

AN IMPORTER VIEW OF THE EUROPEAN MARKET

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- Present sources in the European market
(Periods, volumes, varieties, advantages and disadvantages of each source, consumption, monthly distribution of consumption)
- Perceptions of different sources present in the market
- Evolution and trends of the different sources and varieties
(Future situation of Chilean avocado in the European market)
- Mobility of fruits through the European market
- Packing, presentations, size, varieties:
Differences regarding preferences among the European countries and within the French market according to geographical area.
- Certifications, traceability, standardisation and pesticide control
- Promotion and publicity
- Conclusion: optimism and growth