

AVOCADO IN EUROPE – LAST DECADE AND FUTURE VIEW

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First Avocado was presented in Europe around 40 years ago along with the development of plantations and export from Israel. The new item had introduced to the European population finding favorable attitude mainly in France.

The market grew up from its zero point to over 250,000 tons on the last year.

In between there was a decade of 'no growth' with up and down symptom. Demands could not be developed seriously due to jumps of the supply with no real increase tendency.

The last 2-3 years followed by the coming years may break this past syndrome and bring more stability, or even growth, to the European market.

Part of the change is gained by having more supplying sources, where a shortage in one end may be covered by some other ends. From being 2-3 dominant suppliers in the far past there are more than 10 supplying countries nowadays. Most of the new sources are South American countries. By comparing the huge growth of the American Market with the unbalanced European Markets, one may find a space and real potential for developments in Europe.