

The major vegetables consumed are cabbage, cauliflower, carrots, tomatoes and cucumbers. Imports of off-season vegetables, such as asparagus and mushrooms are also increasing. Per capita vegetable consumption is 85.1 kg.

Organic products often carry 50-100 per cent mark up in retail, which is considered too expensive for the consumer. This is reflected in the slow growth rate for organic fruit and vegetables in the German market.

Opportunities

During the off-season (September-May), opportunities exist for Australian exporters to supply fruit to Germany.

Other opportunities include supply of stone fruit from late November to February and for citrus and apples from April to May. Lower priced related varieties, such as Pink Lady apples could provide an interesting possibility to be developed together with strong German importers/distributors.

Opportunities for organically grown products are growing, albeit slowly. Retailers are reluctant to widen the range of organic products, as this involves difficult and expensive auditing procedures.

Competitive environment

Germany has a lower price structure than the UK or France, however, high quality is expected and this provides a strong challenge to potential Australian suppliers who have to meet the stringent volume and consistency requirements of German importers.

Competition in Germany is intense not only from within Europe but also from Africa and South America. The main competition for off-season produce comes from South Africa, Chile and New Zealand.

The main vegetable suppliers to Germany are the Netherlands, Spain, Italy, France and Belgium.

Fruit:

- ✦ **Citrus fruit** is available year-round, imported seasonally from Morocco, Israel, USA, South Africa, Argentina, Uruguay, and Brazil.
- ✦ **Deciduous fruit**, such as apples, apricots, berries, cherries, grapes, nectarines, pears, peaches and plums, are mainly imported from Chile, Argentina, Brazil, and South Africa.
- ✦ **Tropical fruit**, such as avocados, melons, kiwis, lychees, mangoes, papayas and pineapples, are imported from the Southern Hemisphere.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

(Last updated: February 2006)

Call Austrade on 13 28 78 or [Email us](#)
© 2006 Australian Trade Commission