

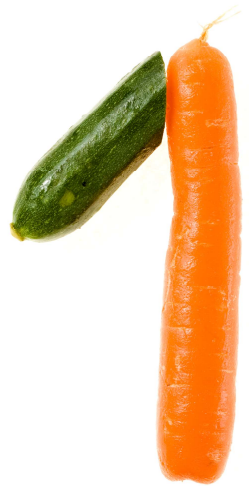
KANTAR

Use of fruit, berries and vegetables in Europe 2023

Study in Norway, Sweden,
Denmark, Finland, UK, France,
Spain, Italy, Holland and Germany.

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





About the study



Background

Every year from 2017-2023, “Stiftelsen Opplysningskontoret for frukt og grønt” (OFG) has conducted a study to measure the consumption of fruit/berries and vegetables in different European countries.

OFG repeated this study in 2023.

The research issue:

To measure the consumption of fruit/berries and vegetables in different countries

- Mean consumption per day (normally eat)
- % of the population who eat 5 or more portions a day
- Any changes in consumption from 2017 to the present.



To be able to compare the results in the different countries, we have emphasized that a common methodology is used as well as a country representative sample in all countries.

Summary of research design

The project was conducted in a selected number of countries, - Norway, Sweden, Denmark, Finland, UK, Spain, France, Holland, Italy and Germany.

The research design and the questionnaire were the same as in 2022.

Sample: National representative sample in each country, age 18 years +
1000 interviews per country, except for Norway where we conducted 3000 interviews (to be able to break down the results in subgroups)

Methodology: Online; PC, tablets or mobile

Fieldwork: 4. – 18. September 2023

The results are weighted by age, gender and education according to national statistics (same as last year).

Definition of a portion used in this study (same as previous years)

Fruit and berries:

One portion of fruit or 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 such 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 (ex. Potatoes):

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, cooked, 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. / ½ a glass of juice

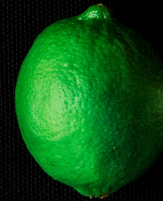
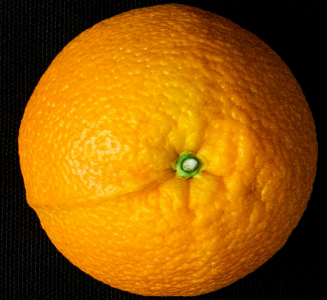
Smoothie (bought not home made):

A glass of smoothie is about 2 dl. Think of any type of smoothie you buy, made from fruit and/or vegetables.

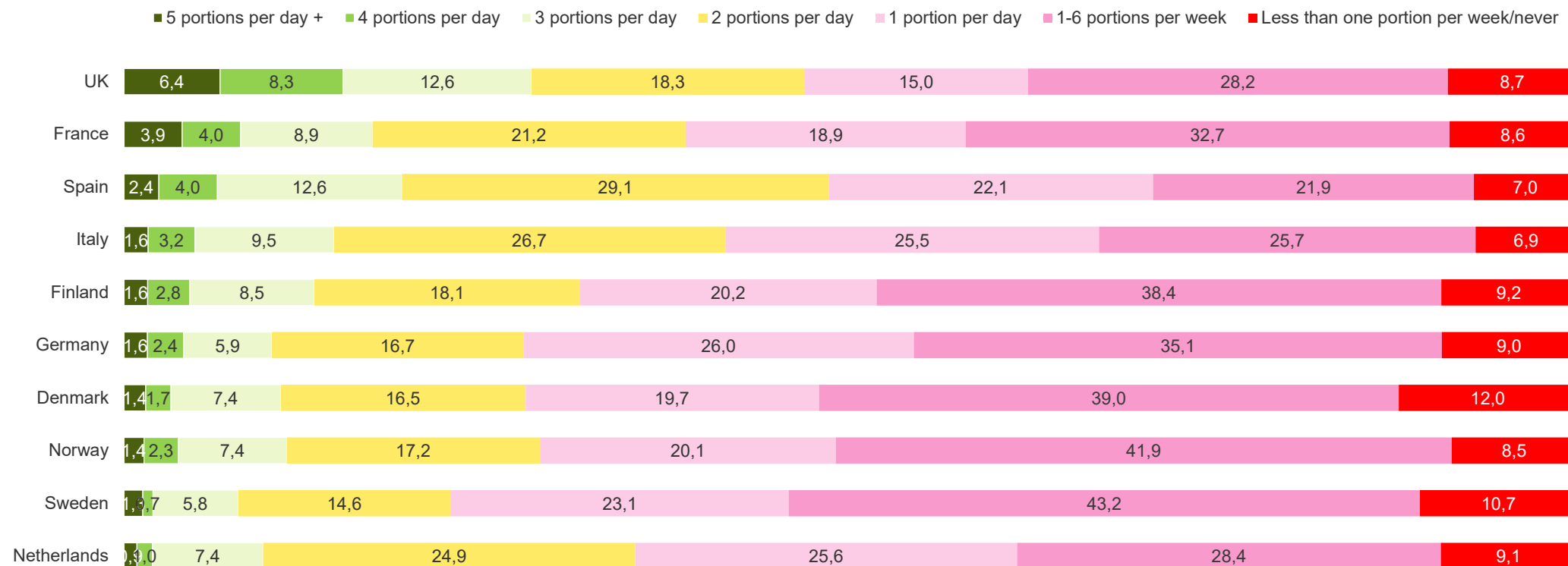
One portion is defined as 1 dl. / ½ a glass of smoothie

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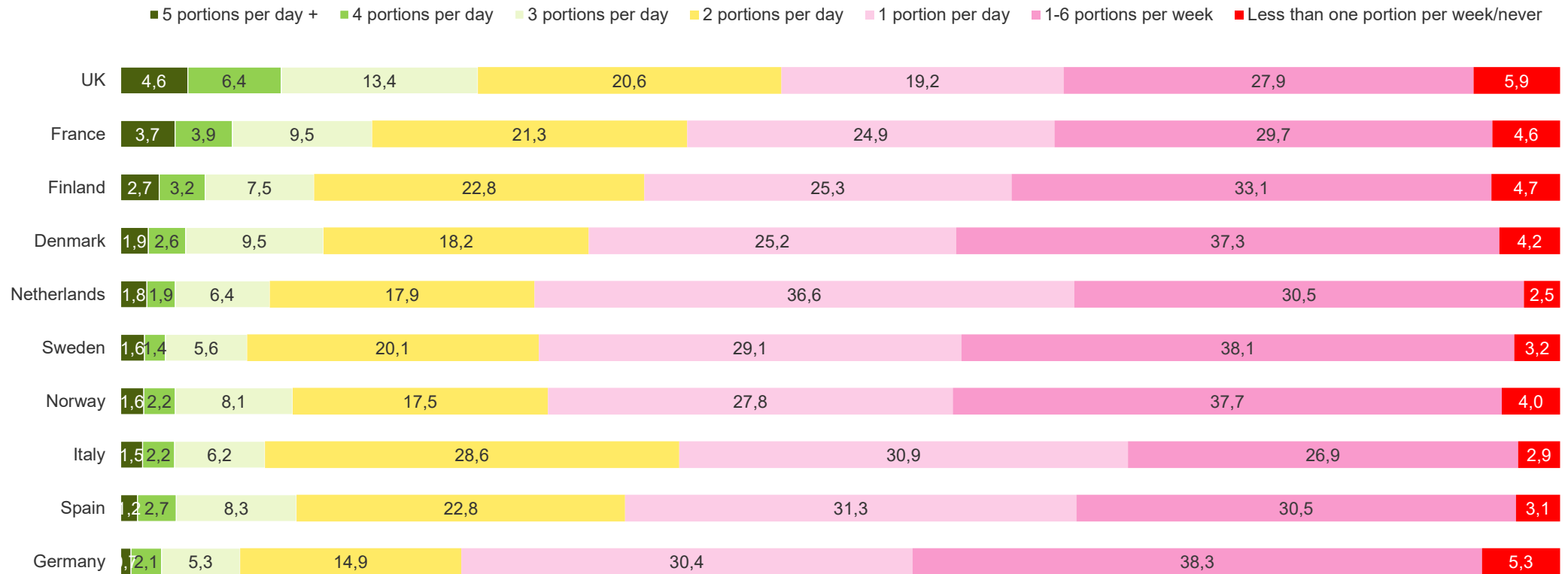
Use of fruit, berries and vegetables



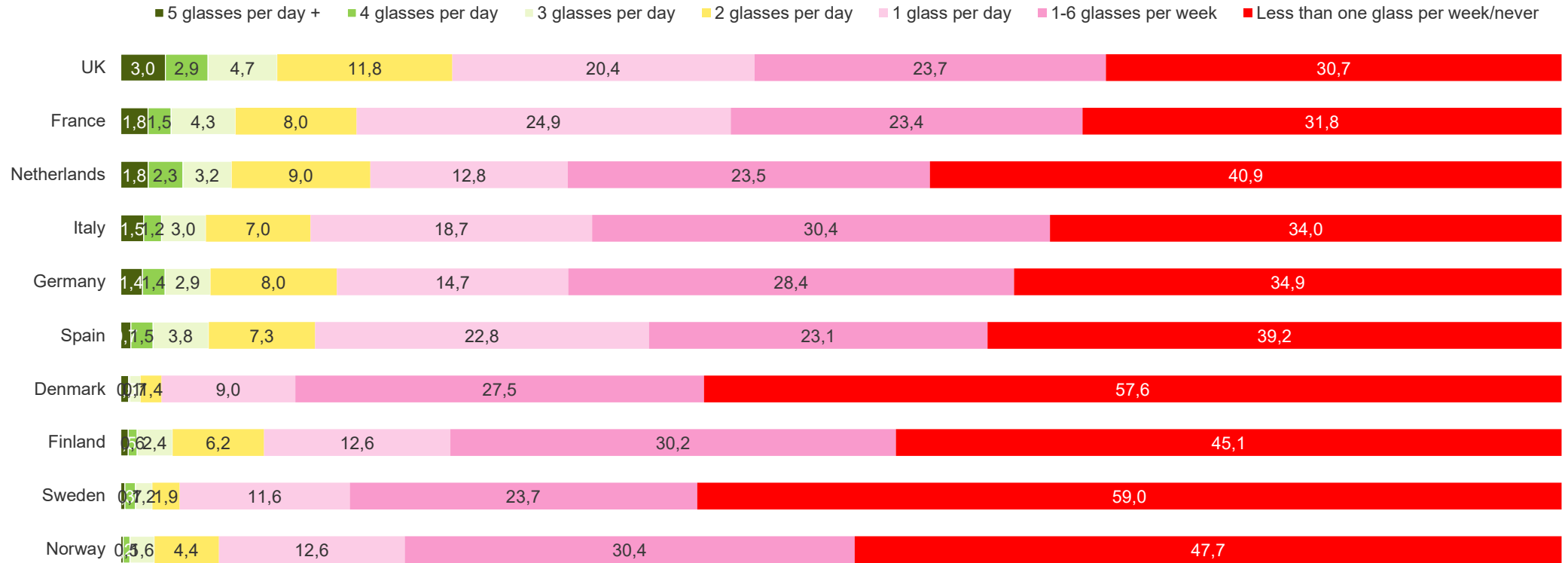
How many portions of fruit and berries do you usually eat?



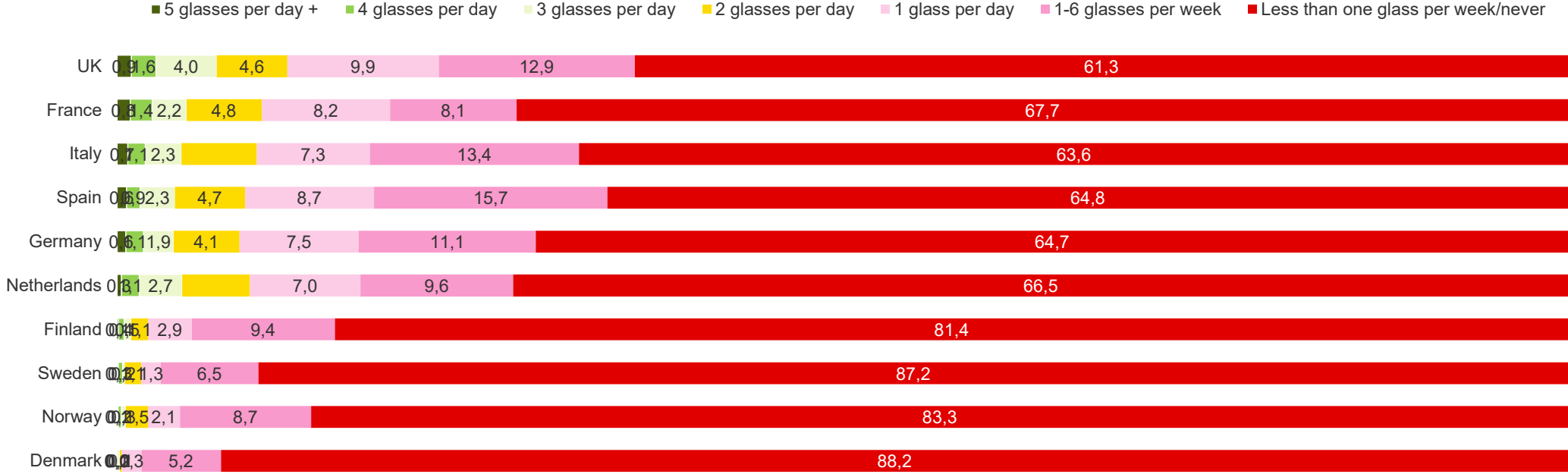
How many portions of vegetables or salad (ex. potatoes) do you usually eat?



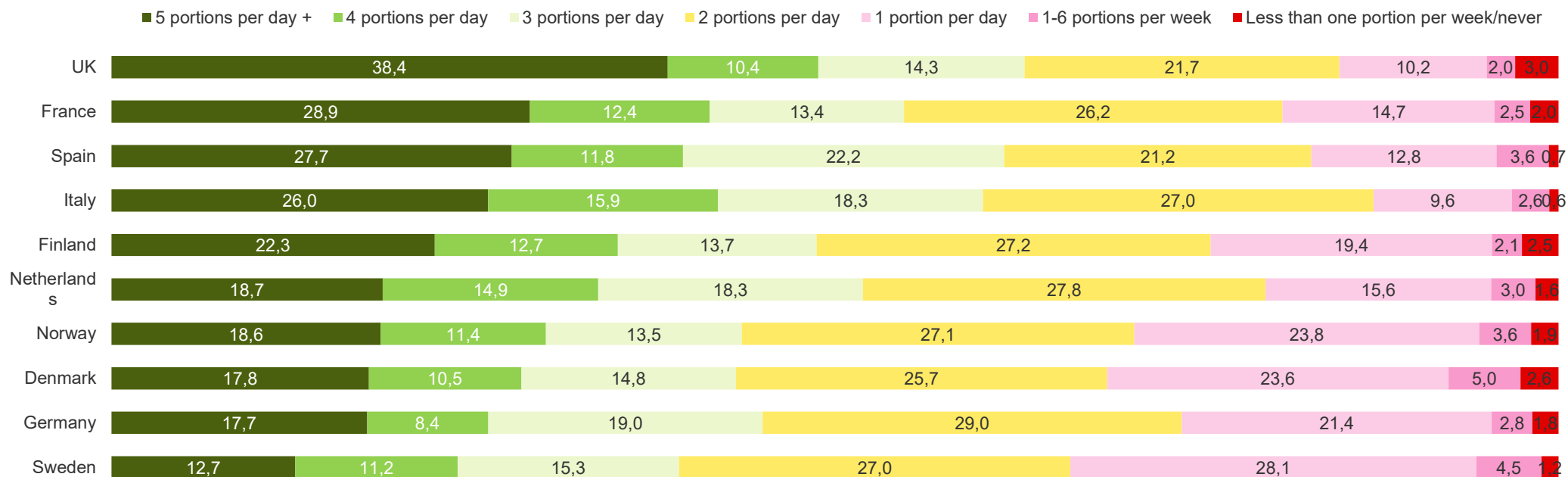
How many glasses of juice (not nectar) do you usually drink?



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



How many portions of fruit and berries, vegetables or salad (ex. Potatoes), glasses of juice (not nectar) and smoothie (bought in a store – not homemade) do you usually eat?

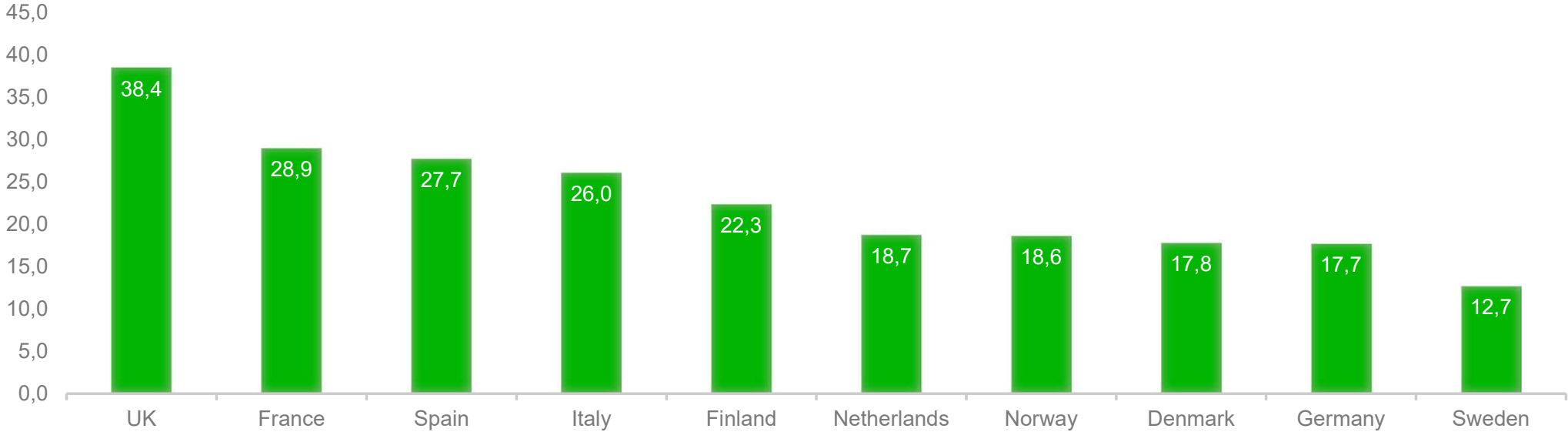


Share eating at least 5 portions

The share of the population eating at least 5 portion of fruit/berries and vegetables is highest in UK, followed by France, Spain and Italy.

Comparing the Nordic countries, the share of the consumption at least 5 portions a day is highest in Finland. Norway is ranked second, higher than in Denmark and Sweden.

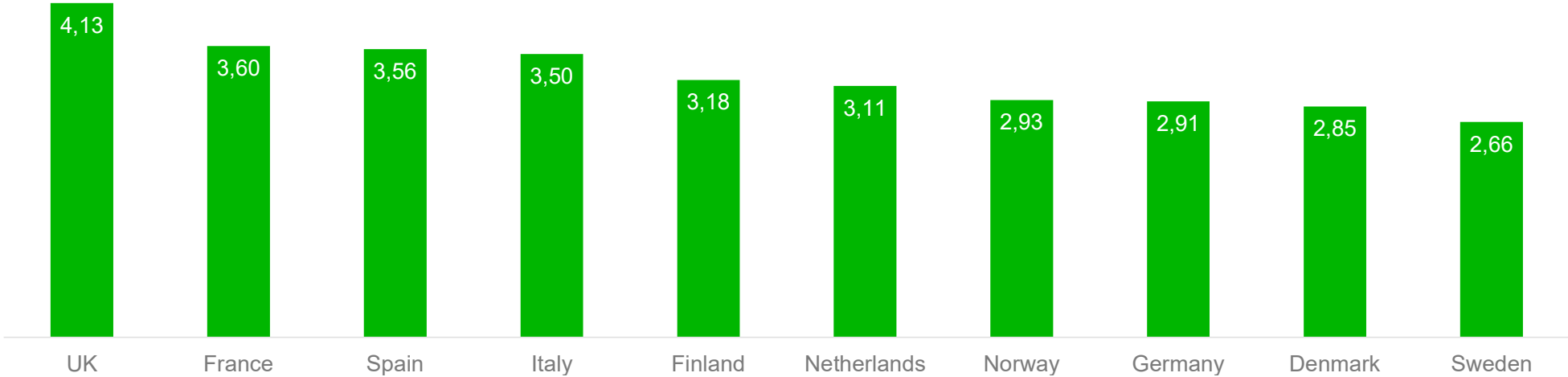
Consumption of juice and smoothie counts for max. one portion a day



Mean – daily consumption of fruit/berries and vegetables (eat normally)

Number of portions

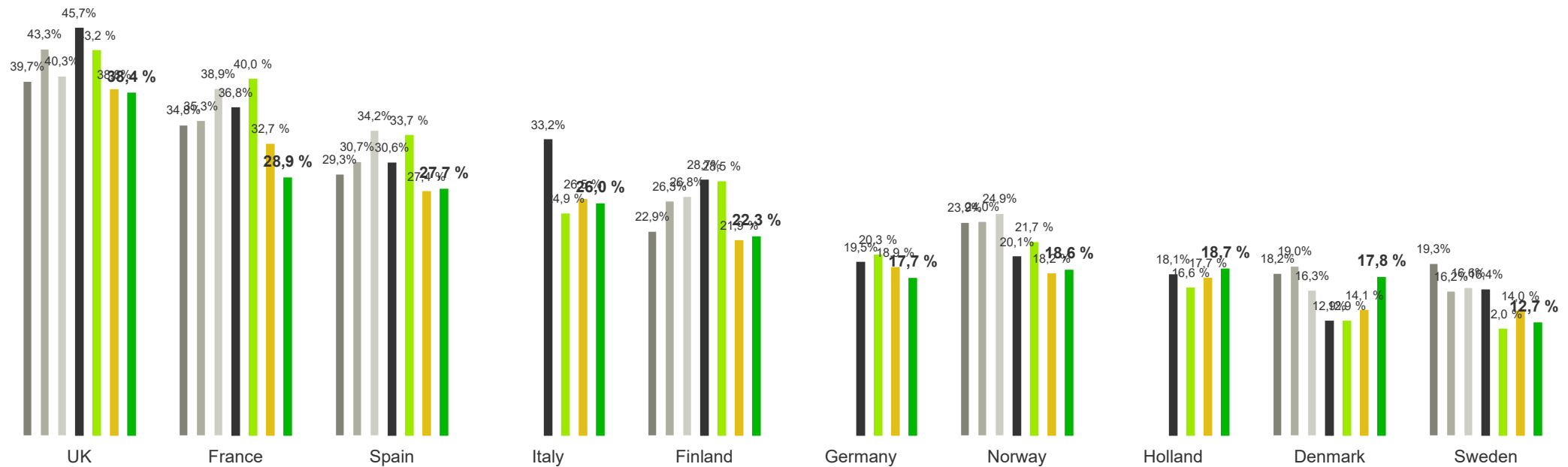
Consumption of juice and smoothie counts for max. one portion a day



Development 2017-2023: Share eating at least 5 portions

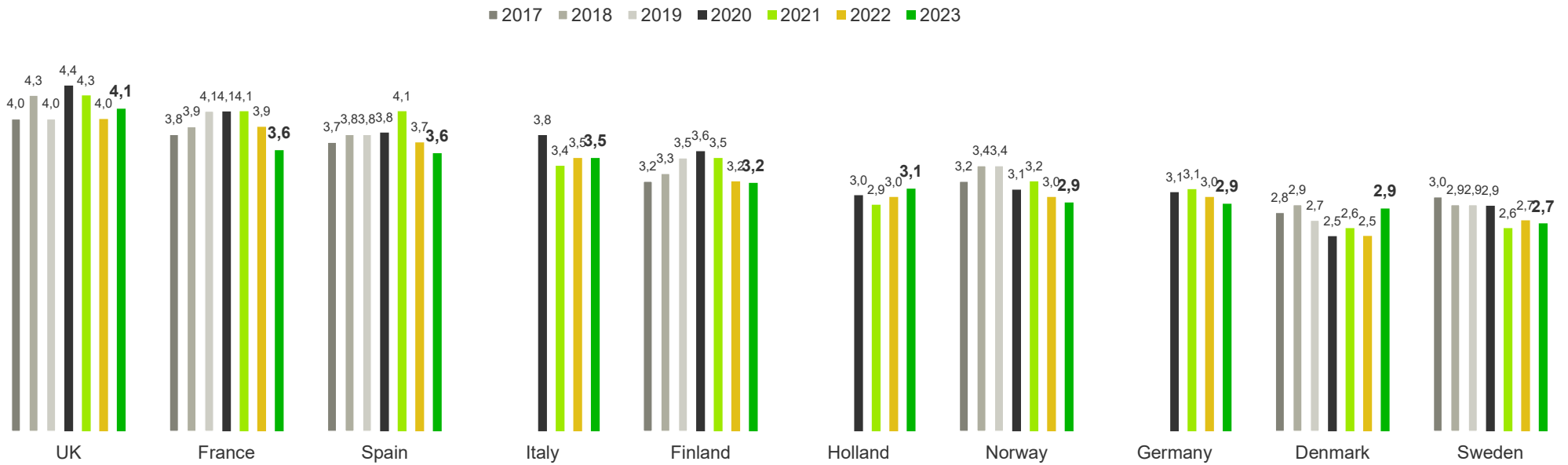
Compared to the results from last year, we see that there has been a drop in shares of eating at least 5 portions on a daily basis for France, Germany, and Sweden, while Denmark and Holland have increased their shares. Remaining markets have fairly stable development.

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



Development 2017-2023: Mean of daily consumption

Means number of portions



3 Summary



Highlights

- There are quite big differences between the countries on the question of how many normally eat at least 5 portions of fruit/berries or vegetables a day. UK is by far the country with the highest share (38%), followed by France (29%), Spain (28%), and Italy (26%).
- The daily consumption of fruit/berries and vegetables has overall quite stable development, which we can see in the mean of number of portions over time. Here we see that the UK is on top, with mean consumption of 4,1, followed by France and Spain (both with 3,6). The changes here from 2022 are small. Norway (2,9), Germany (2,9) Sweden (2,7) and Denmark (2,9) has a mean consumption which are among the lowest measured in these markets.
- When we look at the time series results for means of number of portions, we see that there are some differences in the trend directions between the markets. Norway, Sweden and France has had a slight negative trend since 2019-2020, while Denmark and Holland have had a small increase in 2023 compared to the last few years. However, overall, these changes are very small and not significant changes.
- Consumption of fruit/berries and vegetables correlated with level of education,- high education level correlates with higher consumption of fruits/berries and vegetables. Also, women generally eat more fruits/berries and vegetables than men.