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Use of fruit, berries and vegetables in Europe

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 and 2019, “Stiftelsen Opplysningskontoret for frukt og grønt” (OFG) conducted a study to measure the consumption of fruit/berries and vegetables in 7/8 different European countries.

OFG and their partners wanted to repeat the study in 2020.

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, 2018 and 2019



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, Great Britain, Spain, France, Holland, Italy and Germany.

The research design and the questionnaire were the same as in 2019, except that fewer questions were asked this year.

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 sub groups)

Methodology: Online; PC, tablets or mobile

Fieldwork: 4. – 21. September 2020

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

Questionnaires



Nordics



Europe

Definition of a portion used in this study

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

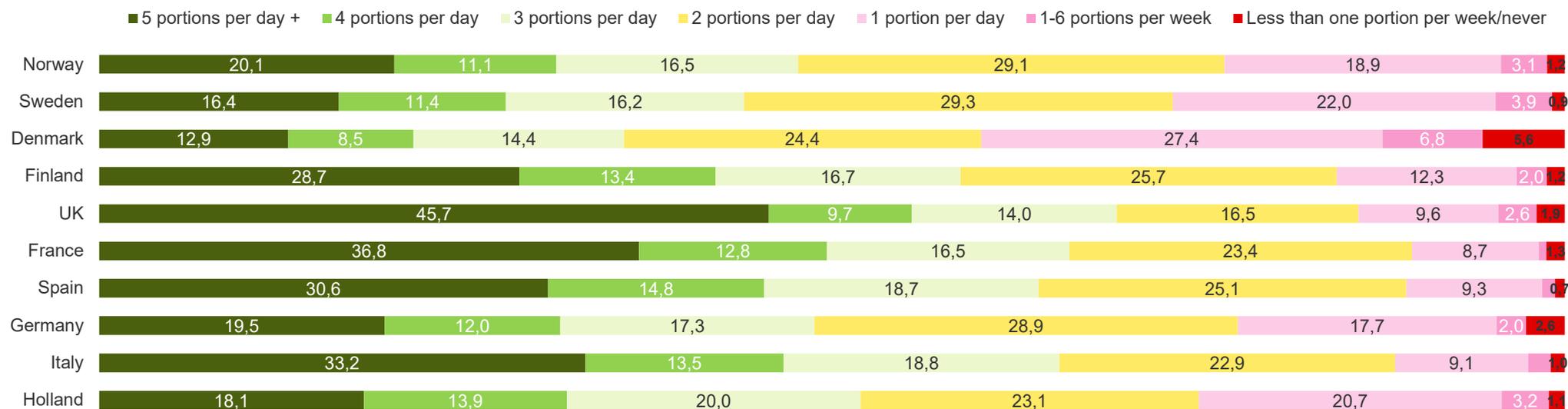
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Use of fruit, berries
and vegetables



How many portions of fruit and berries, vegetables or salad (ex. Potatoes), glasses of juice (not nectar) and smoothie (bought in a store – not homemade) do you usually eat?

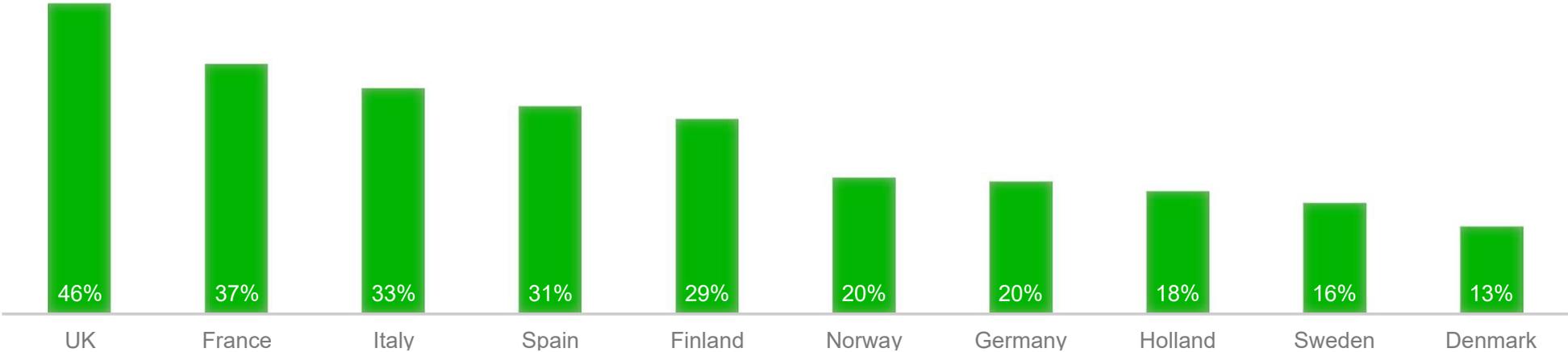
Consumption of juice and smoothie (bought in a store – not homemade) counts for max. one portion a day



Share eating at least 5 portions

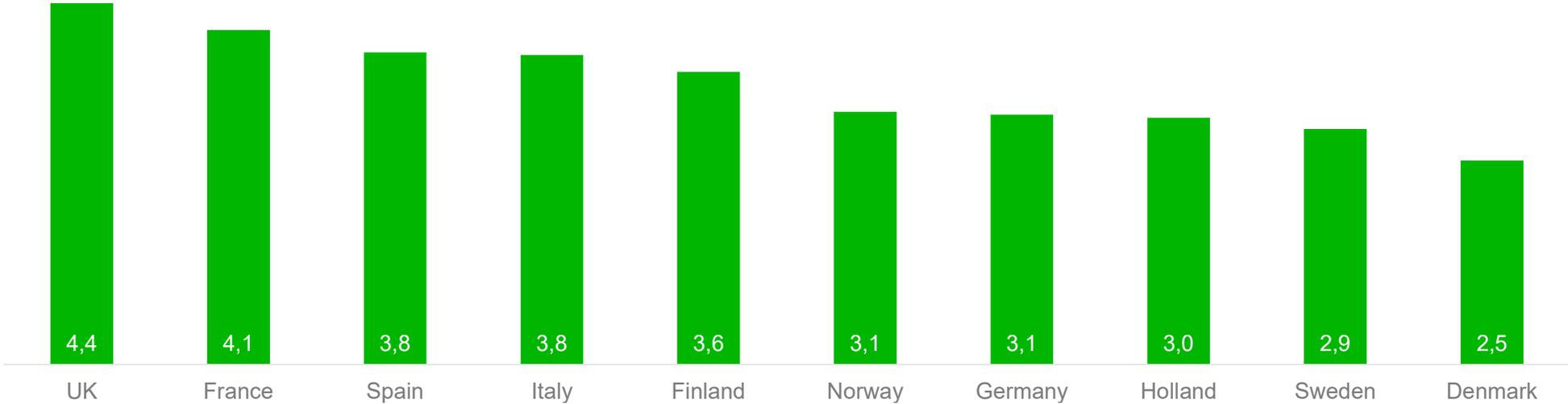
The share of the population eating at least 5 portion of fruit/berries and vegetables is also this year higher in UK and France than in the other countries. Comparing the Nordic countries, the share of the consumption at least 5 portions a day is higher in Norway than in Sweden and Denmark.

Consumption of juice and smoothie (bought in a store – not homemade) counts for max. one portion a day



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

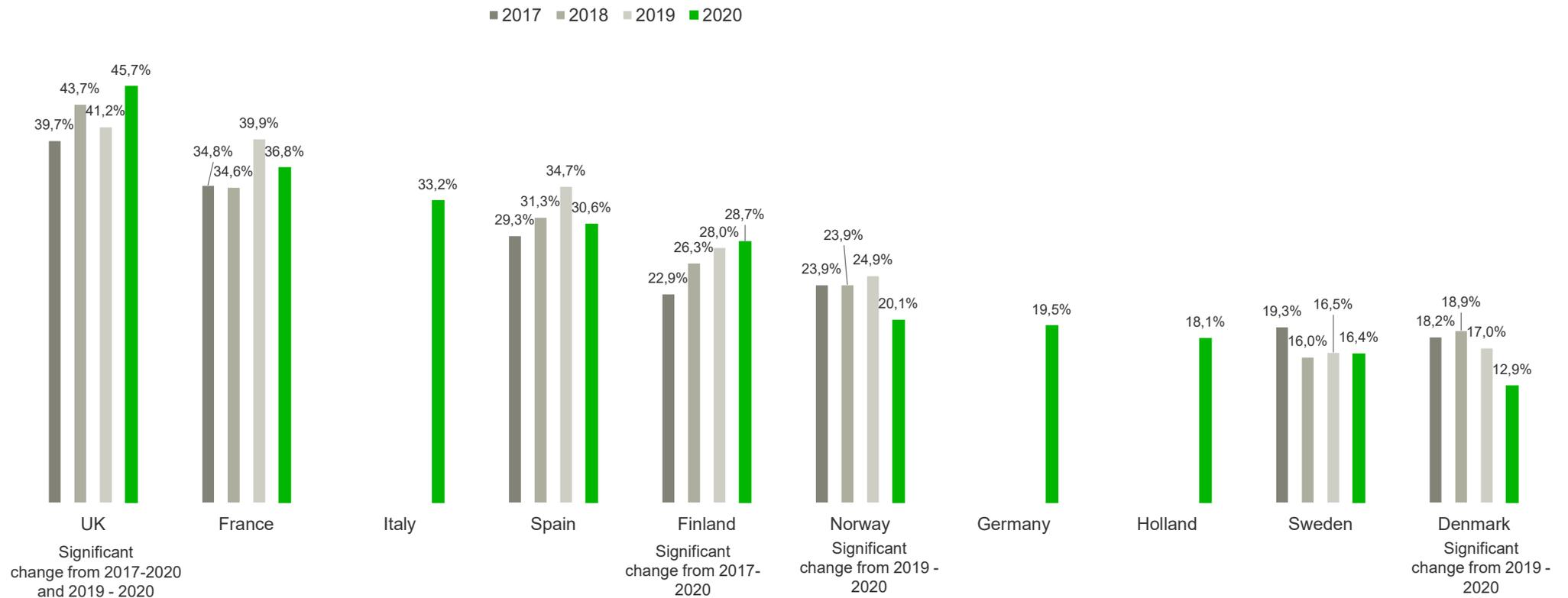
Consumption of juice and smoothie (bought in a store – not homemade) counts for max. one portion a day



Development 2017-2020: Share eating at least 5 portions

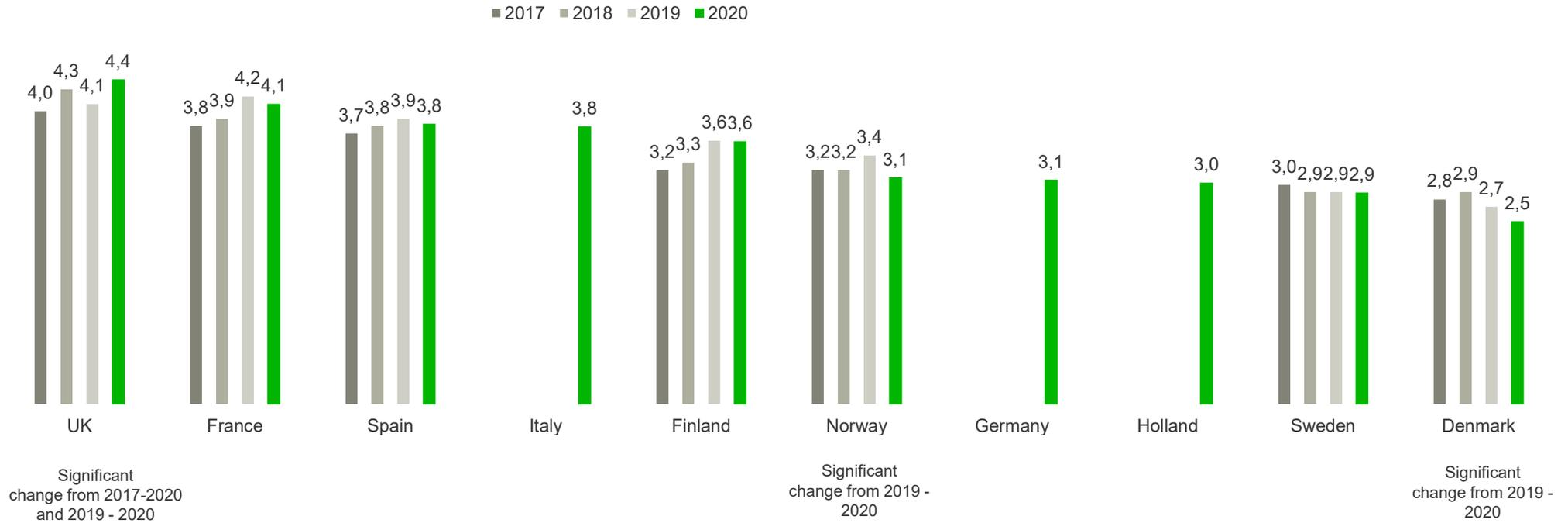
Consumption of juice and smoothie (bought in a store – not homemade) counts for max. one portion a day

The share of the population eating at least 5 portions on a daily basis has increased significantly from 2017 to 2020 in the UK and Finland.



Development 2017-2020: Mean of daily consumption

Consumption of juice and smoothie (bought in a store – not homemade) counts for max. one portion a day



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Summary



Highlights

- Generally the results from this study confirms the findings from previous years.
- The share of the population who normally eats at least 5 portions of fruit/berries or vegetables a day differs between the countries, - as in 2019 with UK in front with 46% (up from 40% last year). Denmark at the bottom with 13%.
- Compared to the results from 2017, we find that the share of population that eats at least 5 portions a day has increased significantly from 2017 to 2020 in the UK and Finland. For other countries, the consumption is more stable. These countries are also at opposite ends with regard to the mean; the average UK consumer eats 4,4 portions of fruit, berries and vegetables in a day, whereas the Danish consumer eats 2,5 on average.
- Norway seems to be the country that has been most negatively impacted by the Covid 19 pandemic, but it is unclear why consumption of fruit, berries and vegetable is more stable in some parts of Europe than others.