

Spain Tropical Fruits Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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Report description:

Key Highlights

Spain's Tropical Fruits Market is poised to grow at a CAGR of 2.5% during the forecast period.

Spain is a large producer of fresh fruit, and its dominant role in the fresh sector has resulted in increasing imports with a larger volume from non-European countries and has the potential to become a trade hub for fresh produce from non-European countries.

Spain holds 40.1% of Europe's area of fruit cultivation and has the highest production share in Europe in oranges (54%), small citrus fruit (67%), avocados (91%), watermelon (35%), peaches (37%), peppers (48%) and lemons (65%). Spain is growing an appetite for less traditional fruit and vegetables, which increases the need for imported products.

Avocados represent the highest value in the Spanish imports of fresh fruit from non-European suppliers, making the country more attractive for international trade and as an access point into Europe. Spain is advancing in well-structured logistics and expanding services and packaging solutions.

Various agricultural policies have paved the way for the development of the fresh produce supply chain at all levels, as it is a vital component of the overall strategy for addressing global market competition for oranges. This enhances the performance and competitiveness of the countries on the import and export front. The increased disposable income and high spending capacity on health and related products enable fresh produce sales in developed regions such as Europe and North America. In 2021, Egypt exported approximately 300,000 tons to EU countries, consolidating its position as the leading non-EU supplier in the Mediterranean, in direct competition with Spain.

Thus, the factors such as increased demand from processing industries, increasing awareness of the health benefits of fruits, growing consciousness of health, and increasing incomes of consumers are propelling the growth of the market studied during the forecast period.

Spain Tropical Fruits Market Trends

Increasing Popularity Among Health-Conscious Consumers

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With increasing urbanization, higher disposable incomes in developed countries, and increased awareness about healthy diets, people are shifting toward healthier diet plans, including fresh fruits. The increasing initiatives by the government to improve the health of consumers in developing countries have positively impacted the market for fruits like mangoes, avocados, and blueberries. The urban population is gradually becoming more aware of the origin and type of food consumed, including brands of avocado like Fruto Rojo-fusica and Yellow fruit. This has prompted growers to supply high-quality products and adopt different distribution channels like hypermarkets/supermarkets and online channels to meet the growing demands of consumers.

The dragon fruit has high water content and is a good source of iron, magnesium, B vitamins, phosphorus, protein, calcium, and fiber. The fruit's edible seeds are also nutritious, as they are high in polyunsaturated fats, like omega-3 and omega-6 fatty acids, which have been shown to lower the risk of cardiovascular disorders. Mango contains 99 calories, 1.4 grams of protein, 25 grams of carbs, and 0.6 grams of fat found in one cup of raw mango chunks (165g). Mangoes, particularly Osteen, Kent, Tommy Atkins, and Red Palme, are a great source of vitamin C, E, and folate.

Furthermore, fruits like avocado are rich in antioxidants which help to protect or delay the body's cells from damage from free radicals (which experts believe may be a cause of cancer, atherosclerosis, and other diseases). Henceforth, the shift toward a healthier diet from a conventional diet, along with the increased awareness among consumers for these fruits, is expected to drive the market during the forecast period.

Dragon Fruit Can Withstand Weather Fluctuation And Poor Soil

The dragon fruit is tolerant of drought, heat, and poor soil. It is also tolerant of cold. However, damage to the plant is apparent if temperatures dip below freezing for a long period of time, but the plant usually recovers quickly from shorter durations of freezing temperatures.

Due to this, dragon fruit is a particularly ideal plant that might produce in areas where other fruits and vegetables cannot. This fruit can be grown on a wide range of soils, from sandy loam to clay loam. Though the tropical climate is ideal for red skin red pulp dragon fruit cultivation, the sturdy crop can survive in any climatic condition favorable for flowering and fruiting and soil conditions provided with good drainage. Not much disease generally affects this plant. Common problems, like root rot, sunburn, and bird attacks, can be handled relatively easily. Therefore, many farmers are picking up dragon fruit cultivation in regions where it has never been cultivated. There is a potential for off-season dragon fruit production, including red skin red pulp variety.

Dragon fruits are relatively long-lived perennials and can produce their first fruits within one year of their establishment. It can continue to fruit annually for 20 to 30 years before with marginal care and cultural conditions. Hence, because these plants can be grown in relatively adverse conditions, in opposition to other fruits that require an optimum growth environment, their cultivation is steadily becoming more popular, thereby contributing to the market's growth.

Spain Tropical Fruits Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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