Prospects for the European avocado market

Towards a winter market under tension over the forcoming seasons?

The last two seasons have shown that a consumption growth dynamic is now established in the EU, a seemingly solid trend given the growth margins of most of the markets in this part of the Old Continent (see previous article). Nonetheless, we can ask the question, which is not so common in the world of fruits and vegetables, where oversupply is generally the rule: where to find the fuel to feed this momentum?