



Apple “THE OUTLOOK”

Piotr Podoba, General Manager Poland, Döhler Group

PROGNOSFRUIT
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Apple: The Analysis

SWOT Analysis of Apple JC & NFC Market



STRENGTHS

- 2nd flavor in the world
- 1st filler in juices
- Global product
- Lower risk through good possibilities of global sourcing
- Standardized quality

WEAKNESSES

- Strong price fluctuation
- The drop in demand (mature markets)
- Excessive fragmentation of producers
- Main crop regions growing table varieties

OPPORTUNITIES

- High price of orange conc.
- New apple orchards acreage
- Global roll out 50% apple Spritzers (Lower cal.)
- Increase of NFC consumption
- The varieties play

THREATS

- Increasing production capacity
- Fresh Fruit consumption
- Consolidation of customers
- Differences in exchange rates





APPLE THE GLOBAL CONSUMPTION

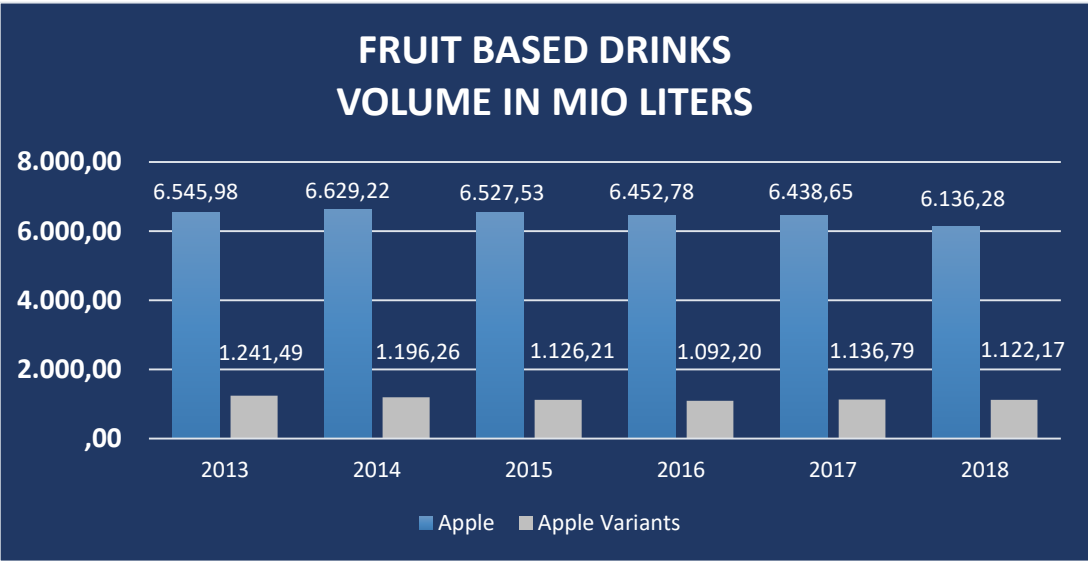
Apple: The Global Consumption

Top Categories & Geography Split of Apple Flavours 2018F



TOP CATEGORIES

within Apple Flavours 2013 – 2018F

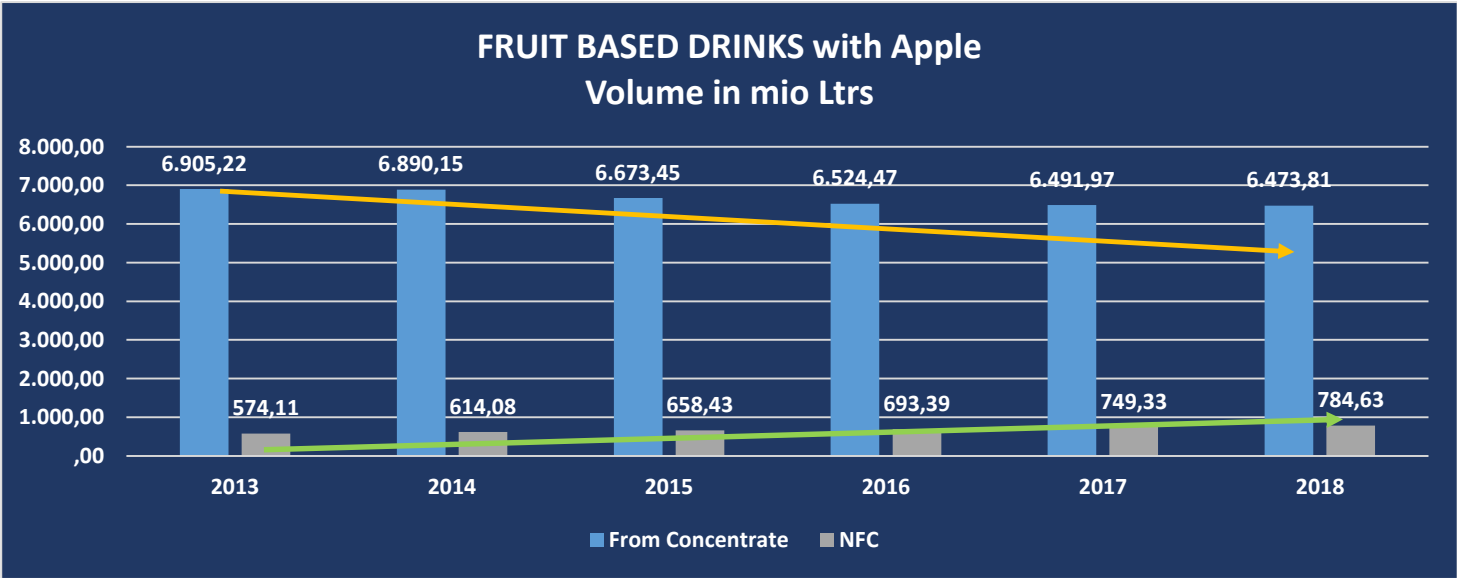


GEOGRAPHY

SPLIT within Apple Flavours 2018F

FRUIT BASED DRINKS
Total Apple Volume in mio Ltrs

Region	Volume	Changing rate (2014/2018F)
Asia	1,948	-3.52%
East Europe	1,418	-6.50%
West Europe	1,363	-6.93%
North America	1,176	-11.66%
Latin America	764	-1.83%
Middle East, North Afri	310	-10.12%
Australasia	218	-21.84%
Africa	62	-33.06%

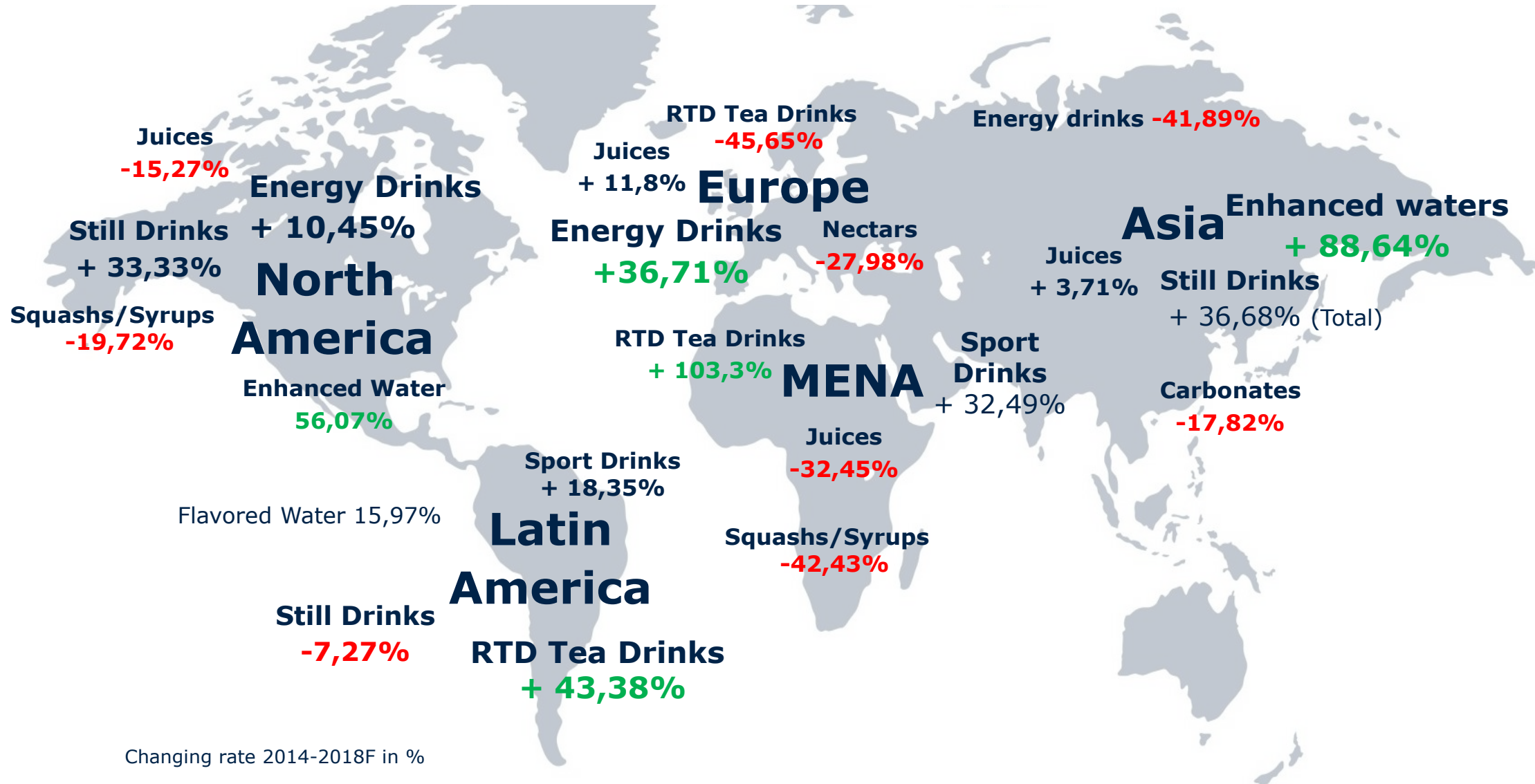


Apple: The Global Consumption

Global Development of Apple/Apple Mixes per Region (2014 – 2018F)



Growth for Apple as ingredient & Flavour within Emerging categories

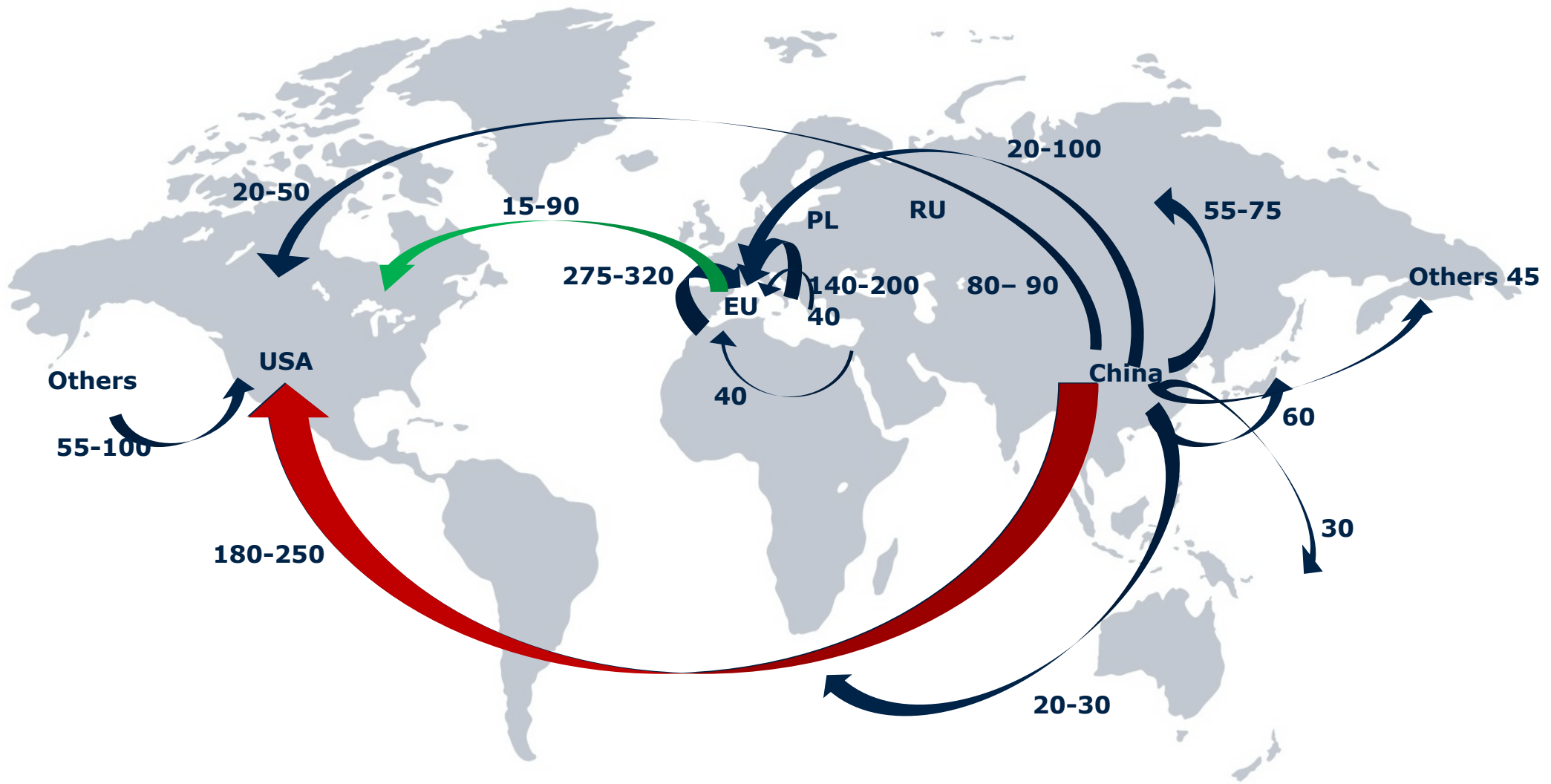




APPLE JUICE CONCENTRATE THE GLOBAL PRODUCTION & TRADE

Apple: The Global Trade

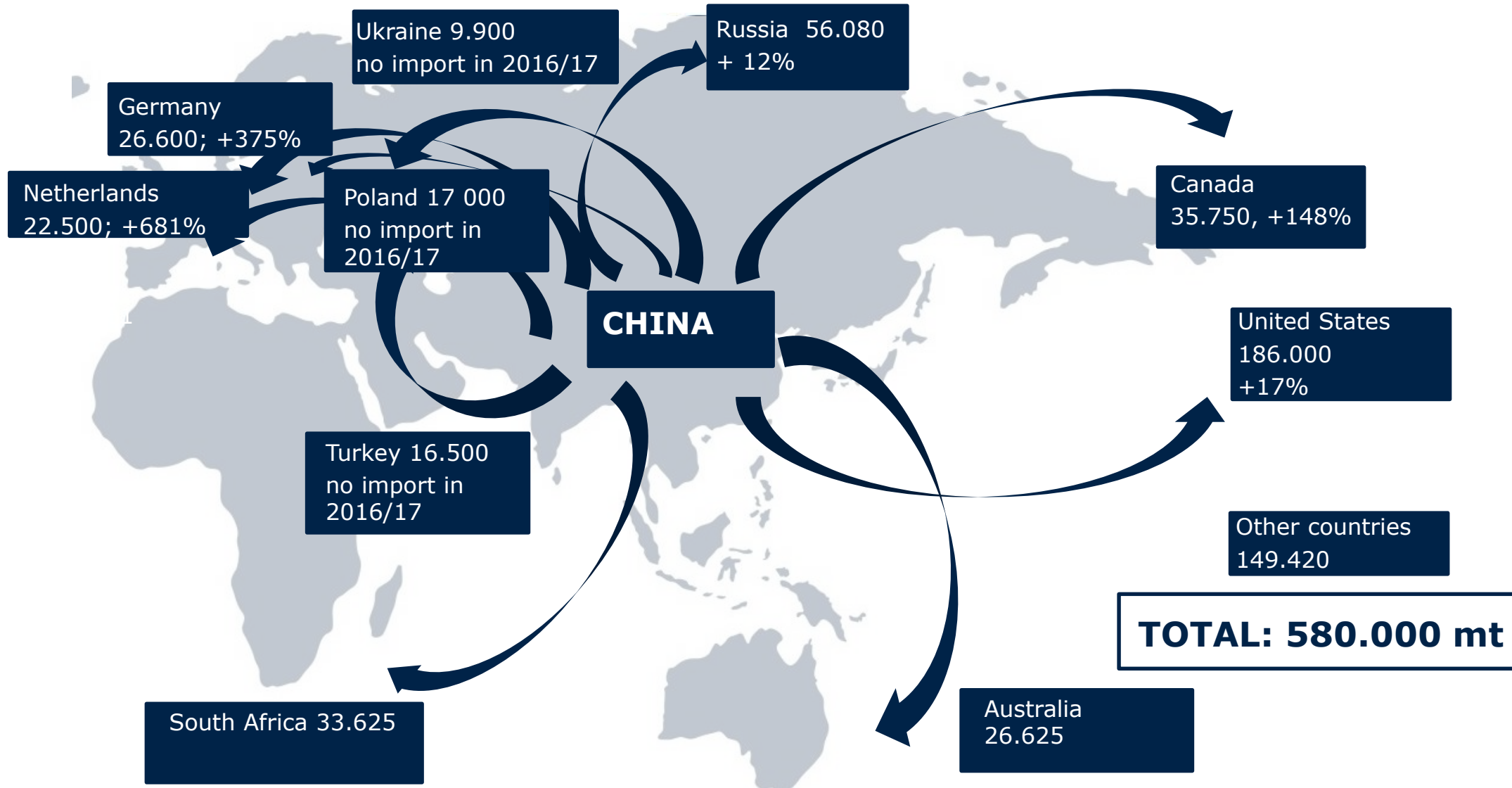
AJC Volume flow worldwide (1,000 mt) as it used to be



Apple: The Global Trade

China Exports of AJC in MT by Destination Sep 2017/march 2018

Difference in % vs. 2016/17



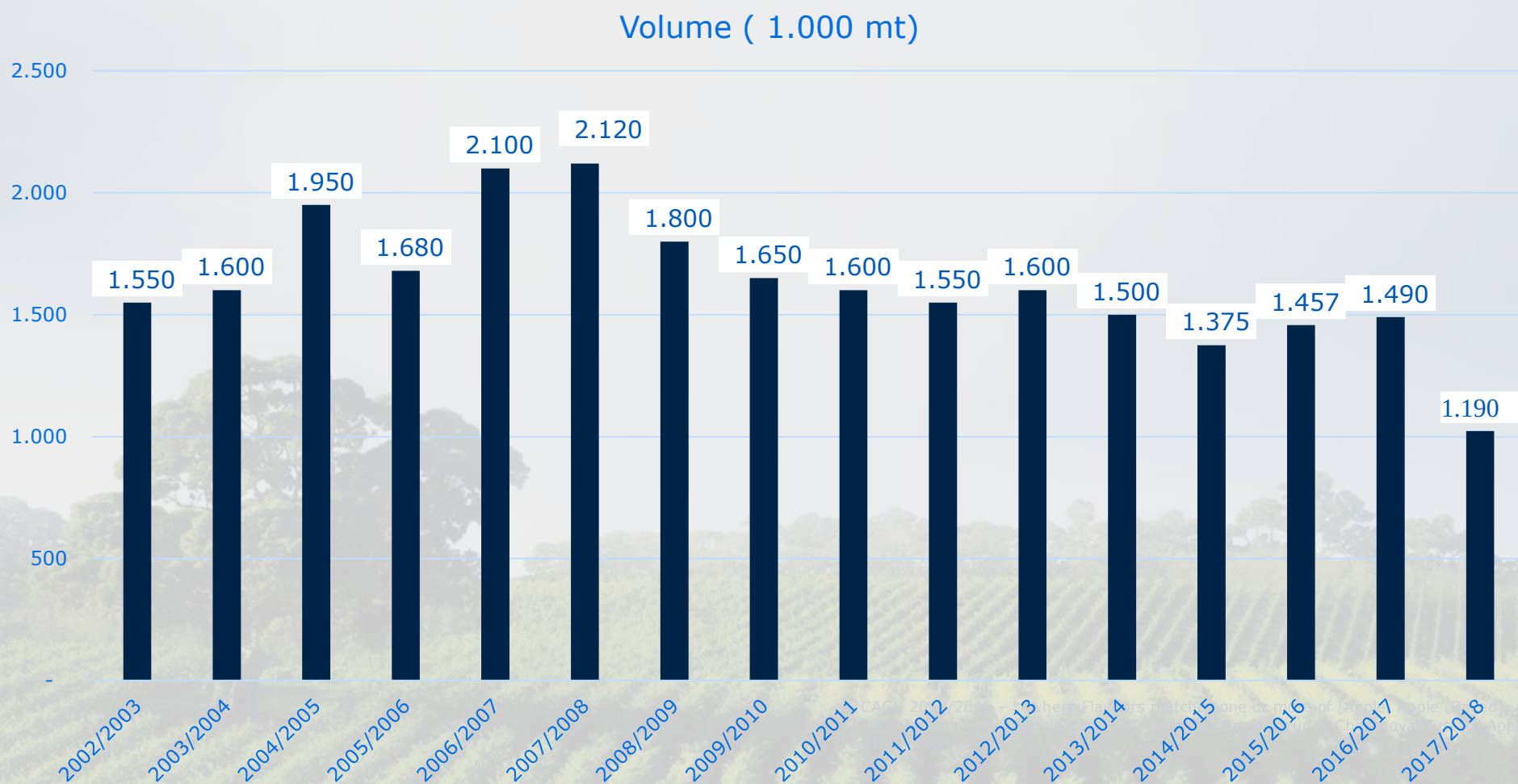
Source: World Apple Review 2017,S. 135

Apple juice concentrate

Global production, 2002-2017



Global production 2002-2017 (1.000 metric tons)

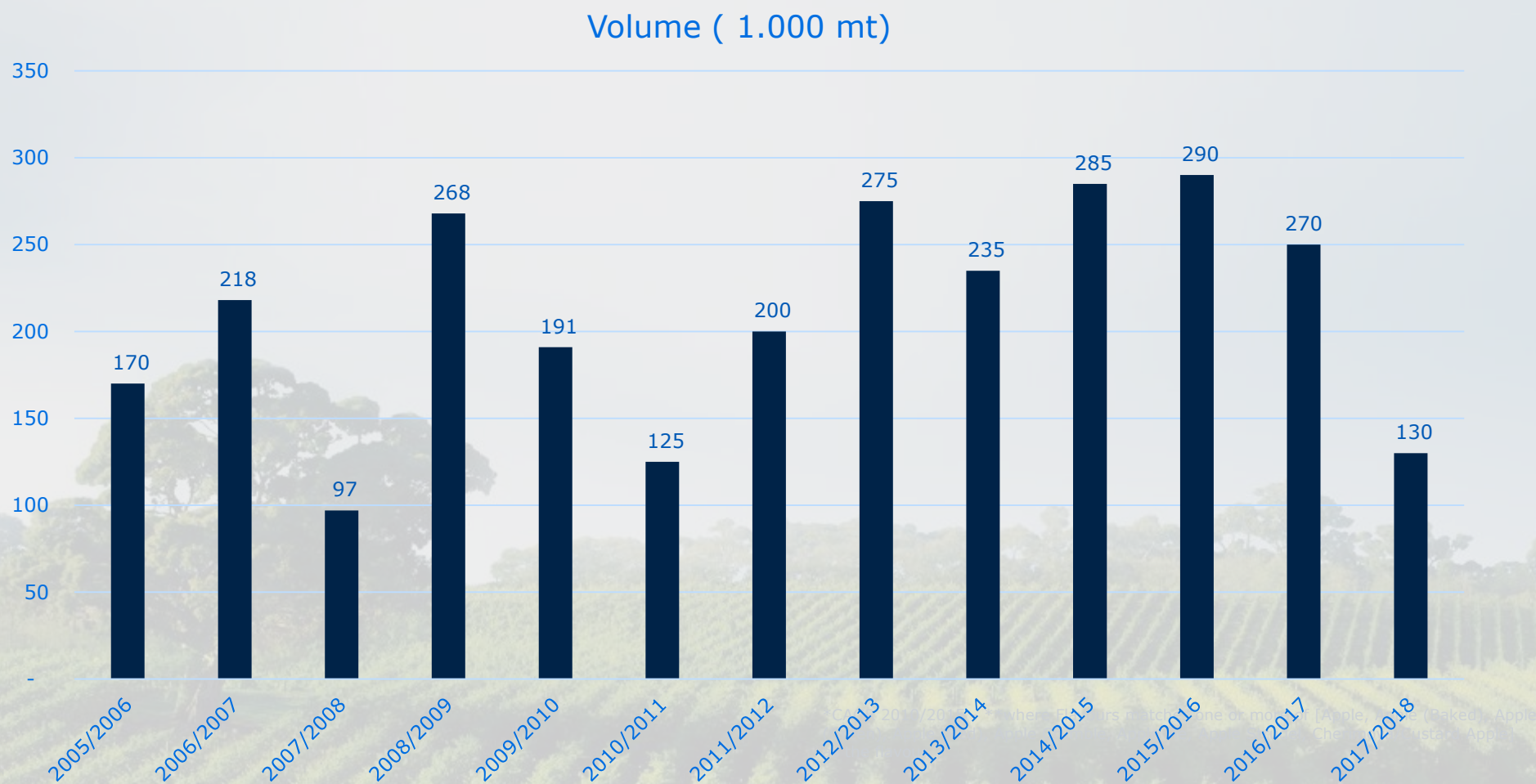


Apple juice concentrate

Production in Poland, 2005-2018



Production in Poland 2005-2018 (1.000 metric tons)





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