

2.8. Оціночні дослідження в соціальній сфері: теорія та практика

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TENDENCIES IN BERRY MARKET: GLOBALLY AND IN LITHUANIA

The demand for organic food is growing each year in the world. One of the agriculture sectors which have growth tendencies is berry sector. Increased commercial interest in forest berries combines areas and people into a global berry supply chain producing products for world markets. Many studies of global food chains have been concentrated on abstract circuit management patterns, sustainable business economy and logistics (Brunori et al, 2016; Knorr et al, 2020).

During the previous World Berry Congress, discussions were mainly related to the growing berry market. However. When the last decade was asked how supply may keep up with demand, the question is now how to force demand to keep up with supply. The supply of fresh berries on the global market in 2022 rose again. Blueberry exports show continuous growth, which will continue in the coming years, as growing production in countries such as Peru, Mexico, and Morocco. Global production and export of raspberries and blackberries are less stable, but there are no signs of slowing. A slightly more mature strawberry market was more stable and is expected to remain in the coming years.

But recently consumers around the world have begun to tighten their wallets because the inflationary environment is greatly influenced by the disposable income, especially in Europe. Based on historical experience and recent consumer surveys, it is expected that consumers will start to buy less. The first signs are already visible that consumers are looking for value. Discounts take the market share of different countries,

and the total purchase of fresh foods, including fresh fruits, decreased in 2022. However, how this will affect the berries in the coming years is still difficult to appreciate exactly. But expected growth is 5 percent per year and all expected growth of berry market is 3,7 percent overall till 2029. Fastest growing market is expected to be Northern America.

The purchase is unlikely to be influenced, as it is relatively less affected by the richer, prone to buying berries, and consumer disposable income. Buying berries responds quite quickly to price changes. Therefore, other inelastic types of fruits could be more useful. 2022 In the first half of the year, strawberries were among the best appearing fresh berries categories in terms of sale in both the Netherlands and Germany. This was mainly due to the relatively low-price level in 2022. At the same time, retail of apples fell even despite lower prices compared to last year. This may mean that the price is not the only decisive factor for buyers, but other factors, including comfort, understandable health benefits and taste, are important. These factors are expected to continue to promote the berry market for a long time.

At the World Berry Congress, several participants showed examples of how they are already changing their business for the better. Growers around the world think well before expanding their areas and often choose old varieties to replace with better quality new ones. For example, these new varieties can improve productivity or consumer experience. In addition, several South American berry manufacturers have started making berries in Europe, closer to consumers, often improving freshness and reducing transportation costs and effects on climate. Supermarkets in Europe and the US present high -end berry lines with the highest quality taste. Larger packaging sizes are introduced to reduce the use of plastic. It has also made progress in creating harvesting automation solutions. And more and more companies are choosing chains from farm to table to reduce food waste, do not include poor quality suppliers, and better match supply and demand.

Interesting tendencies in berry market are:

- Japan is leading the berry supplements on the market. Blueberries, cranberries, and black currants are the main berries used.

- The cosmetics market is very attractive to high quality natural ingredients from berries, which are proven to be effective and safe.

The main obstacles to growers in the world:

1) Many berry producers around the world are fighting the deficiency of harvesting workers. Many manufacturers increase their tonnage and are becoming increasingly difficult to recruit more labour because it is lacking.

2) Another major challenge for the berry industry is the environmental impact problem. Public opinions, media, governments, and retail trading are constantly looking for ways to reduce the impact of berry cultivation.

In Lithuania farmer grow different berries: raspberries, strawberries, black currants, red currants, sea buckthorn, honeysuckle are grown. The berries differ not only in their harvest, but also with their taste and composition. This also leads to a possible choice of products, while it can also lead to consumer preferences, as the taste experience is different. When it comes to consumer needs, we need to appreciate that the berry is usually not the main component of the food menu. However, with the increasing number of populations that pay attention to healthy lifestyle, they also give up meat, choose a vegetarian or vegan lifestyle, and the role of berries in nutrition is very important. Market research data shows the growing demand for berries in the world. It is relevant to get as many products as possible in the production chain. After squeezing the juice or making puree, berry squeezes with dice rich in valuable nutrients remain. Then food technology helps to successfully produce other products as dry pomace, seed oil, extracted dried and ground pomace, which are realized as new, innovative, and attractive products from berry by -products. This may include raw materials in other products, such as dietary supplements or vitamins, cocktail mixtures, the use of the cosmetics industry is also wide due to valuable composition and phyto materials, etc.

When it comes to consumer segments, the need for berries in the wholesale and retail consumer market needs to be evaluated. In the wholesale market, it is important to provide the product in question to manufacturers or service providers who continue to produce new berry products or provide services such as beauty salons or restaurants.

This would require detailed individual studies, as a final product that currently has no strong brand or any commercial illegal could compete with existing products on the market, especially in the beauty industry. This requires not only to prove the benefits or composition of health or beauty, to have certificates and more, but also to convince the end user that he would like to be linked to this manufacturer. This path must be linked to strong marketing and targeted work with the beauty industry. In the wholesale market, supplying raw materials can compete in price and quantity as well as quality, but it is often difficult to do so due to large berry growers in the world that is difficult to compete with.

The result of a pilot study and market analysis shows that the consumer of berry by-products is a consumer of people who receives a middle-income, living in the city, looking for a suitable ratio to the quality of the induction to quality, but paying attention to the composition and health benefits of the product. Interested in exclusive foods and nutritional supplements from berries, with some knowledge of high-added value products, innovation in food production, but looking for more information about it (Greblikaite, Astroviene, 2023).

Technology users are motivated by technology or unique health benefits. This group raises functionality before food. In other words, they use a new product to resolve health problems. Technology users are also important as it helps to educate lifestyle users to cover the target segment of berry products.

Consumer survey shows that berry by-products are chosen to be produced as pomace, ground and dried, and seed oil is one of those most interested to the consumer. Product price - up to 70 Eur per kilogram. Submission channels - any point/ location of the submission would be appropriate if there were sufficient information about the product and its benefits.

What does it take to meet your customers' need?

1) decide what production is your priority, i.e. What is the strategic choice of your business. What are your advantages compared to competitors?

2) What is your technical capacity to prepare for processing (freezing, drying, grinding)? Will you do it by yourself? Will you cooperate? Is the service needed?

- 3) Do you have competencies to carry out production? How will you seek it if not?
- 4) To evaluate what your range will be.
- 5) Market Research: If you decide what you will produce, investigate that segment as detailed as possible.
- 6) The amount of berry/ raw material in question.
- 7) Quality product produced.
- 8) To publicize information about products and their benefits through various channels.
- 9) Choose a competitive price.
- 10) Decide on the supply channel and the method of presentation. Will you choose several channels? Will you be limited to exhibitions or fairs, online trade, specialized stores?

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