

The header features a green background with a white curved shape on the right containing the Zespri logo. On the left, there are images of sliced kiwifruit and whole kiwifruit. The text 'MAKE YOUR HEALTHY' is in white, and 'irresistible' is in a yellow, cursive font.

**MAKE YOUR HEALTHY**  
*irresistible*



**1 September 2023**

### **Kiwifruit continues to climb the ranks in the global fruit bowl**

New Zealand kiwifruit marketer Zespri is delighted to see kiwifruit continuing to be a rising star in fruit bowls around the world.

Kantar has tracked the rise of kiwifruit's popularity amongst other fruits in 15 of Zespri's core markets during the New Zealand kiwifruit season between 2018 and 2022. In that time, kiwifruit has climbed from an average rank of 9<sup>th</sup> to 7<sup>th</sup>.

The results solidify how sought after kiwifruit is across Asia, with kiwifruit taking out the number one spot in China in 2022 and 2021, up from 5<sup>th</sup> place in 2018. It has also been the third favourite in fruit bowls in Japan for the past three years in a row, also up from 5<sup>th</sup> place in 2018.

Kiwifruit is also moving up the ranks across Europe, increasing in popularity in Belgium, Spain, Germany and Italy, as well as being a steady favourite in the Netherlands.

In Zespri's growth markets of Vietnam and the USA, kiwifruit is becoming an increasingly preferred fruit, moving from 20<sup>th</sup> to 12<sup>th</sup> and 16<sup>th</sup> to 15<sup>th</sup> respectively.

Zespri's Chief Marketing, Innovation and Sustainability Officer Jiunn Shih says it's fantastic to see consumers around the world increasingly opting for kiwifruit.

"It's really rewarding to see the increased popularity of kiwifruit in our core markets off the back of our investment in the brand to build demand and value for growers.

"There's been a rebound in how much fruit people are consuming following the Covid-19 pandemic, with consumption expected to continue upward over the next five years.

"At the same time, kiwifruit currently only makes up less than 1 percent of the global fruit bowl. This presents a huge opportunity for Zespri and our growers and we look forward to delivering impactful marketing campaigns across our markets to highlight the benefits of our great-tasting Zespri Kiwifruit and drive demand. We look forward to seeing kiwifruit continue its rise as a staple in fruit bowls globally and maximising the value we can return back to our growers and our communities."

**ENDS**



**MAKE YOUR HEALTHY**  
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**ABOUT ZESPRI**

Zespri is 100 percent owned by current and former kiwifruit growers and has a global team of 850 based in Mount Maunganui and throughout Asia, Europe and the Americas. Our purpose is to help people, communities and the environment thrive through the goodness of kiwifruit, and we work with 2,800 growers in New Zealand and 1,500 growers offshore to provide consumers with fresh, healthy and great-tasting Zespri Green, RubyRed™ and SunGold Kiwifruit. In 2022/23, we supplied 183.5 million trays of kiwifruit to consumers in more than 50 markets, and recorded global operating revenue of NZ\$4.22 billion. Zespri is committed to sustainability, with areas of improvement identified right through the supply chain including our pledge that by 2025 we will use 100 percent reusable, recyclable or compostable packaging, do more to help the environment, and work with our partners to be carbon positive by 2035.