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Consumption of fruit and vegetables in Europe 2025

Conducted by Kantar for Stiftelsen Opplysningskontoret for frukt og grønt (OFG)

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ABOUT THE SURVEY

The foundation Opplysningskontoret for frukt og grønt (OFG) has since 2017 conducted a yearly study to measure the consumption of fruit, berries and vegetables in various European countries. This survey has been repeated in 2025.

Several questions have been included in the Norwegian survey, i.a. related to children's consumption, consumption of fruit and vegetables and some questions about price, since food prices are now rising.

This report includes the main results from the European countries, where less questions were asked than in the Norwegian survey. A separate report deals with the questions about the use of fruit and vegetables in Norway.

The results are weighted by gender, age and education.

METHODOLOGY

Web survey

SAMPLE

National representative sample in each country
18+ years old
9012 interviews

FIELD PERIOD

09.09.25 – 20.09.25

ONE PORTION

Fruit and berries
One portion of fruit and berries is more or less a handful. It can be a medium-sized fruit such as an apple, banana or pear, or a piece of a large-sized fruit as melon, pineapple or mango. It could also be a handful of small-sized fruits like grapes, plums, kiwi or a handful of berries. We are thinking of fruit/berries in all formats: fresh, frozen, canned, in homemade smoothies etc.

Vegetables and salad
One portion is more or less a handful vegetables and salads. One portion could include a big tomato, seven cherry tomatoes, a carrot, a handful of broccoli or a small bowl of salad. Please consider vegetables and salads of all formats: fresh, frozen, canned, fried, in homemade smoothies etc.

Juice (not nectar)
A glass of juice is about 2 dl. Please think about pure fruit- and/or vegetable juice, not nectar or other not pure juice products. One portion is defined as 1 dl or half a glass of juice.

Smoothie (bought, not homemade)
A glass of smoothie is about 2 dl. Think of any type of smoothie you can buy made from fruit and/or vegetables. One portion is defined as 1 dl or half a glass of smoothie.



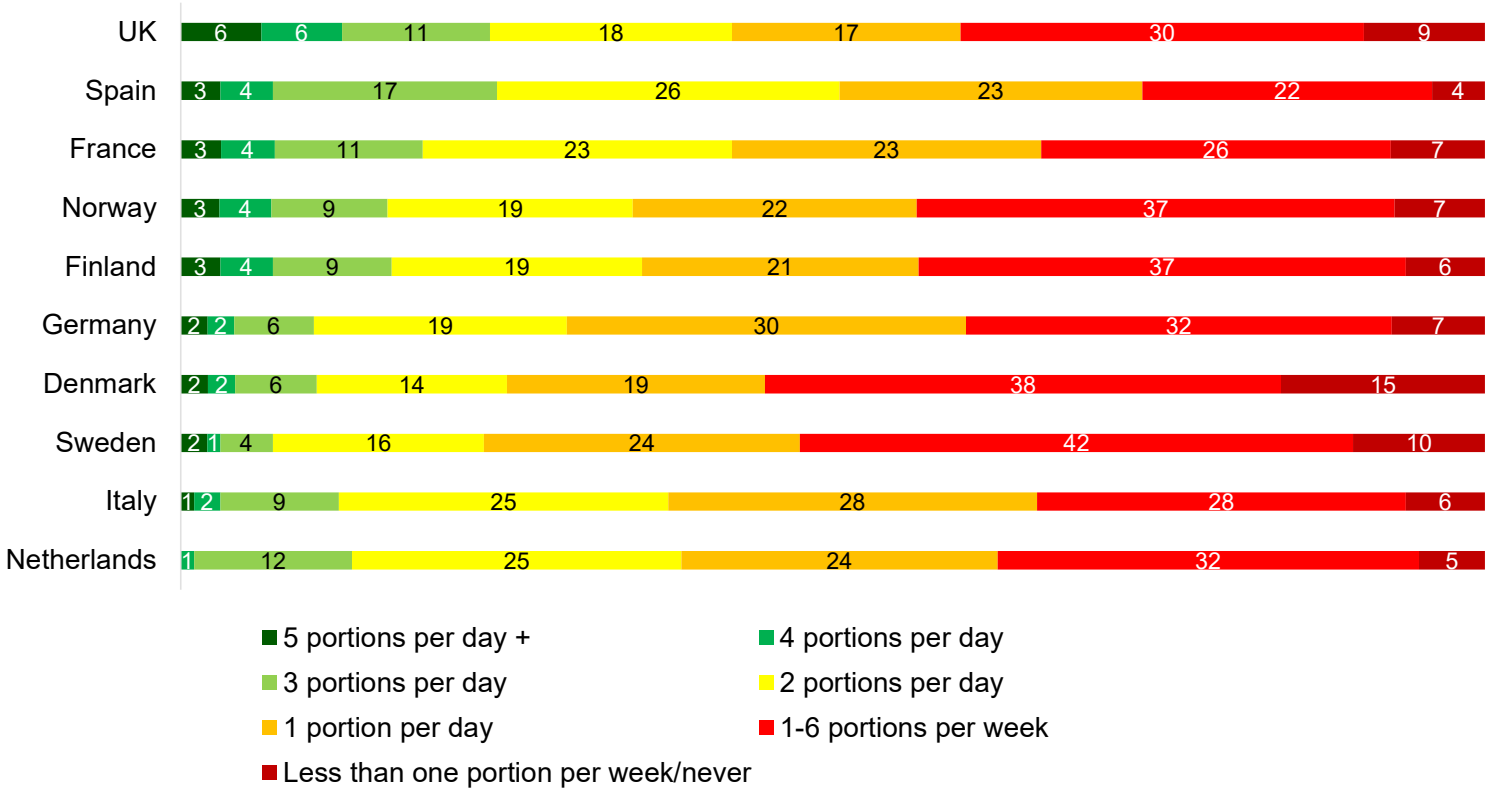
CONSUMPTION

Consumption of fruit/berries and vegetables in day-to-day life



Portions of fruit and berries daily

How many portions of fruit and berries do you usually eat?



UK CITIZENS STILL EAT MORE FRUIT AND BERRIES DAILY COMPARED TO OTHER EUROPEAN COUNTRIES

Eating *at least* one portion of fruit and berries each day, is most common in Spain and Italy. 73% report eating at least one portion of fruit and berries each day in Spain, and 65% report the same in Italy.

Less than half the population in Sweden and Denmark eat a portion of fruit and berries at least once a day.

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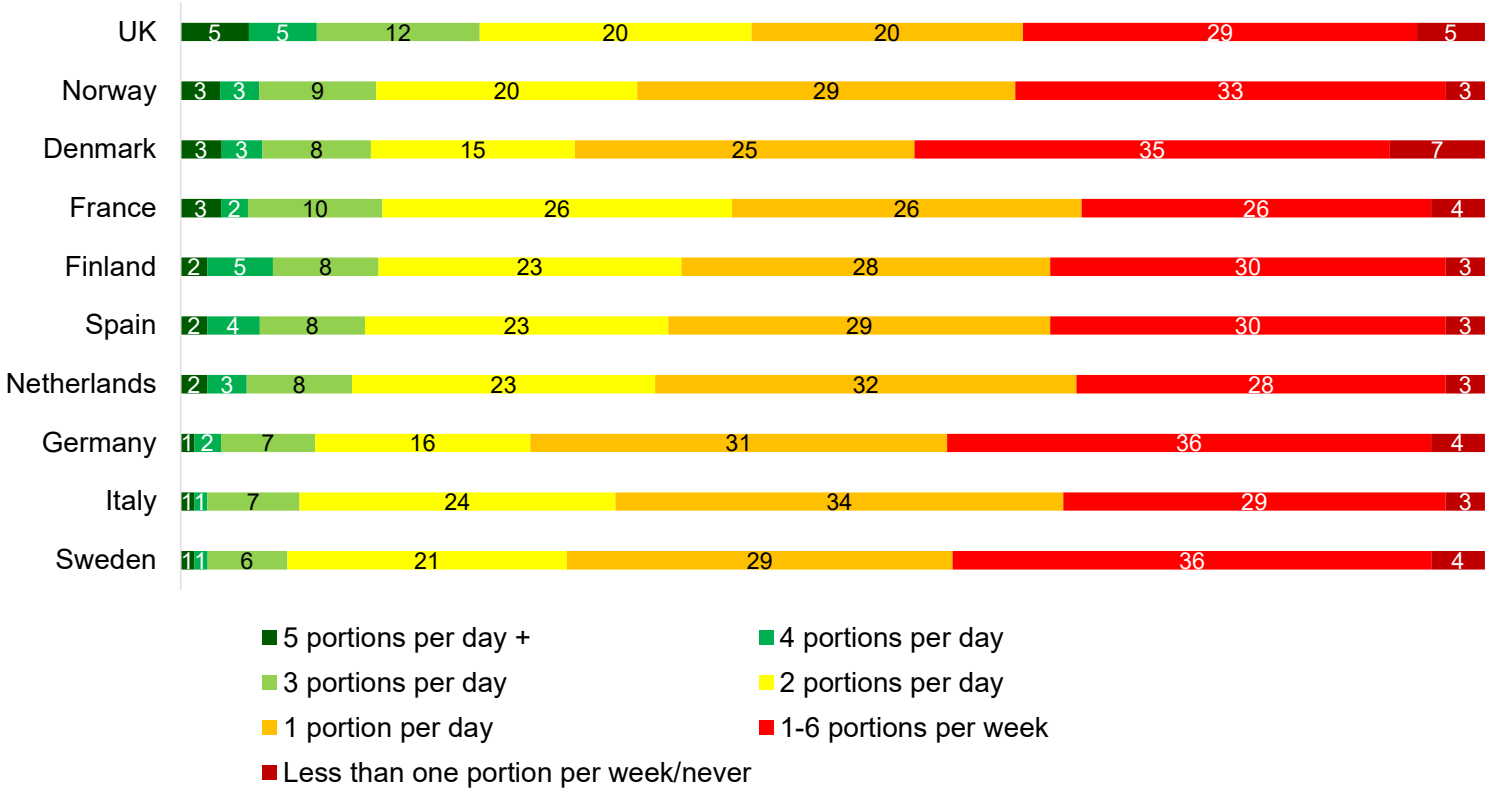
Portions of vegetables or salad (ex. potatoes) daily

How many portions of vegetables or salad (ex. potatos) do you usually eat?



THE UK IS ALSO AT THE TOP WHEN IT COMES TO EATING VEGETABLES DAILY

22% of the UK population eat at least three portions of vegetables each day.

The Netherlands has the highest share of the population who eat at least one portion of vegetables per day (68%), ahead of Italy and France, both at 67%.

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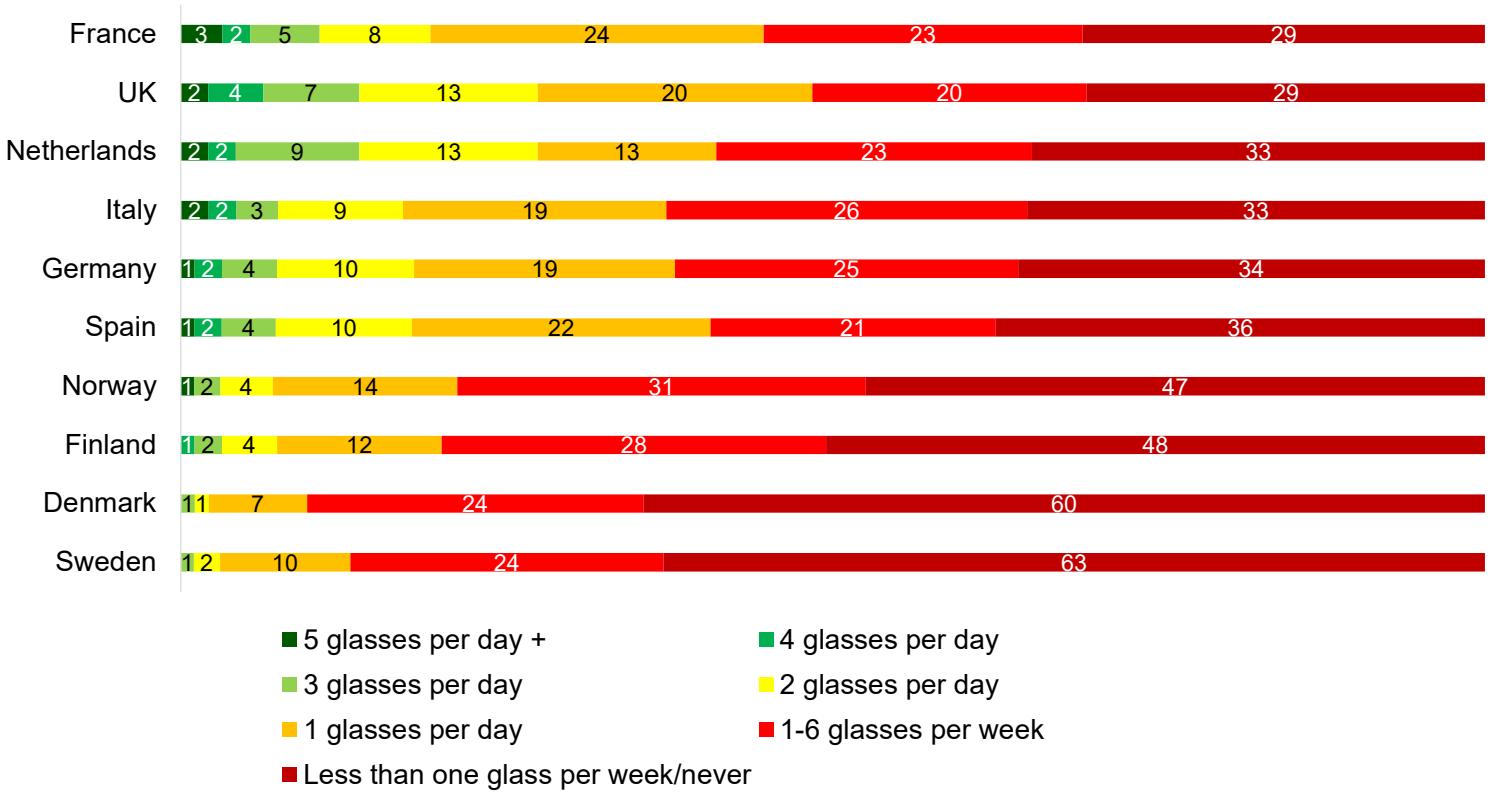
Glasses of juice (not nectar) daily

How many glasses of juice (not nectar) do you usually drink?



THE NORDIC COUNTRIES STILL DRINK SIGNIFICANTLY LESS JUICE THAN THE REST OF EUROPE

46% of the UK drink at least one glass of juice each day, compared to only 9% in Denmark.

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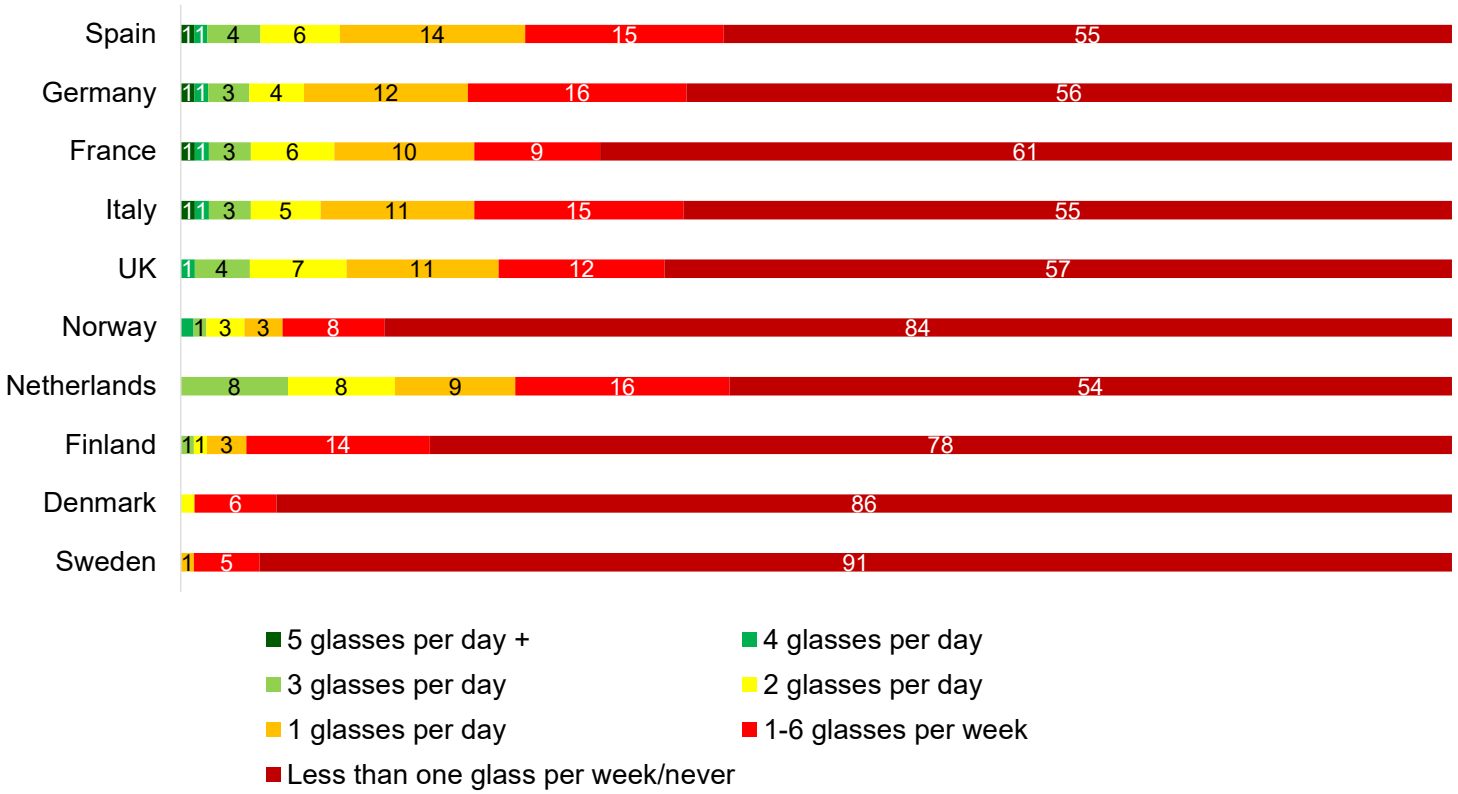
Glasses of smoothie daily

How many glasses of smoothie (bought in a store – not homemade) do you usually drink?



THE NORDIC COUNTRIES ALSO DRINK SIGNIFICANTLY LESS SMOOTHIE DAILY THAN THE REST OF EUROPE

6% of the Spanish population, and 5% of the German, French and Italian population, drink at least three portions of smoothie each day.

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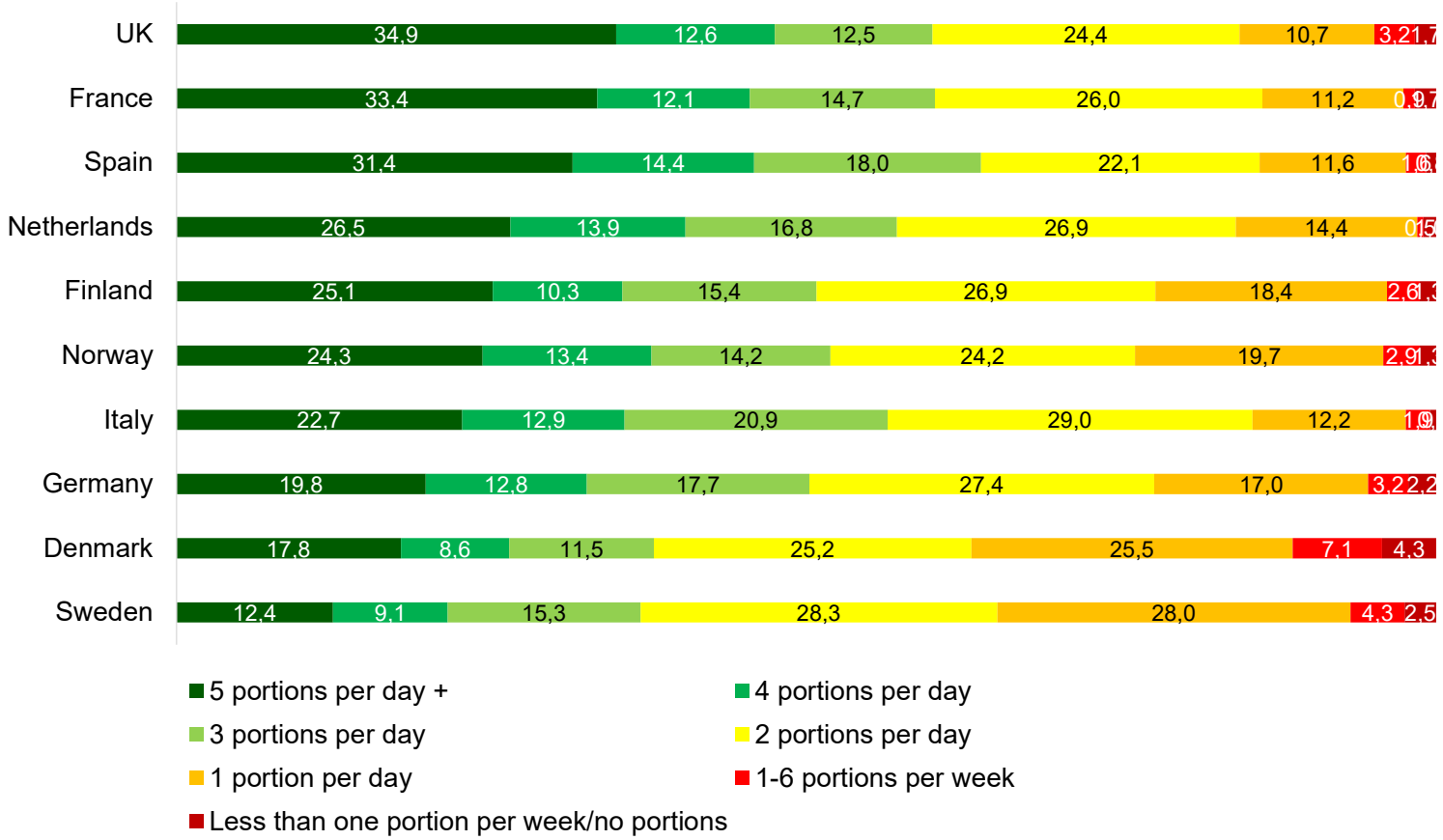
Total consumption of fruits and vegetables daily



THE TOTAL CONSUMPTION OF FRUIT AND VEGETABLES VARIES BETWEEN THE EUROPEAN COUNTRIES

34.9% of the UK population eat at least five portions of fruit and vegetables each day. In comparison, only 12.4% of the Danish population do the same.

The population in Denmark eat less considerably less fruit and vegetables daily compared to other Europeans.

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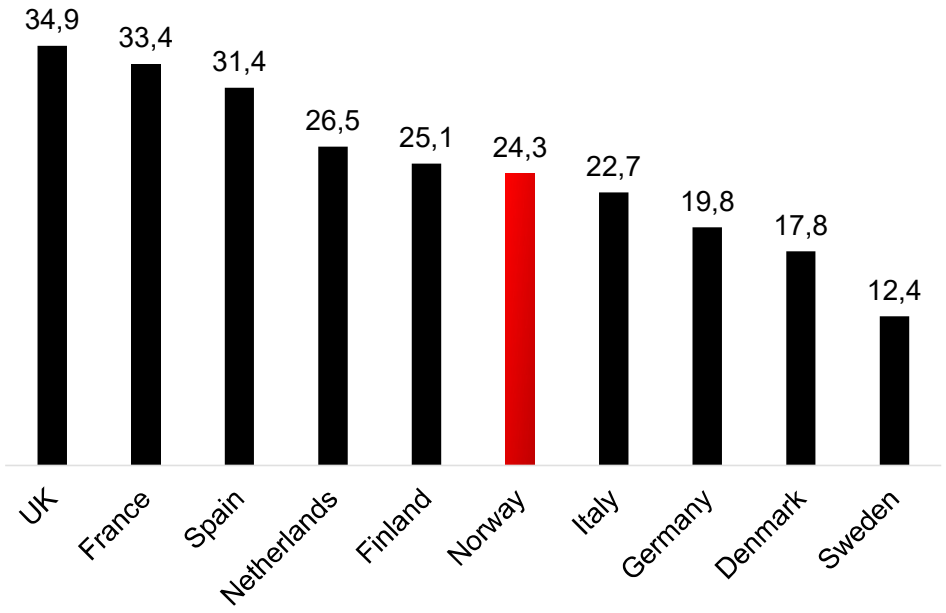
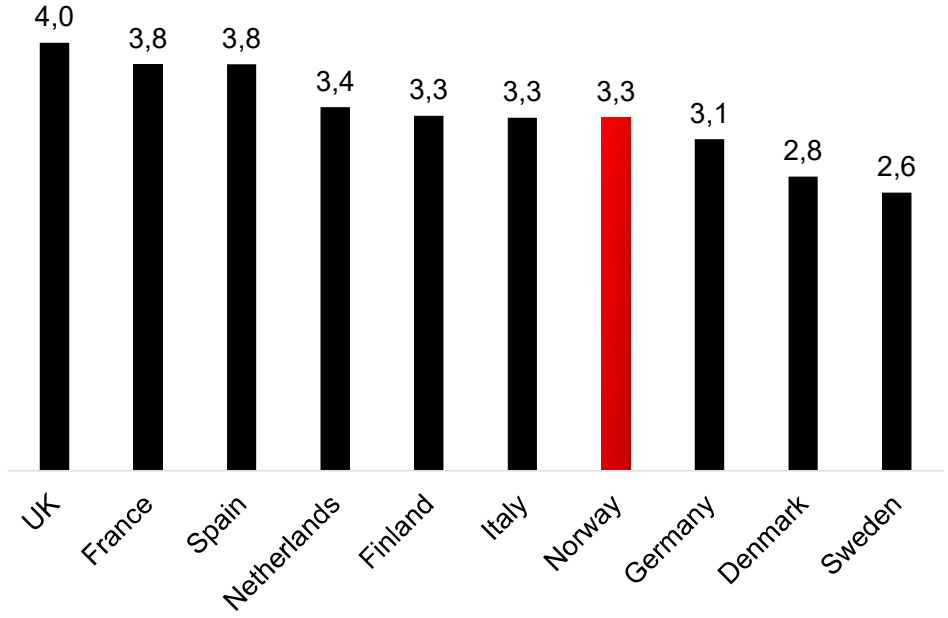
Daily consumption

The percentage who eats at least 5 portions of fruit/berries or vegetables every day



Mean – daily consumption of fruit/berries and vegetables



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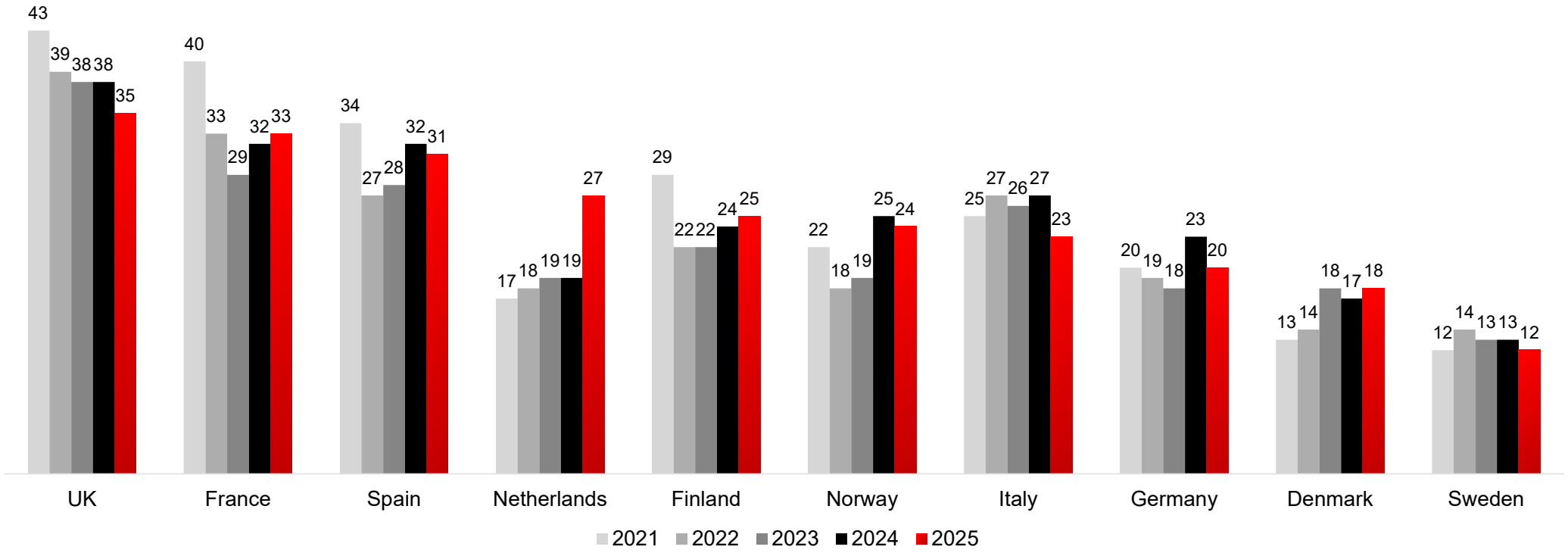
Calculation: Consumption of juice and smoothie counts for maximum one portion a day. Those who answer: «I don't know», and those who haven't given an answer to how many fruits/berries/vegetables/drinks they eat/drink are excluded from the calculation.

The percentage who eats at least 5 portions of fruit/berries or vegetables every day – development over time



Calculation: Consumption of juice and smoothie counts for maximum one portion a day. Those who answer: «I don't know», and those who haven't given an answer to how many fruits/berries/vegetables/drinks they eat/drink are excluded from the calculation.

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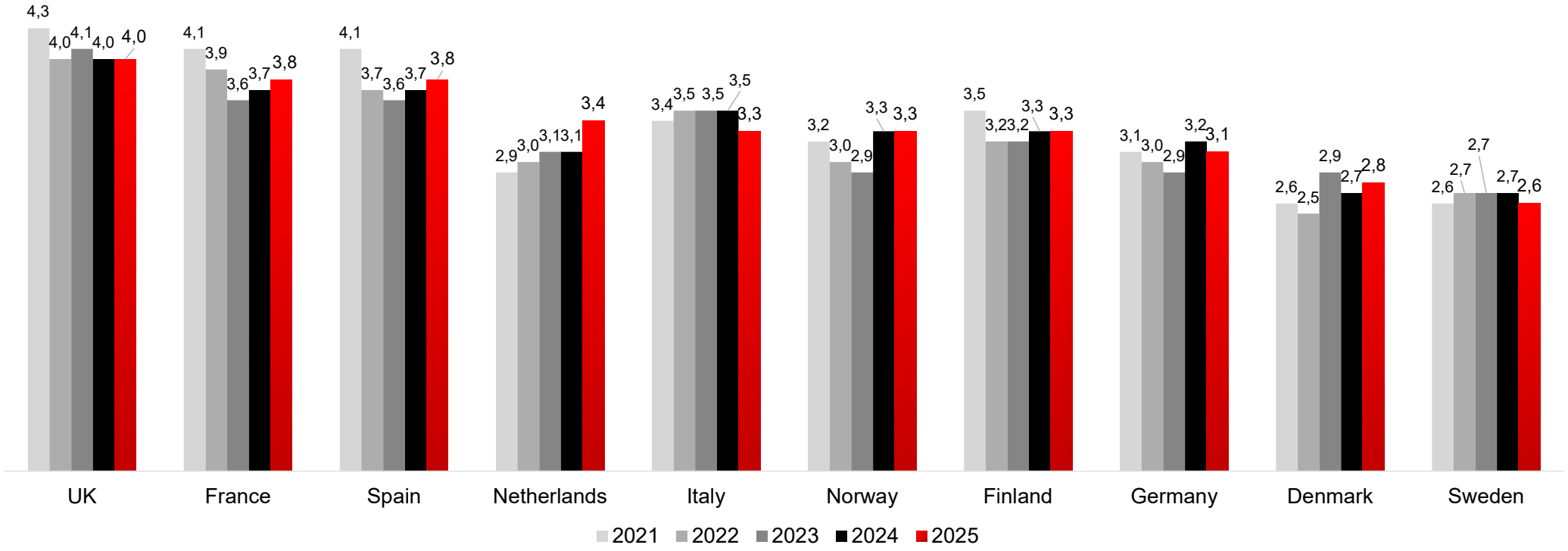
Mean – daily consumption of fruit/berries and vegetables – Development over time



Calculation: Consumption of juice and smoothie counts for maximum one portion a day. Those who answer: «I don't know», and those who haven't given an answer to how many fruits/berries/vegetables/drinks they eat/drink are excluded from the calculation.

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SUMMARY



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- The UK still has the highest share who eat at least five portions of fruit and vegetables each day. But it's a negative trend since 2020, and that share is decreasing every year.
- The Nordic countries still drink considerably less juice and smoothie than the rest of Europe.
- There are noticeable changes from last year in shares that eat at least five portions of fruit and vegetables every day for several countries. The biggest being a +8-percentage increase in the Netherlands.
- The mean consumption of fruit and vegetables is, on the other hand, more stable across Europe, with few changes from last year.
- The UK, Spain and France have the highest average consumption of fruit and vegetables, while Denmark and Sweden have the lowest.



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