



Consumption of fruit and vegetables in Europe

Study in Norway, Sweden, Denmark, Finland, UK,
France and Spain

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

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About the study

Background

Today there exist no common statistics on consumption of fruit and vegetables across European markets. There exist statistics for different European markets (i.e. Eurostat, Freshfel Europe, national organizations, etc.), but the methodology used to gather these statistics are different and thus the volumes reported are not comparable across markets.

Another concern regarding the statistics are the facts that methodologies used might not have been able to include all social classes – a parameter known to correlate with consumption of fruit and vegetables.

An important condition for a consumption study is therefore that a common methodology is used, as well as a country representative sample, in all countries.



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
- To measure consumption of fruit/berries and vegetables during the day

Summary of research design

The project was conducted in a selected number of countries, - Norway, Sweden, Denmark, Finland, Great Britain, Spain, France.

Sample: National representative sample in each country, age 18 years +
1000 interviews per country.

Methodology: Online; PC, pad or mobile

Fieldwork: 20. – 26. September 2017



Questionnaire

The results were weighted by age, gender and education according to national statistics.

Definition of a portion used in this study

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):

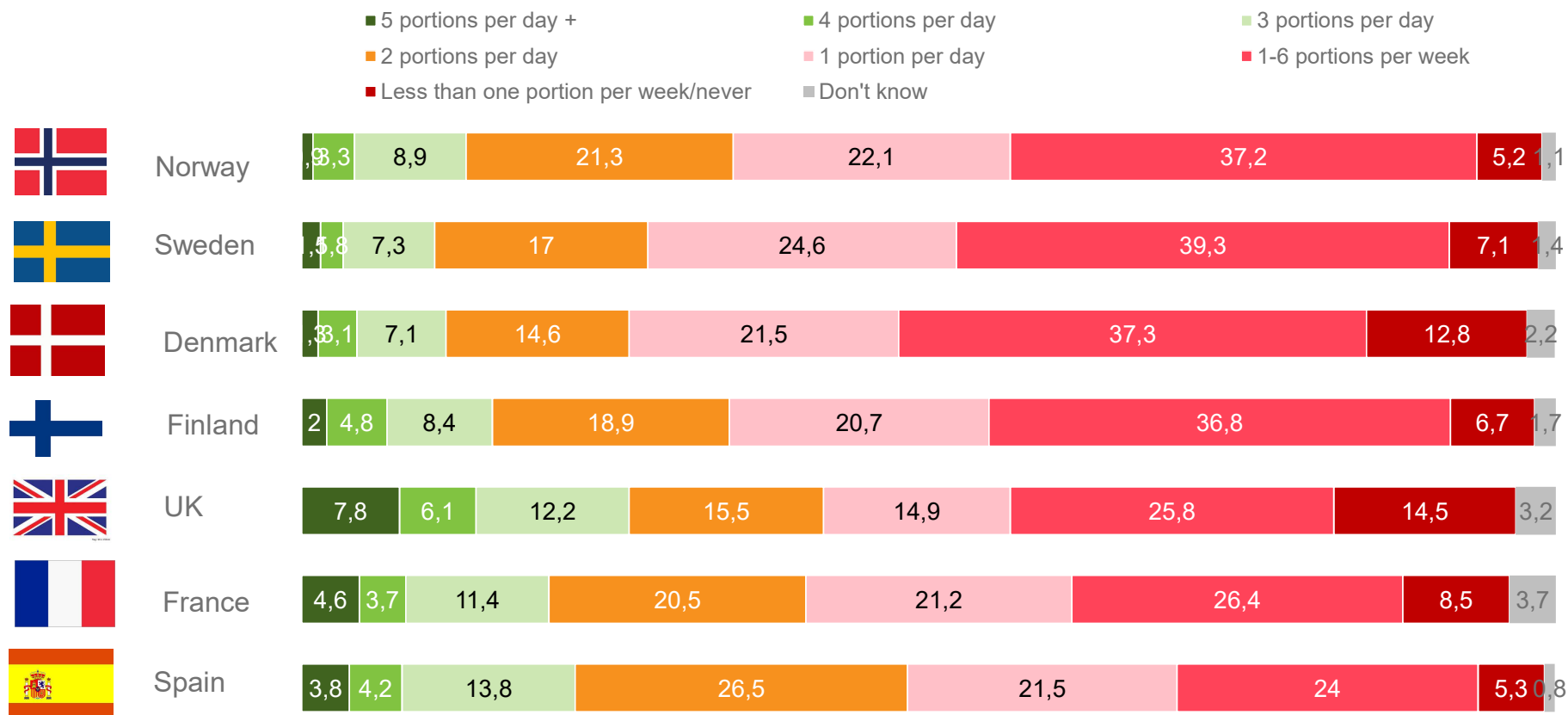
A glass of smoothie is about 2 dl. Think of any type of smoothie you buy, made from fruit and/or vegetables.

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

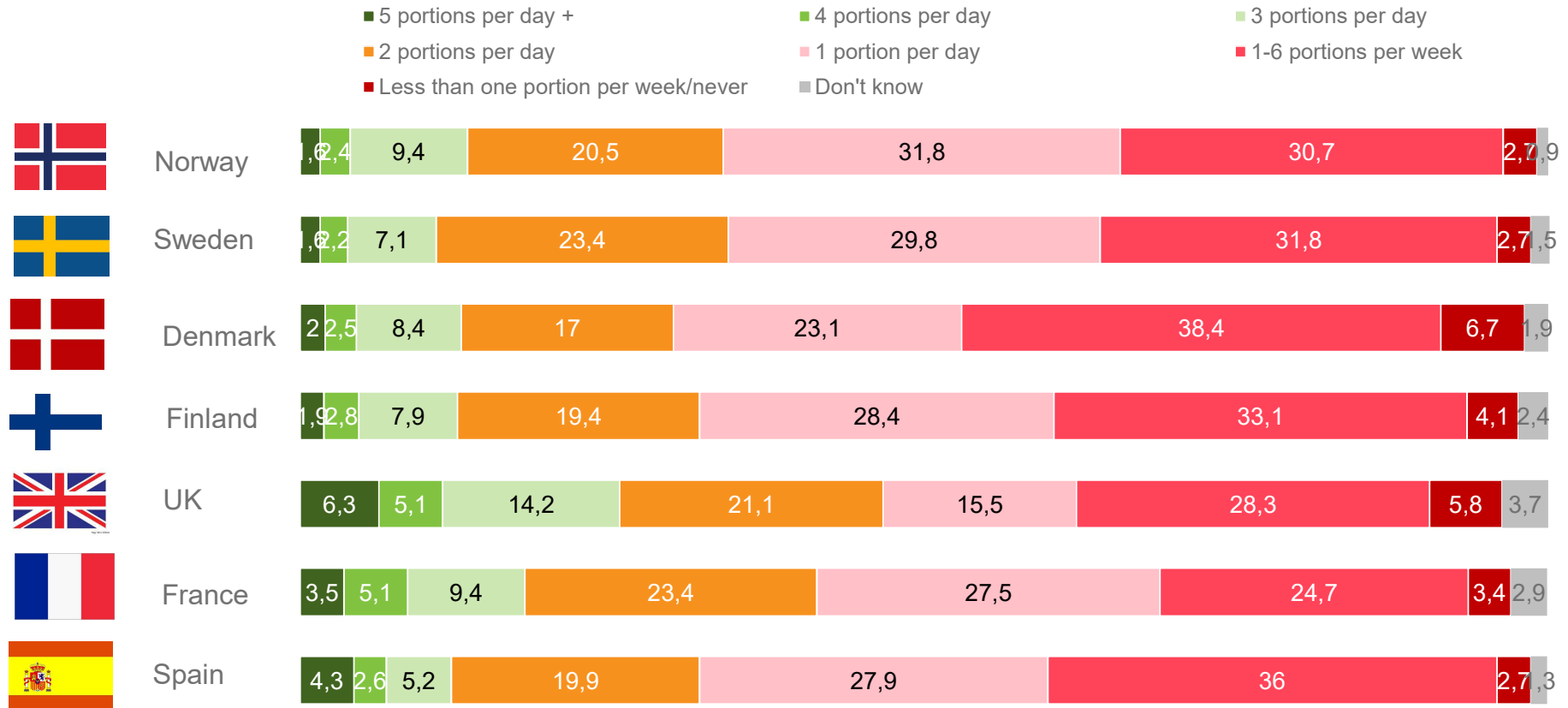
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How many portions of fruit/berries and vegetables do people normally eat?

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

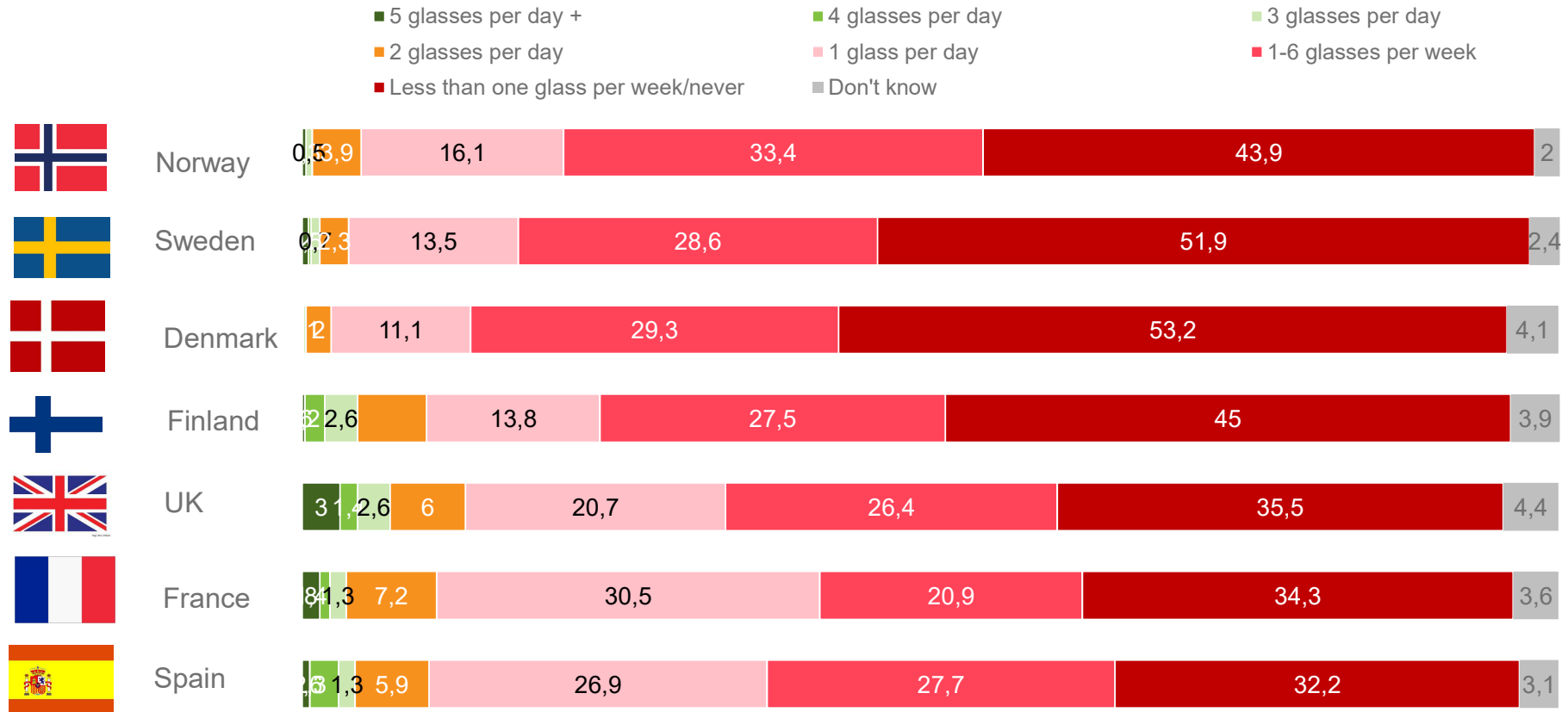


How many portions of vegetables or salad (ex. potatoes) do you usually eat?



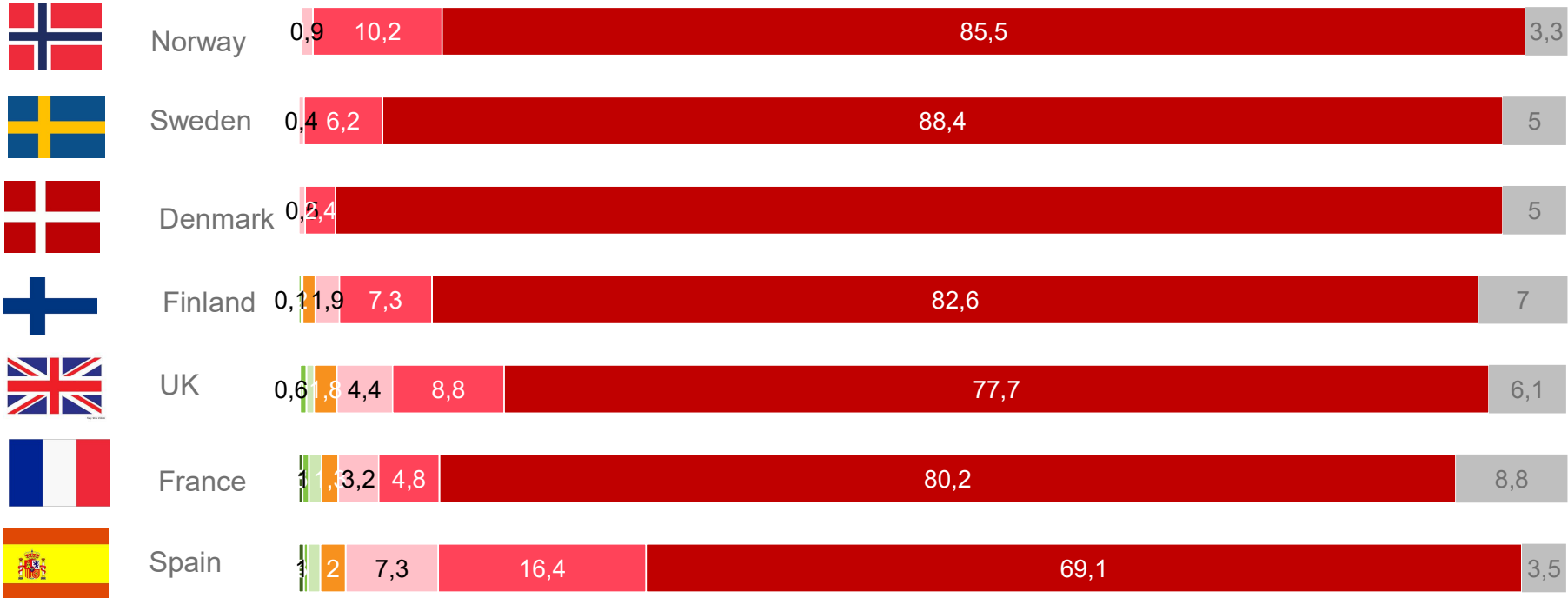
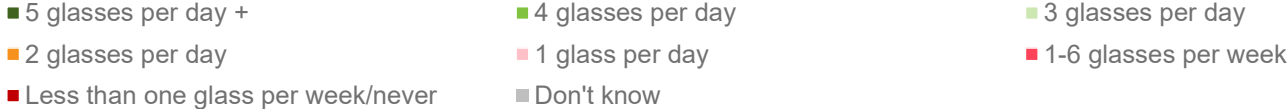
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How many glasses of juice (not nectar) do you usually drink?



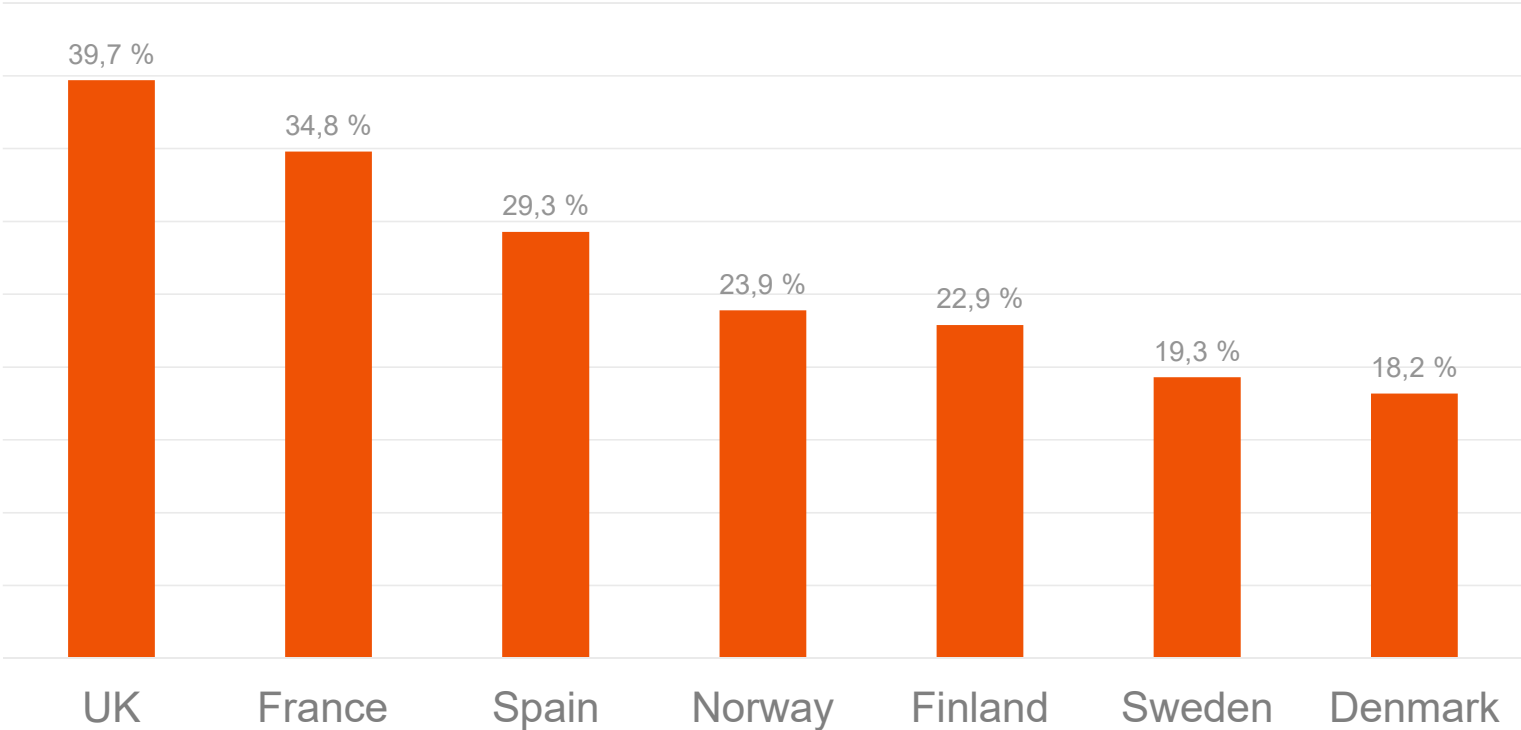
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How many glasses of smoothie (bought in a store - not homemade) do you usually drink?



Share of the population eating at least 5 portions of fruit/berries or vegetables on a daily basis (eat normally)

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

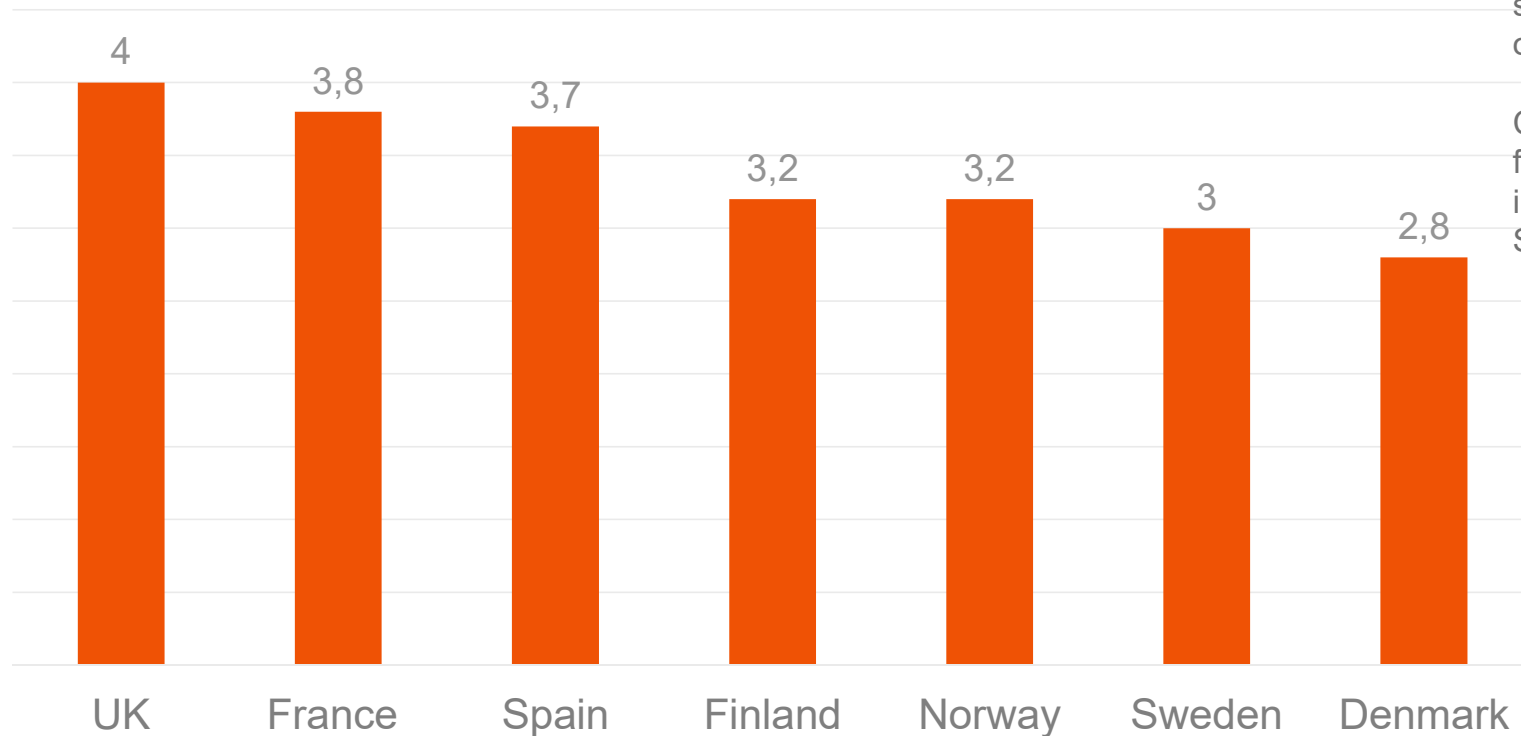


Mean – daily consumption of fruit/berries and vegetables (eat normally) Number of portions

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

Normal daily consumption of fruit/berries and vegetables is significant higher in UK than in the other countries in this study.

Comparing the Nordic countries, we find that the normal daily consumption in Norway is significant higher than in Sweden and Denmark.

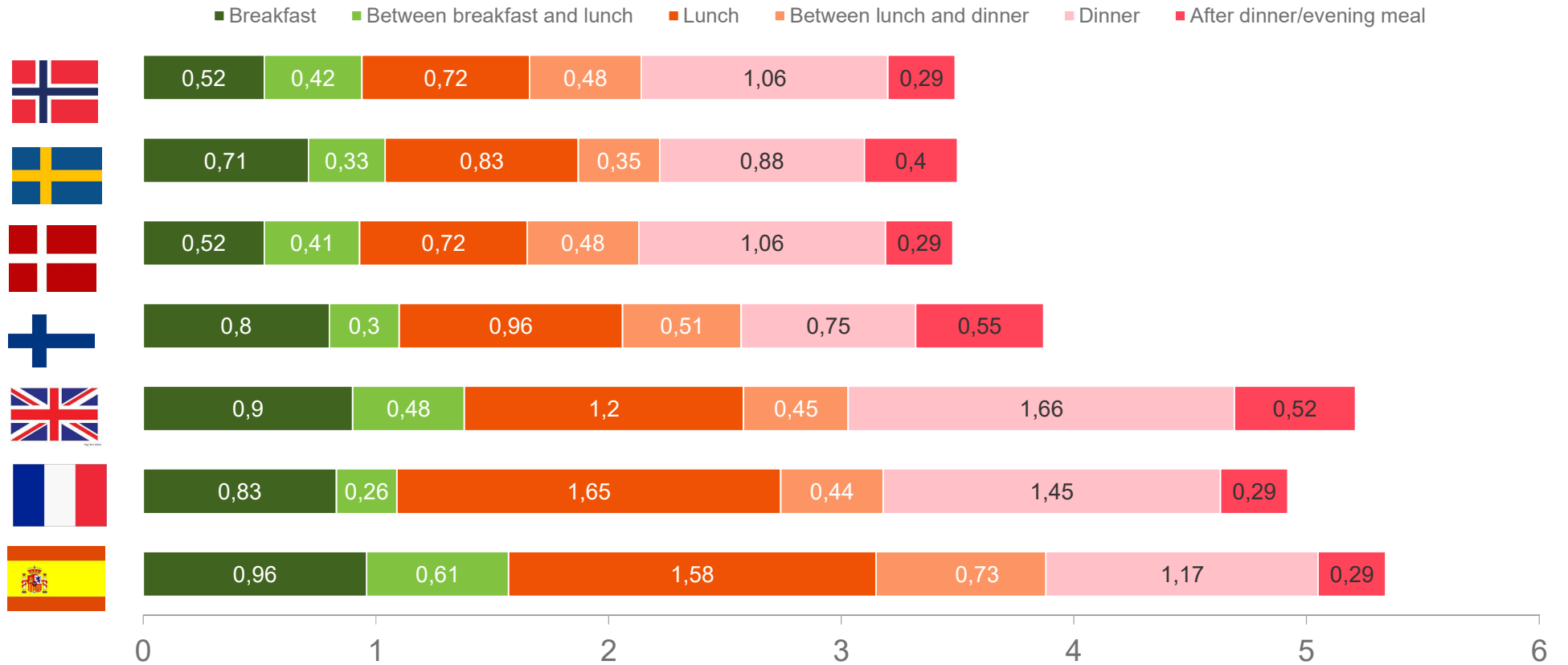


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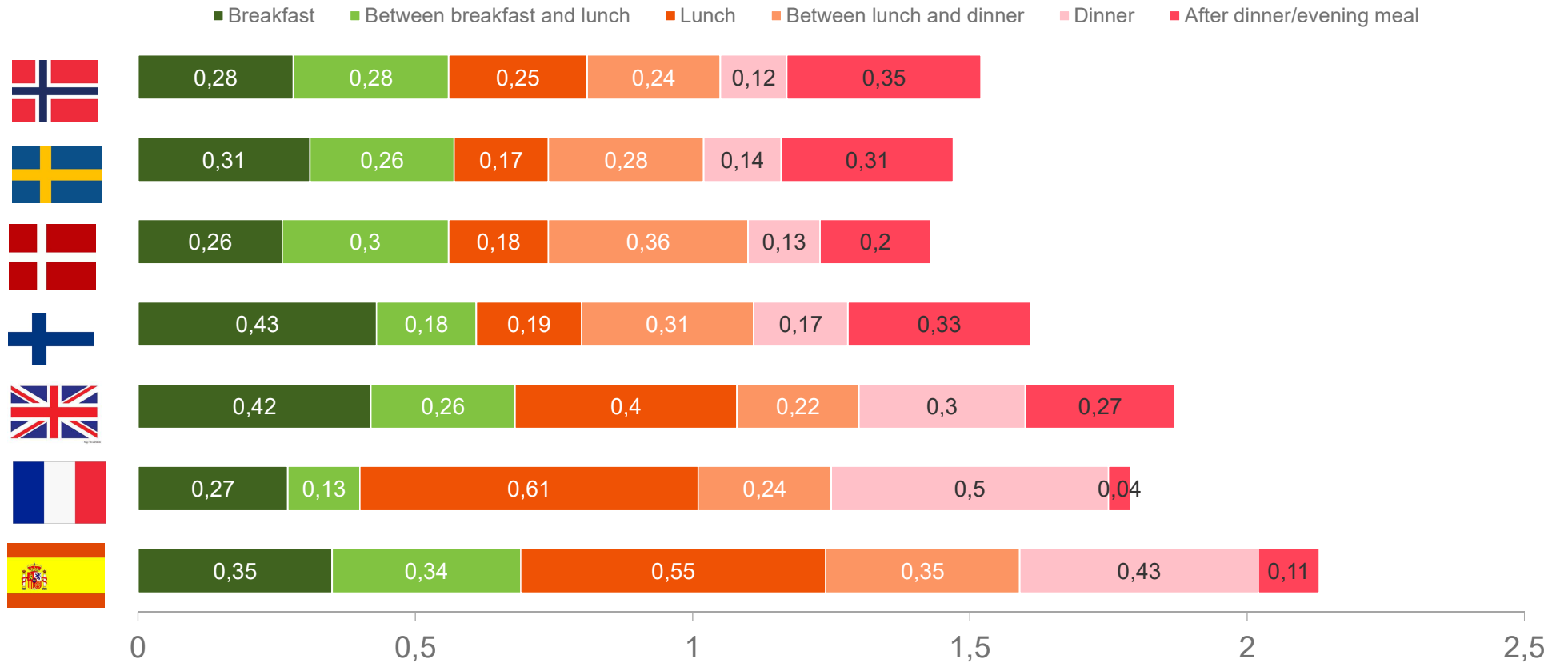
Consumption during the day

- How many portions of fruit/berries and vegetables did people eat yesterday?

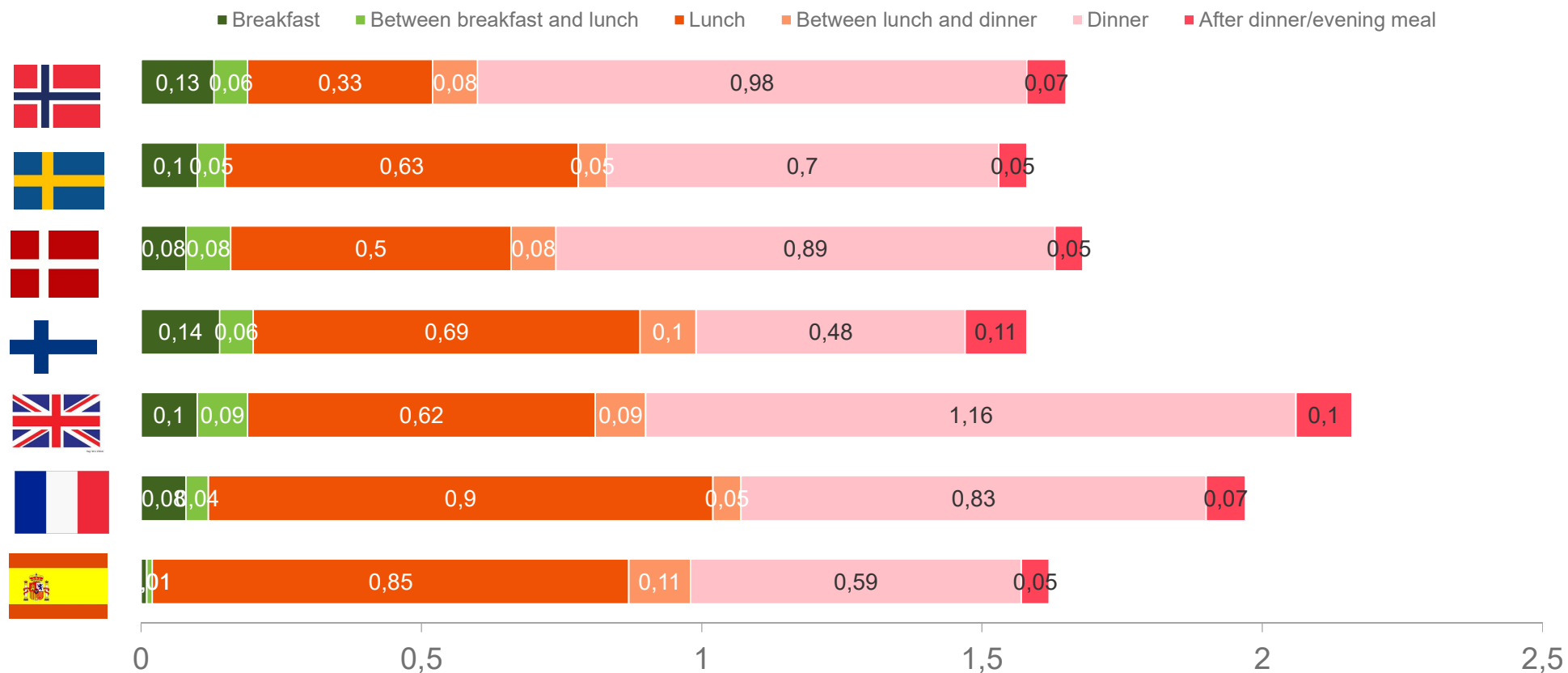
Mean – number of portions fruit/berries and vegetables ate yesterday



Mean – number of portions fruit/berries ate yesterday



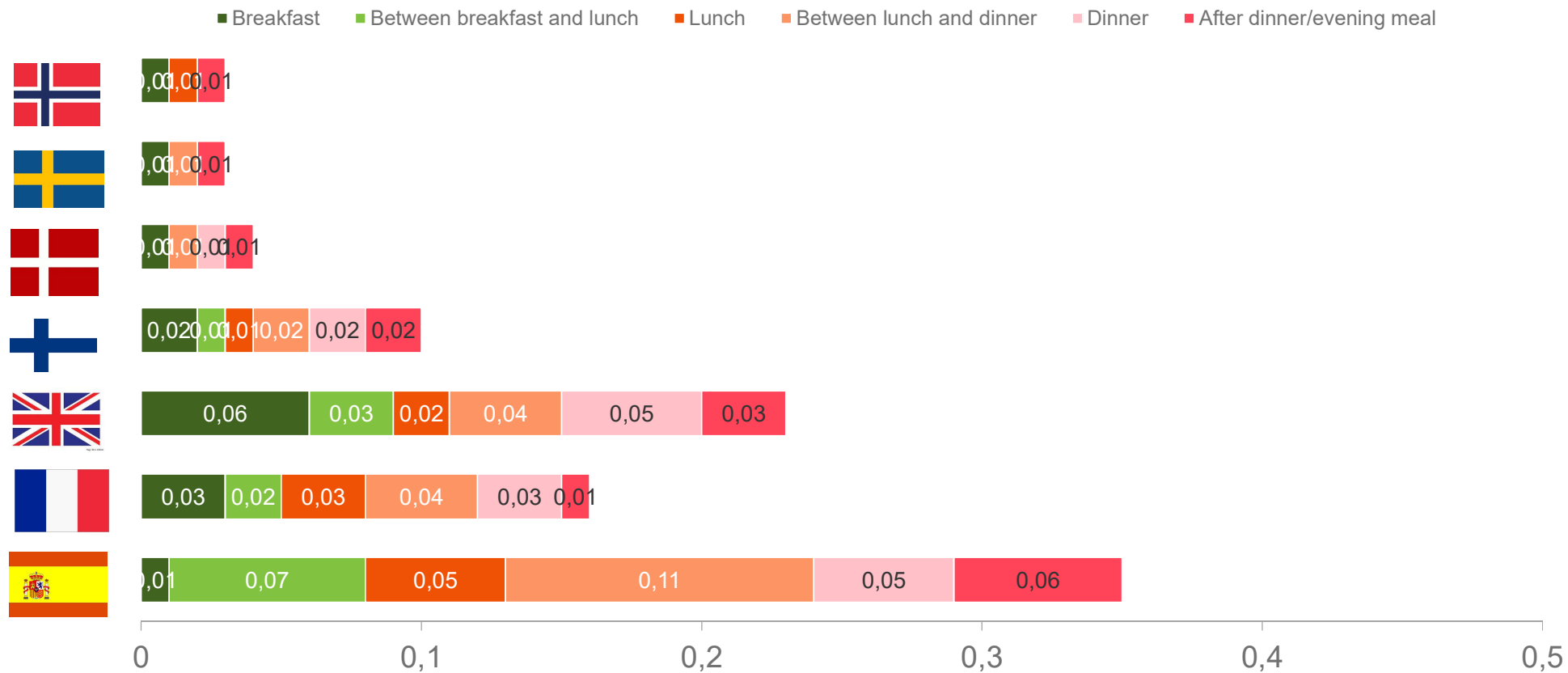
Mean – number of portions vegetables ate yesterday



Mean – number of glasses juice drunk yesterday



Mean – number of glasses smoothie drunk yesterday



4 Highlights

Highlights

Eat normally:

- The share of population who normally eats at least 5 portions of fruit/berries or vegetables a day differs between the countries, - with UK in front with 40% and Denmark at the bottom with 18%.
- Equivalent the mean normally consumption of fruit/berries and vegetables also differs with UK on top with mean consumption of 4 portions a day and Denmark at the bottom with 2,8 portions a day.
- Consumption of fruit/berries and vegetables seems to be influenced by the level of education,- high education level causes higher consumption of fruits/berries and vegetables. Also gender influence the consumption, - women eats generally more fruits/berries and vegetables than men.
- Normal daily consumption of fruit/berries and vegetables is significant higher in UK than in the other countries in this study. Comparing the Nordic countries, we find that the normal daily consumption in Norway is significant higher than in Sweden and Denmark.

Eat yesterday/during the day:

- In France and Spain the consumption of fruit/berries has a peak at lunch and dinner (a kind of dessert?) while in the other countries the consumption are more evenly distributed.
- Vegetables are primarily consumed at dinner and lunch. In Norway, where warm lunch still is not that common, people consume less vegetables at lunch time than in other countries.
- Juice is mostly a breakfast drink. Smoothie (bought in store) is less common, but seems to be more often consumed in Spain and UK than in the other countries.

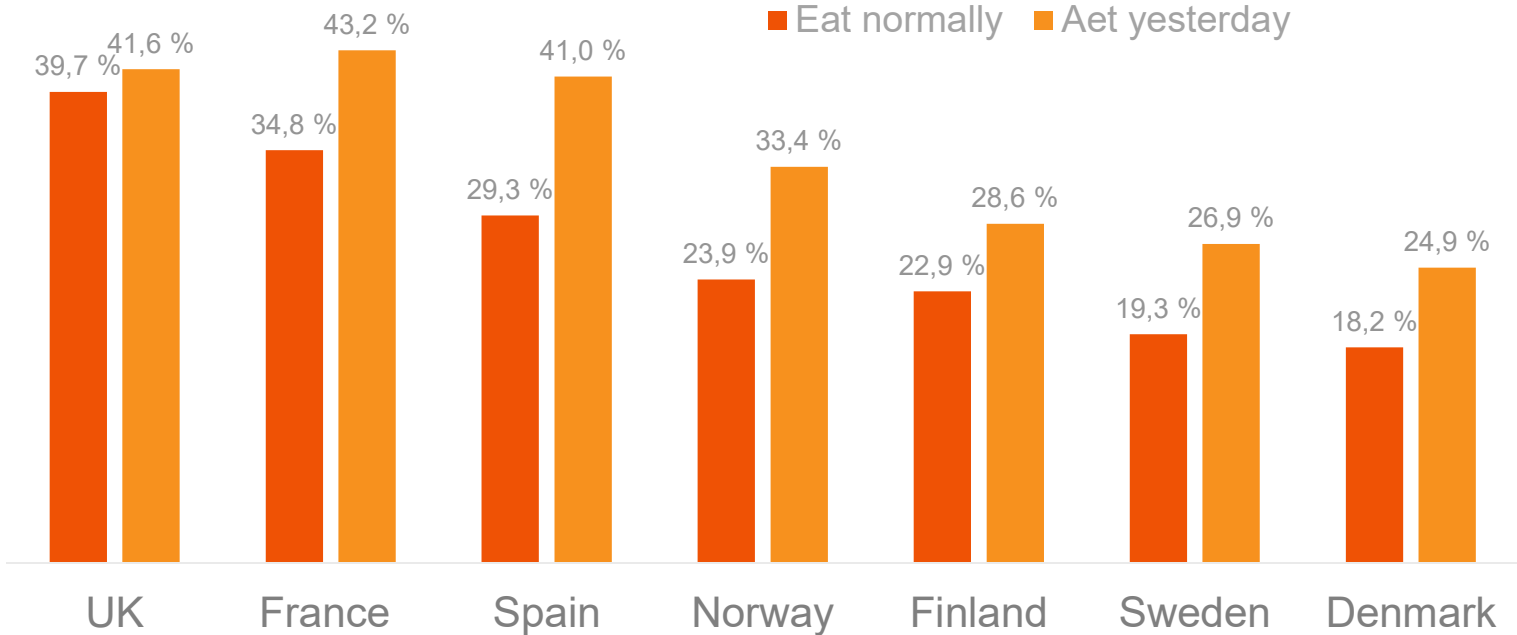
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Appendix

- **Comparison of methods**
- **Demographics**

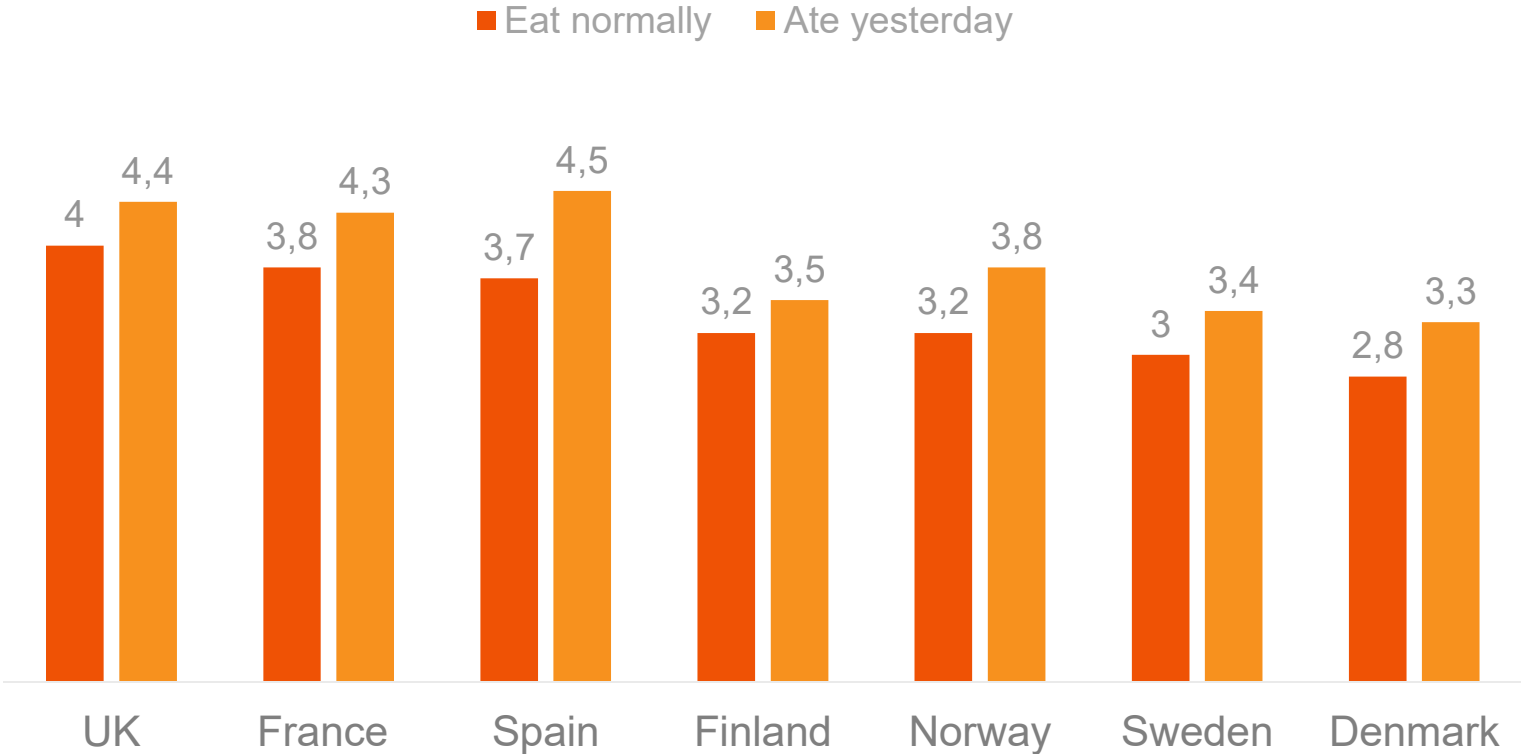
Share of the population eating at least 5 portions of fruit/berries or vegetables on a daily basis - eat normally vs ate yesterday

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



Mean – daily consumption of fruit/berries and vegetables - eat normally vs ate yesterday

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

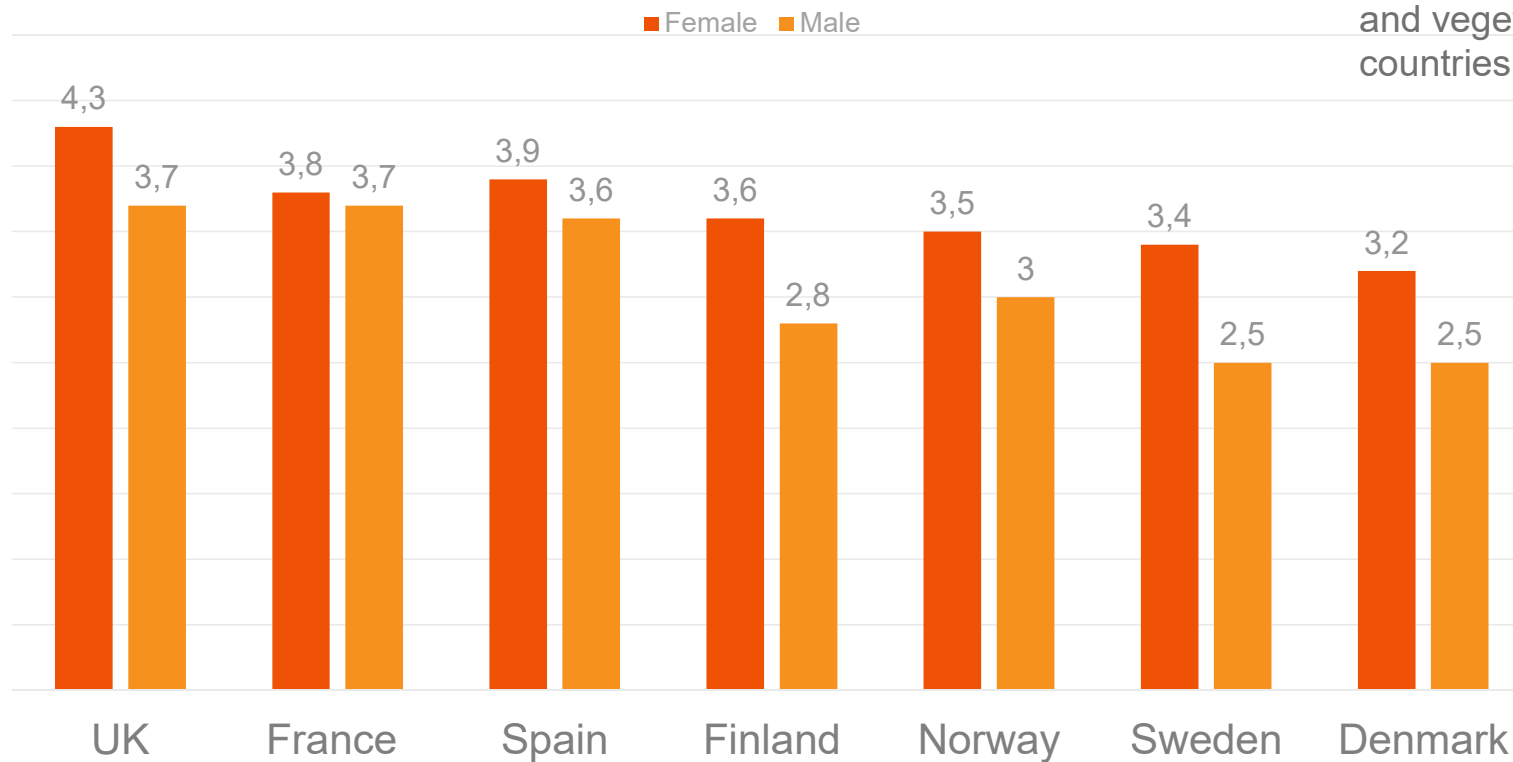


GENDER:

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

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

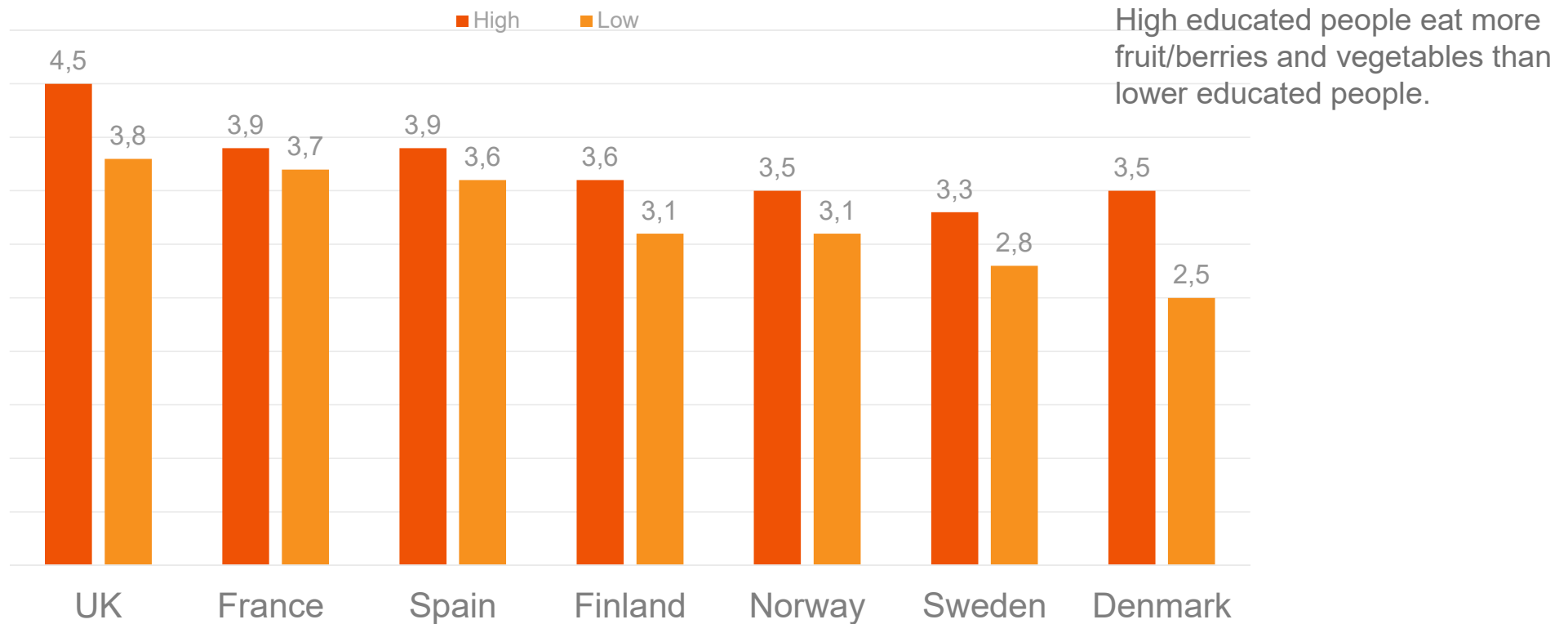
Women eat more fruit/berries and vegetables than men in all countries.



EDUCATION*:

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

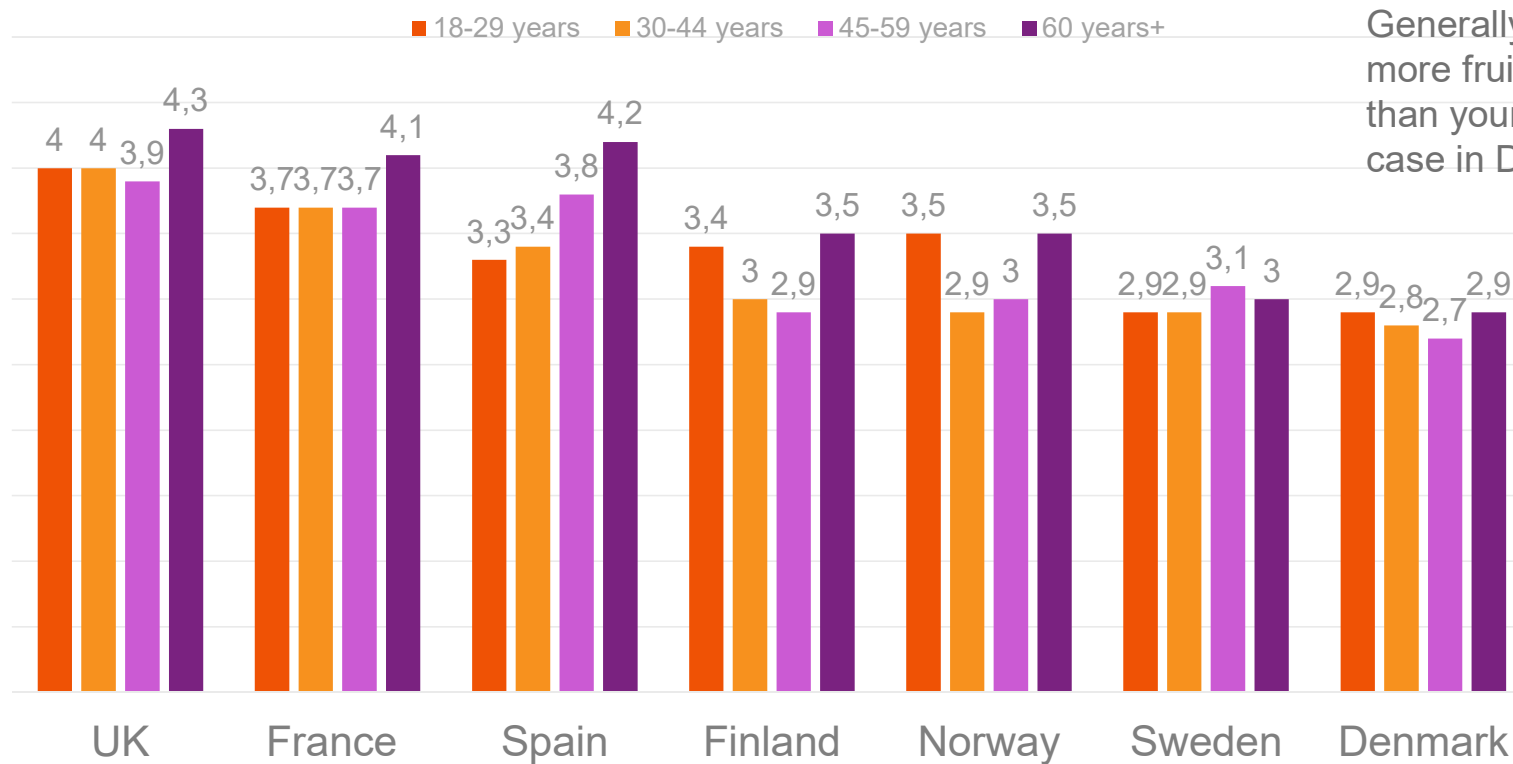
- consumption of juice and smoothie counts for max. one portion a day



AGE:

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

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



Generally people 60 years+ eat more fruit/berries and vegetables than younger people (not the case in Denmark).

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