



THE FRUITS AND VEGETABLES INDUSTRY SERIES

5 November 2025



Session n°11

Market dynamics in the F&V industry: The role of supermarkets and large retailers in shaping market trends and prices



FRUIT AND VEGETABLES SCHEME





TRUE VALUES. PURE TASTE.

Market Dynamics in the Fruit & Vegetable Industry
The Role of Supermarkets and Large Retailers in Shaping Market
Trends & Prices

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OECD-COLEAD Fruit & Vegetable Industry Series — Session 11

6 November 2025 | Online

Retailers Shape the Market Today



Retailer decisions determine market access, pricing & product standards



Retailers decide which products shoppers see

Shelf space strongly influences consumer demand

- Buyer power affects how prices are shared across the chain
- Year-round supply expected — even when fruit is seasonal

How HPW Works With Retailers



Reliable, certified African value-added supplier



- 45,000 tons fresh fruit → 4,500+ tons dried snacks
- Certified safety: BRCGS, IFS
- Full traceability from farm to shelf
- Trusted in USA, Europe, Middle East, Asia & Australia
- Strong planning + cold chain → zero stock-outs

Opportunities for Communities & Consumers



Reliable, certified African value-added supplier



- 2,000+ permanent + 3,000+ seasonal jobs
- Thousands of farming families supported
- Women & youth empowerment
- Montessori school & safe crèche for nursing mothers
- More healthy snack options for consumers

The Cost of Meeting Retail Standards



Rising requirements = rising investment



- Continuous audits & compliance upgrades
- Worker training & capacity building

- Cold-chain logistics & shipping risk
- Sustainability improvements (energy & waste)

A More Balanced Future Supports Everyone



Fair value sharing keeps supply sustainable



- Long-term retail partnerships
- Transparent & fair pricing
- Simpler, aligned standards
- Shared sustainability investments

THANK YOU!!!





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Thank you



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