International Nut & Dried Fruit Council

Marketing Issues: Export Markets, Marketing and Consumers

Giuseppe Calcagni
Vice Chairman
Chairman of the Scientific and Government Affairs Committee
Chairman of the Statistics Committee
Baking & Cooking. The Dried Fruit Market benefited from an increase in home baking.

Healthy Snacking. Governments are boosting campaigns to combat obesity.
- In Adult Snacking, growth towards Nuts, Seeds / Mixes and tropical's.
- Mueslis/muesli bars with nuts and dried fruits becoming increasingly perceived as healthy, quick breakfast and snack alternative.

Exotic and high-quality products.

Organic products.
Marketing: Morocco
Marketing: China
Marketing: Malatya
Marketing: EU
Marketing: EU

Packages - small size: 200 g aprox
Marketing: EU
Marketing: EU
Marketing: EU
Thank you

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