

Fruit Attraction – current global trends in the fruit and vegetable market

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One of the most important trade fairs in Southern Europe – Fruit Attraction 2024 – was held from 8 to 10 October in Madrid. In its 16th edition, the fair for fresh vegetables and fruit, which has established itself as a key event for the segment at global level, recorded a significant increase in visitor interest compared to its previous editions. The total number of participating companies was 2,146, with exhibitors from 56 countries. Bulgaria took part with a national stand, presenting high-quality and tasty varieties of fruit and vegetables from the country.

Producers of fresh fruit and vegetables from all over the world visited the Spanish capital to showcase their production at an important moment in the supply and demand cycle for fresh products, when operators and retailers from around the world plan their campaigns for the following year. Thus, Fruit Attraction is consolidating

its position as a meeting point for all professionals along the entire supply chain. Due to its geographical location in Southern Europe, the Fruit Attraction trade fair is strategically positioned as a gateway between Latin America and Europe.



The new addition this year was that Hall 1 was entirely dedicated to innovative solutions that bring together the biotechnology and smart agriculture sectors, targeting companies for innovation, research and technological development.

In addition to the Innovation Hub and Innova Forum, with an extensive programme of technical sessions and sectoral events for debate and exchange of knowledge, this year also saw the launch of the new platform LIVEConnect – a digital platform for managing relations, a network of contacts, products and services, virtual meetings and sector-specific content.

The fair once again hosted the Innovation Hub Awards, which have become a fundamental event for supporting the entrepreneurial spirit of the sector with its categories: fresh products; fruit and vegetable industry; and solutions for sustainability and engagement.

For the first time, Fruit Attraction presented an award for the best stand. The 14th APAE Journalism Awards and the Fruit Attraction Awards were also presented, the latter being dedicated to renowned international media specialized in the fruit and vegetable sector.

Spain is a leading producer and exporter of fresh fruit and vegetables in the EU

In the European Union, Spain is the main producer of fruit and vegetables with 29.6 million tonnes, according to FAO data for 2022, closely followed by Italy with 29.5 million tonnes.

Spain is also the leading exporter in the EU. Intra-Union trade in fresh fruit and vegetables, reflecting exports and imports between Member States, including re-exports, amounted to 38.1 million tonnes in 2023, according to Eurostat data. Spain accounts for 25% of total fruit and vegetable trade in the EU, followed by the Netherlands with 24%.



Bulgaria participated with a national stand with selected fruit and vegetables at Fruit Attraction 2024

Bulgarian producers were also part of this global platform for trade in top-quality and delicious varieties of fruit and vegetables.

The national participation was organized by the Bulgarian Association of Greenhouse Growers (BAPOP), with the support of the Ministry of Agriculture and Food and the State Fund “Agriculture”.

At the national stand of our country in Hall 10, stand 10G20, the following presented their production: “EkoFrut K i K” EOOD, farmer Viktor Asenov, “Deiv-2007” EOOD, “Geosem Select” OOD, farmer Petya Nanovska,

“Amitytsa” OOD.