



Use of fruit, berries and vegetables in Europe 2021

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)



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About the study



Background

In 2017, 2018, 2019 and 2020, “Stiftelsen Opplysningskontoret for frukt og grønt” (OFG) conducted a study to measure the consumption of fruit/berries and vegetables in different European countries.

OFG and their partners wanted to repeat the study in 2021.

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 2020.

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: 3. – 19. September 2021

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



Questionnaires

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.

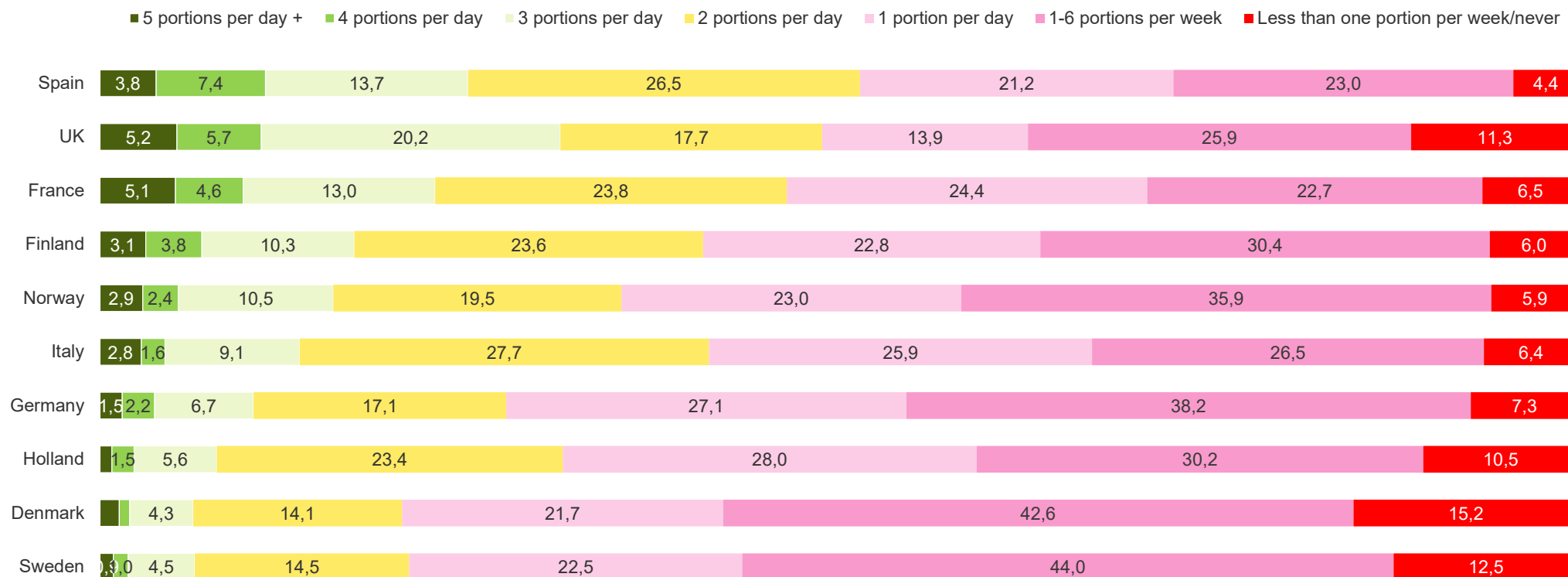
One portion is defined as 1 dl. / ½ a glass of smoothie

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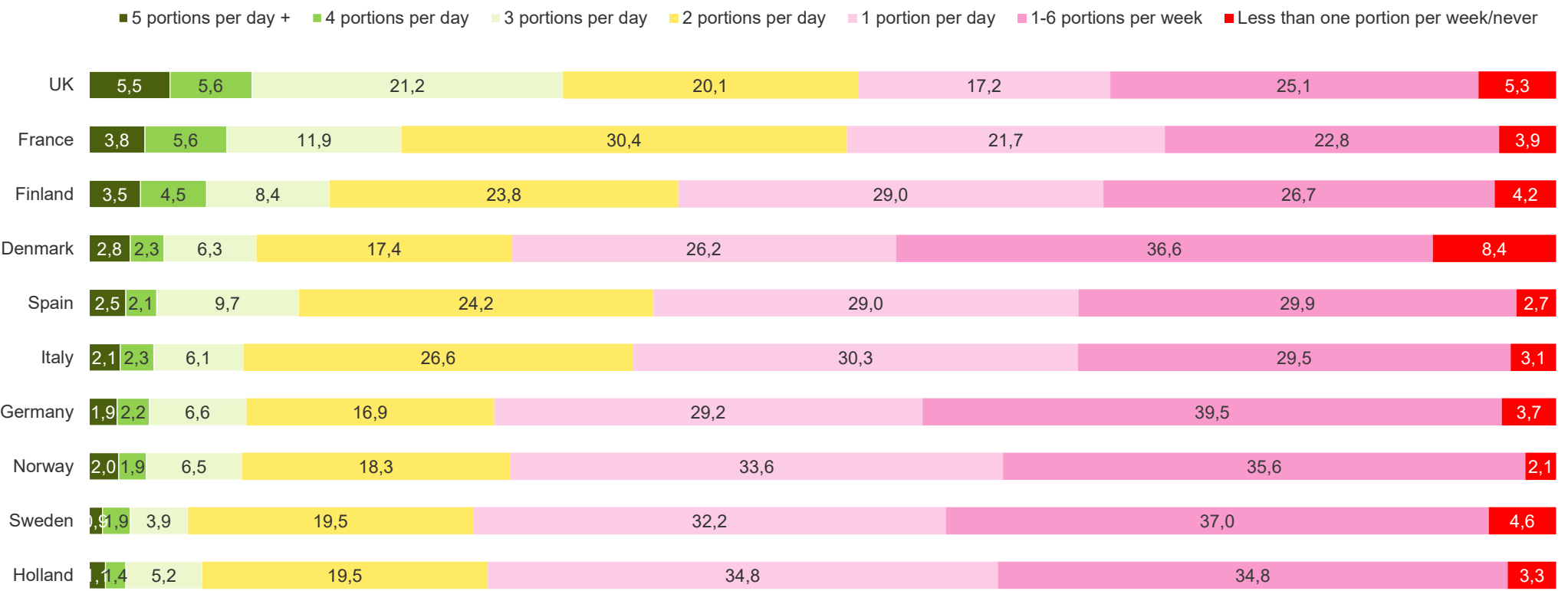
Use of fruit, berries
and vegetables



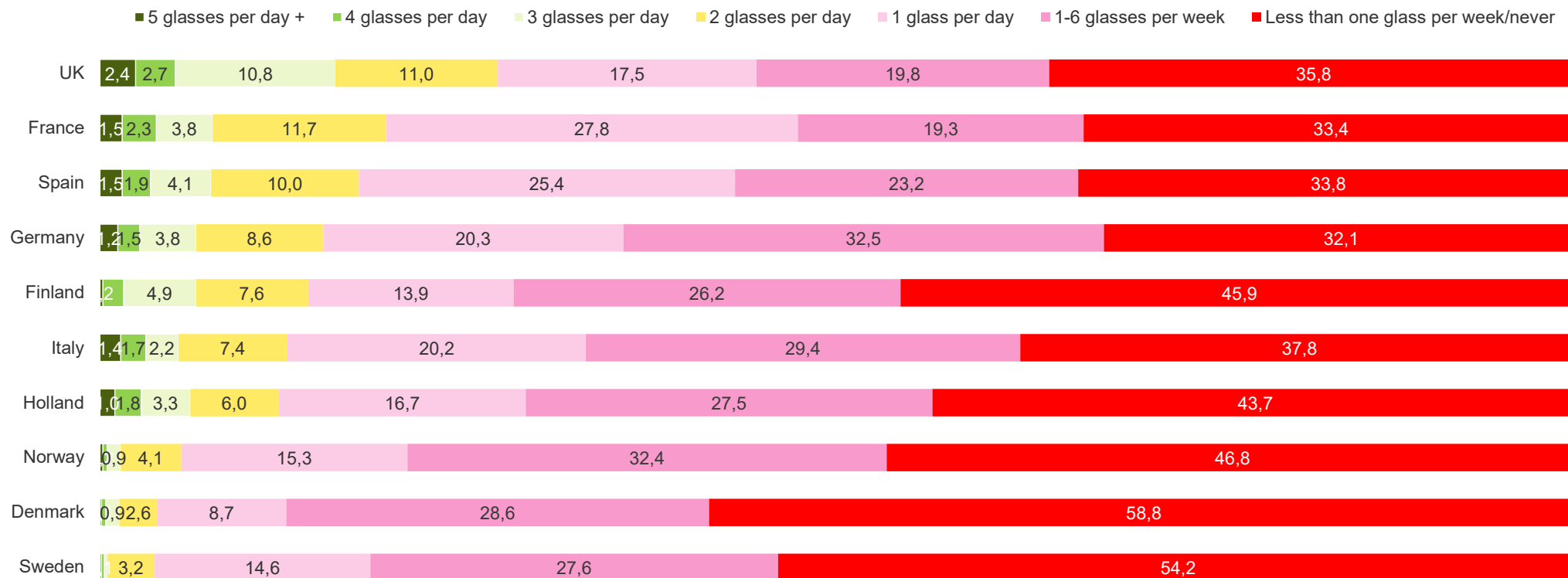
How many portions of fruit and berries do you usually eat?



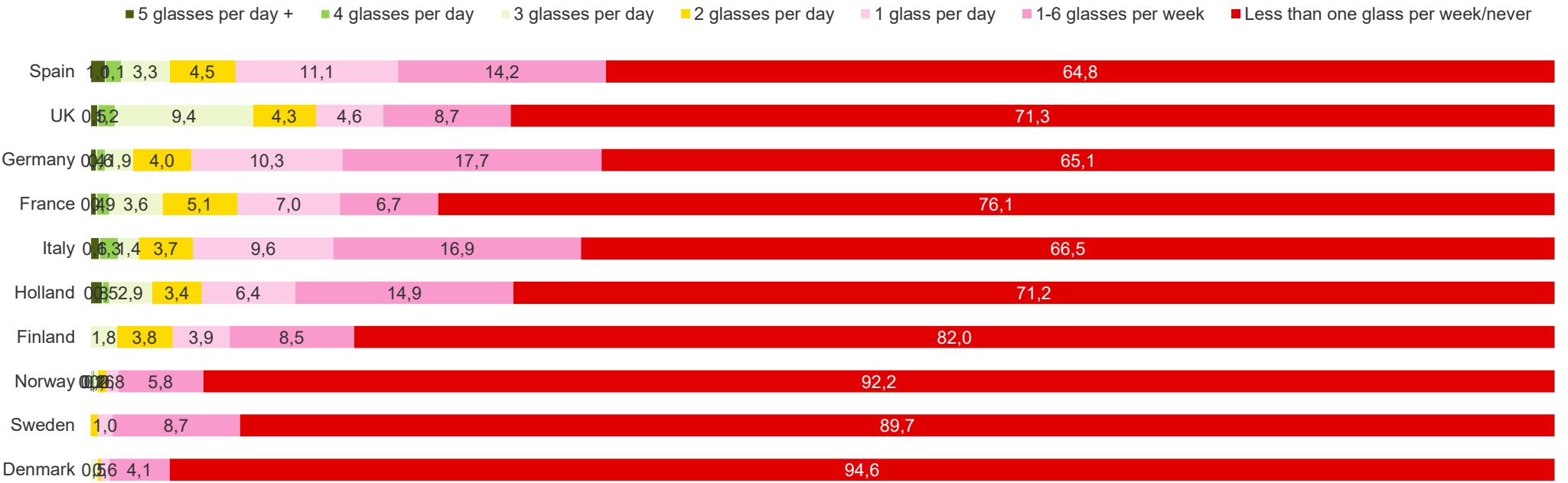
How many portions of vegetables or salad (ex. potatoes) do you usually eat?



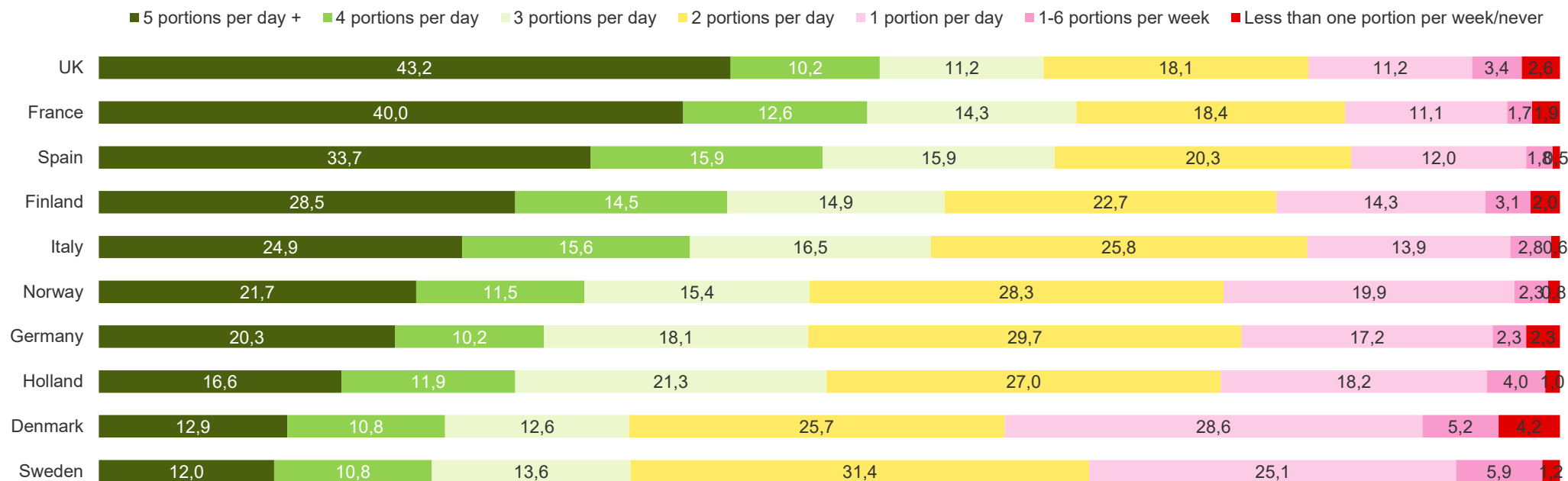
How many glasses of juice (not nectar) do you usually drink?



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?

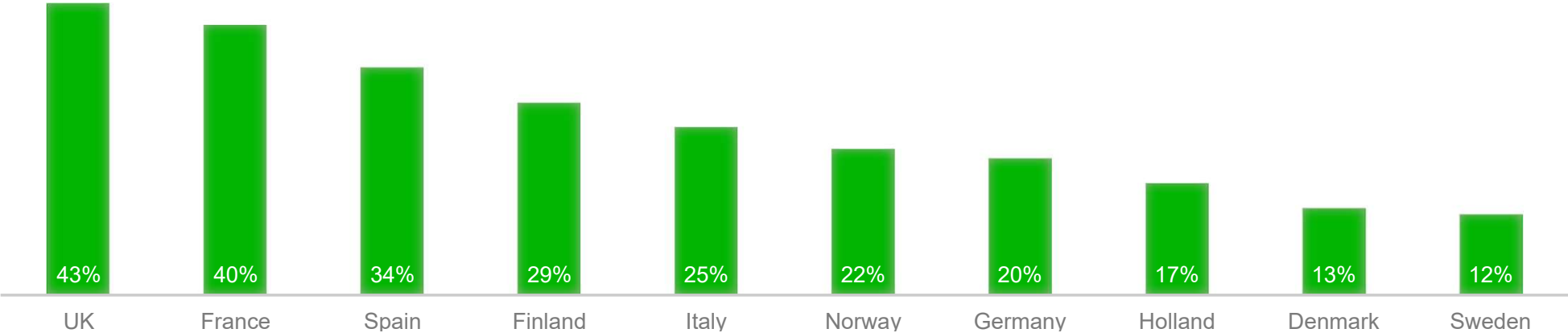


Share eating at least 5 portions

The share of the population eating at least 5 portion of fruit/berries and vegetables is also this year higher in UK and France than in the other countries.

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

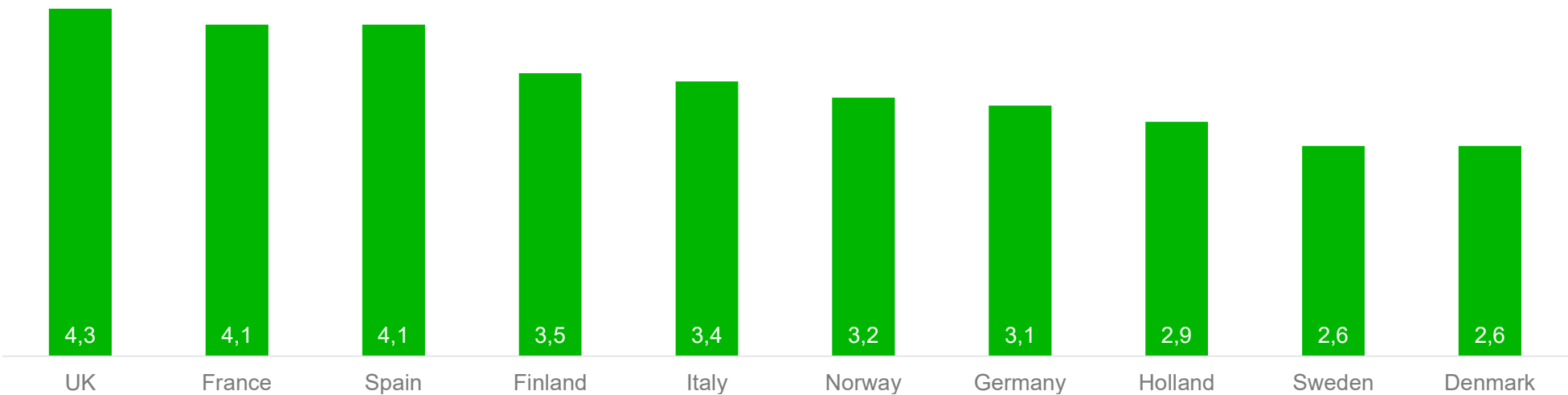
Consumption of juice and smoothie counts for max. one portion a day



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

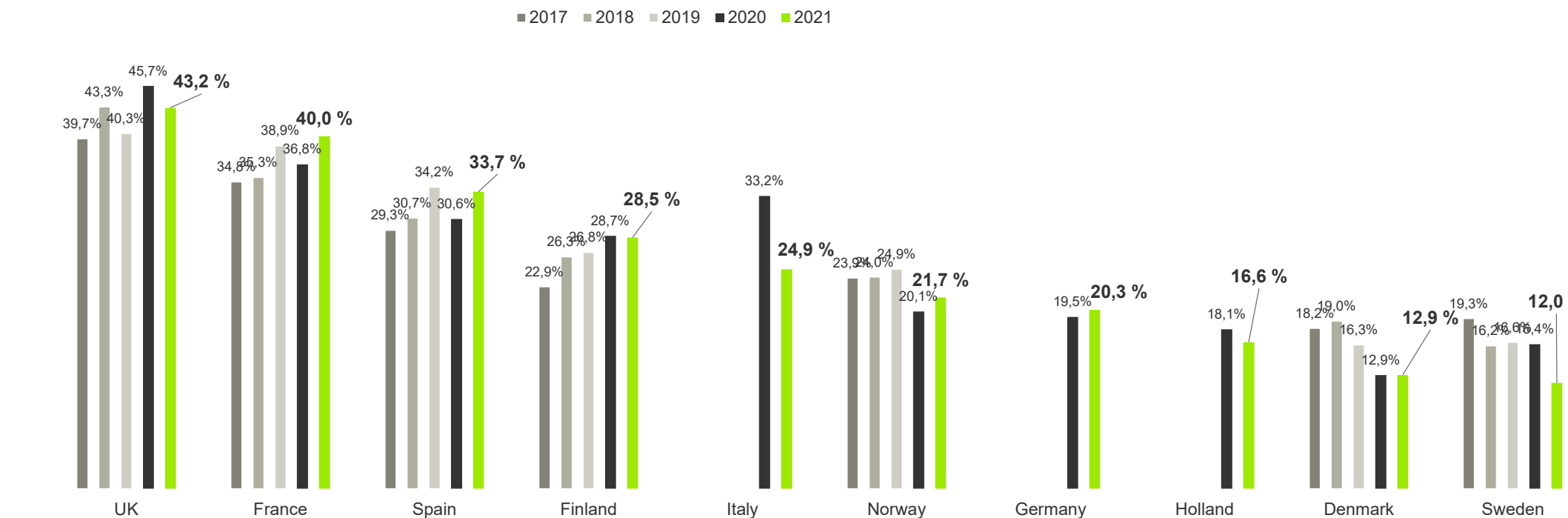
Number of portions

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



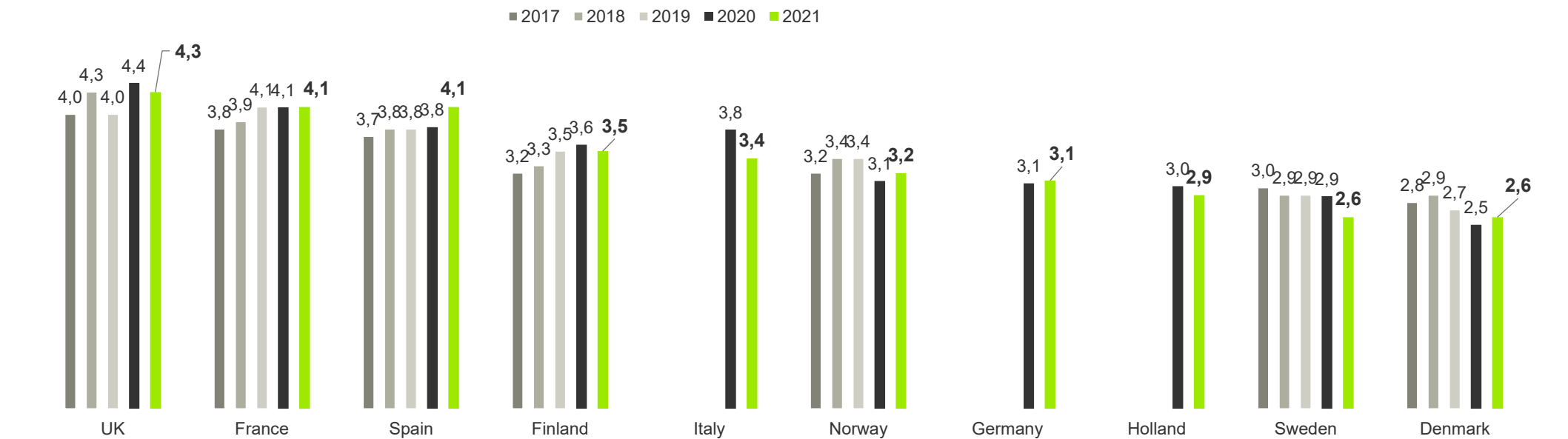
Development 2017-2020: Share eating at least 5 portions

Compared to the results from 2017, we find that the share of population that eat at least 5 portions a day has increased significantly in France, Spain and Finland. In Denmark and Sweden, the development has gone in the wrong direction with a significant decrease. In Italy we see significant decrease from 2020.



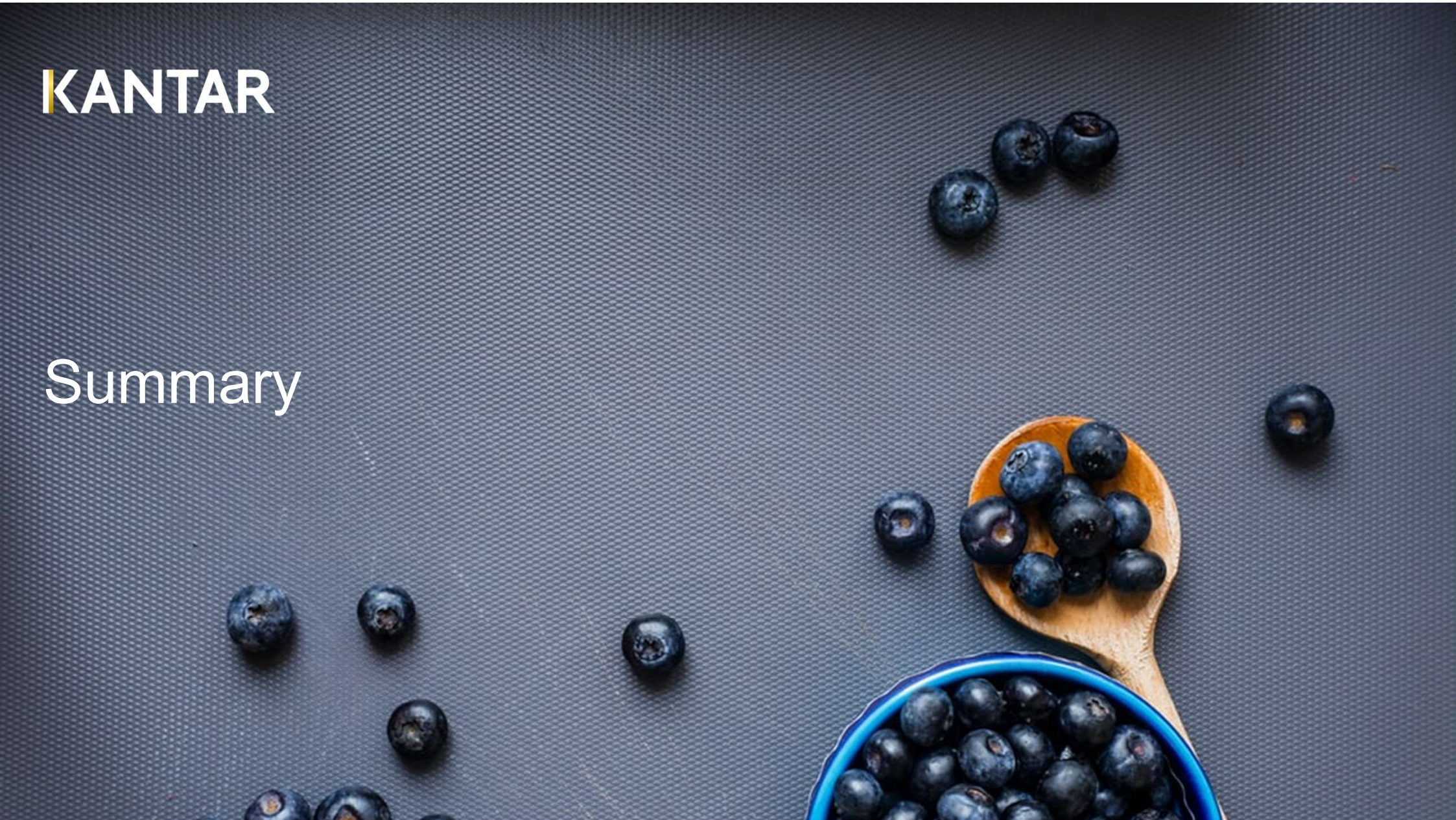
Development 2017-2020: Mean of daily consumption

Means number of portions



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Summary



Highlights

Usually eat:

- Generally, the results from this study confirms the findings from previous years.
- The share of the population who normally eat at least 5 portions of fruit/berries or vegetables a day differs between the countries, - as for previous years with UK in front with 43% (down from 46% last year). Sweden is this year at the bottom with 12%. Especially for Italy, but also for Sweden, we see a significant decline in the proportion who eat at least 5 portions a day.
- Equivalent the mean normally consumption of fruit/berries and vegetables also differs, this year with UK on top with mean consumption of 4,4 a day followed by France and Spain with mean consumption of 4,1 a day. Sweden and Denmark at the bottom with 2,6 portions a day.
- Compared to the results from 2017, we find that the share of population that eat at least 5 portions a day has increased significantly from 2017 to 2020 in France, Spain and Finland. In Denmark and Sweden, the development has gone in the wrong direction with a significant decrease.
- As also found in previous years, consumption of fruit/berries and vegetables is influenced by the level of education,- high education level causes higher consumption of fruits/berries and vegetables. Also, gender influence the consumption, - women generally eat more fruits/berries and vegetables than men. This is however not the case in UK and Holland.