

# European market

## Victoria pineapple in 2021-22

### Big fall in the Indian Ocean supply

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The Victoria campaign was marked by an often extremely small overall supply, enabling the available batches to earn good value, and the return of a top-up supply from South Africa, in limited volumes.



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The paucity of the supply once again helped the Victoria pineapple earn its title of festive fruit, with sales particularly high at the end of the year and Easter, with the supply often outstripped by demand.

## An irregular and limited supply, which did however sell well

The overall Victoria supply was fairly unbalanced from October to December 2021 (weeks 40 to 52). Above all, it was fruit from Reunion that was the most irregular in terms of size. While demand was mainly after sizes 6 and 7, the origin often provided the less popular sizes 8 and 9. The market remained fairly fluid overall, absorbing the available fruit in spite of everything. The less popular sizes could be sold at relatively good prices, since the supply was limited. In December, despite the relative fluidity of sales, we saw a widening of the Reunion supply prices, according to the sizes placed on the market. The Mauritian supply, more balanced in terms of size and with higher availability, managed to capture a good part of the demand, despite the sometimes heterogeneous fruit quality.

## Very small volumes, even at Easter, and very well valued

From January to May 2022 (weeks 01 to 21), the overall supply to the European market was increasingly limited, because of the cyclone season and some logistical concerns (smaller number of passenger flights). The poor weather conditions (especially rains) contributed to weakening the fruit. The apparently stricter outgoing quality controls performed in Reunion enabled what little fruit was available from this origin to continue to earn very good value, while the Mauritian supply was somewhat downgraded according to the quality of the fruit on sale. Overall, the Victoria market maintained a positive trend, particularly due to the paucity of the supply. At Easter, when demand was after a bit more fruit, the extreme limitation of the overall supply helped operators to earn well from the few batches available, despite an occasional lack of fruit coloration. The end of this period was marked by the near-absence of pineapples from Mauritius and Reunion.

## Prices still very high, despite the arrival of seasonal fruits

From June to October (weeks 22 to 39), demand was less regular. The arrival of seasonal fruits generally puts an end to demand for Victoria. Only a few aficionados continue to purchase the fruit. This campaign was no exception. However, the extreme paucity of the supply, much smaller even than the very limited demand, enabled top-up volumes from South Africa to return to the market. These batches were able to ride the wave of very high rates applied then for what volumes were available. The extreme severity of the Southern Hemisphere winter has ruled out any possibility of an increase in the supply for the next several months ■

Victoria pineapple (air-freight) - France - Average import price (in €/kg | source: Thierry Paqui)

