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Consumption of fruit and vegetables in Europe 2026

Conducted by Kantar for Stiftelsen
Opplysningskontoret for frukt og
grønt (OFG)

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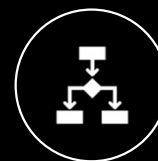
ABOUT THE SURVEY

The foundation Opplysningskontoret for frukt og grønt (OFG) has since 2017 conducted a yearly study to measure the consumption of fruit, berries and vegetables in various European countries. This survey has been repeated in 2026.

Several questions have been included in the Norwegian survey, i.a. related to children's consumption, consumption of fruit and vegetables and some questions about price, since food prices are now rising.

This report includes the main results from the European countries, where less questions were asked than in the Norwegian survey. A separate report deals with the questions about the use of fruit and vegetables in Norway.

The results are weighted by gender, age and education.



METHODOLOGY

Web survey



SAMPLE

National representative
sample in each country
18+ years old
7183 interviews



FIELD PERIOD

01.09.26 – 18.09.26

ONE PORTION

Fruit and berries

One portion of fruit and berries is more or less a handful. It can be a medium-sized fruit such as an apple, banana or pear, or a piece of a large-sized fruit as melon, pineapple or mango. It could also be a handful of small-sized fruits like grapes, plums, kiwi or a handful of berries. We are thinking of fruit/berries in all formats: fresh, frozen, canned, in homemade smoothies etc.

Vegetables and salad

One portion is more or less a handful vegetables and salads. One portion could include a big tomato, seven cherry tomatoes, a carrot, a handful of broccoli or a small bowl of salad. Please consider vegetables and salads of all formats: fresh, frozen, canned, fried, in homemade smoothies etc.

Juice (not nectar)

A glass of juice is about 2 dl. Please think about pure fruit- and/or vegetable juice, not nectar or other not pure juice products. One portion is defined as 1 dl or half a glass of juice.

Smoothie (bought, not homemade)

A glass of smoothie is about 2 dl. Think of any type of smoothie you can buy made from fruit and/or vegetables. One portion is defined as 1 dl or half a glass of smoothie.



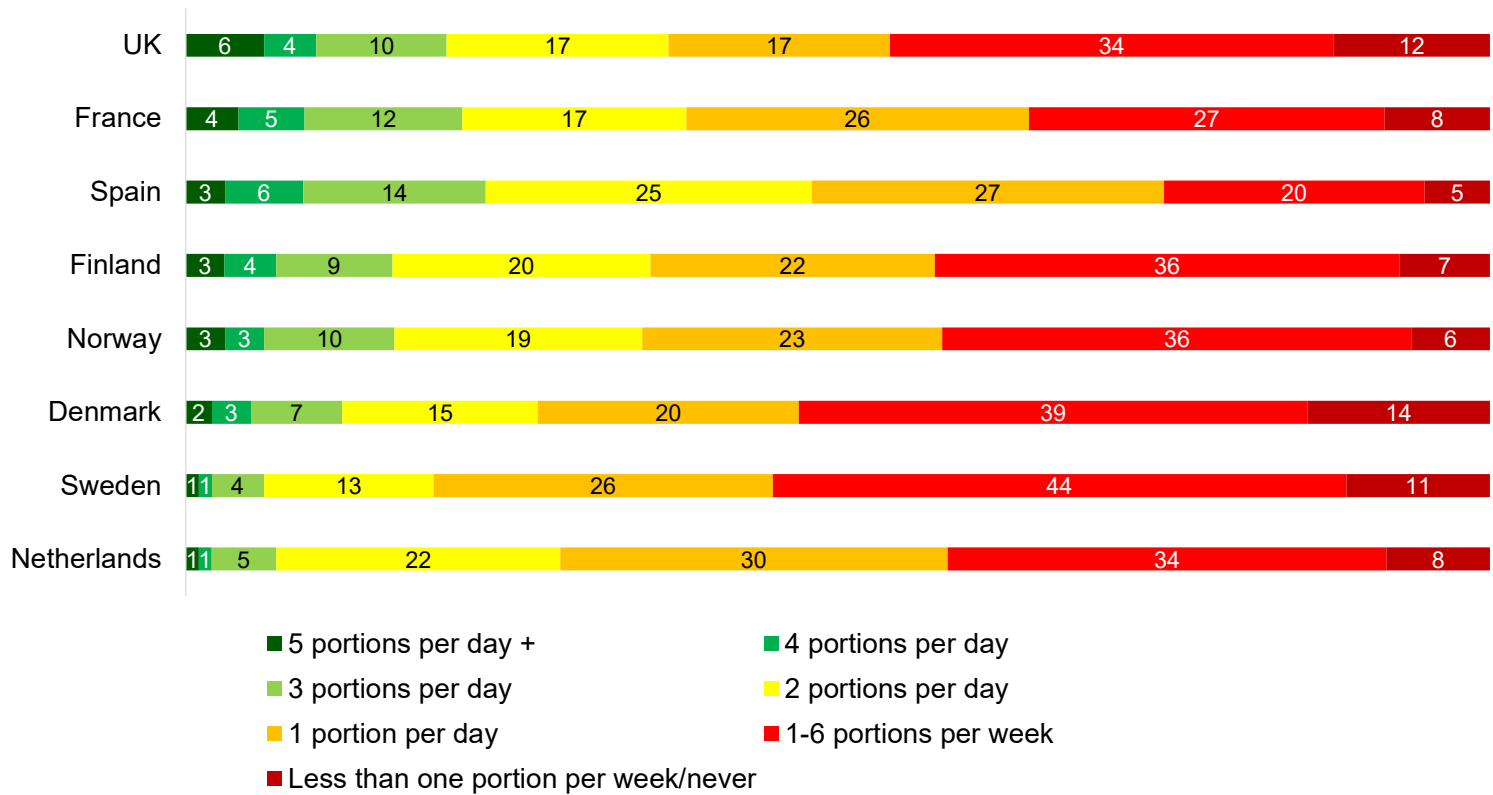
CONSUMPTION

Consumption of fruit/berries and vegetables in day-to-day life



Portions of fruit and berries daily

? How many portions of fruit and berries do you usually eat?



UK, FRANCE AND SPAIN CITIZENS EAT MORE FRUIT AND BERRIES DAILY COMPARED TO OTHER EUROPEAN COUNTRIES

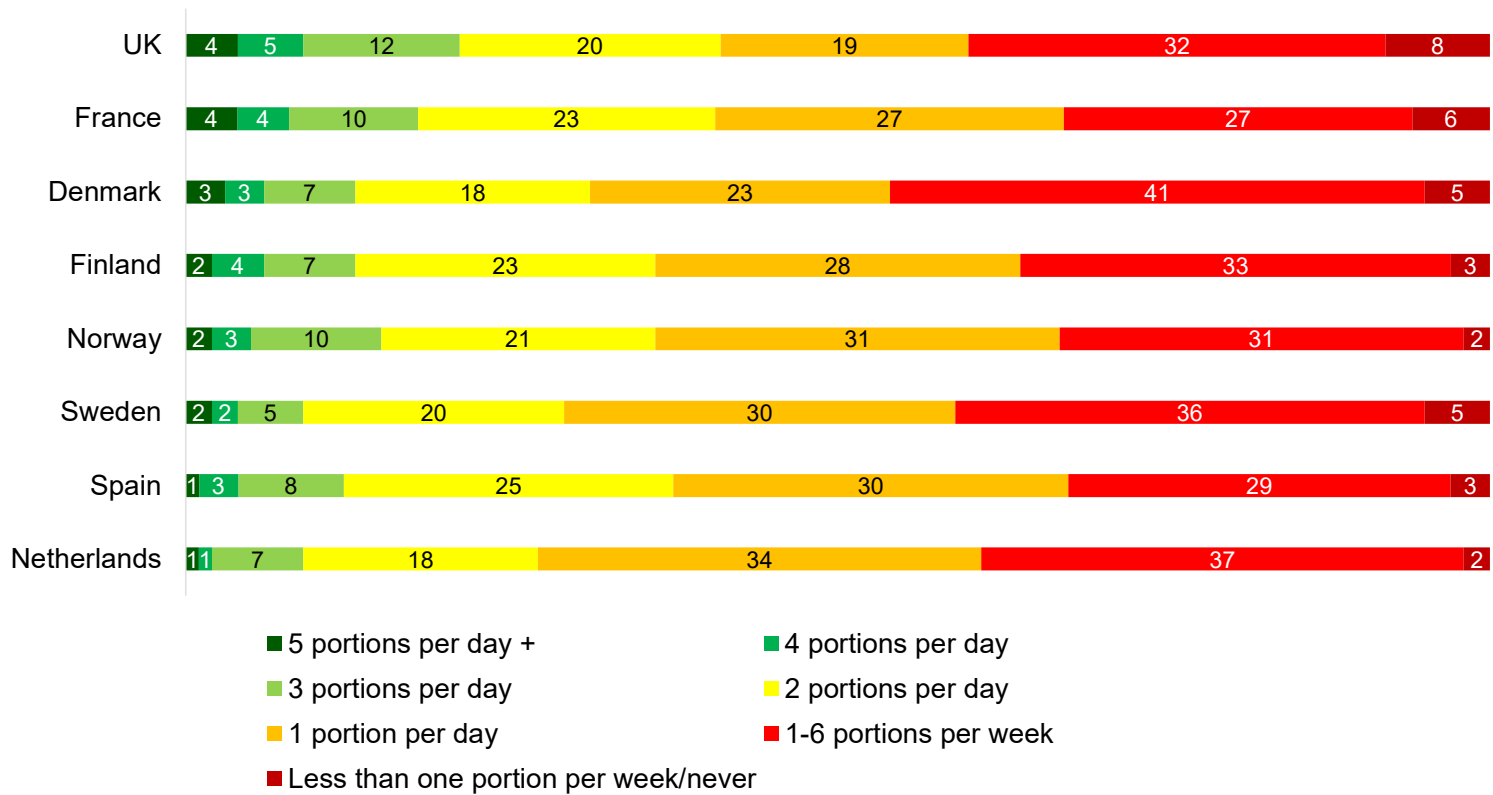
Eating *at least* one portion of fruit and berries each day, is most common in Spain and France. 75 % report eating at least one portion of fruit and berries each day in Spain, and 64 % report the same in France.

UK, Spain and France have highest shares eating four or more portions of fruit and berries daily, with 10 % in the UK and 9 % in France and Spain.

Less than half the population in Sweden and Denmark eat a portion of fruit and berries at least once a day.

Portions of vegetables or salad (ex. potatoes) daily

? How many portions of vegetables or salad (ex. potatoes) do you usually eat?

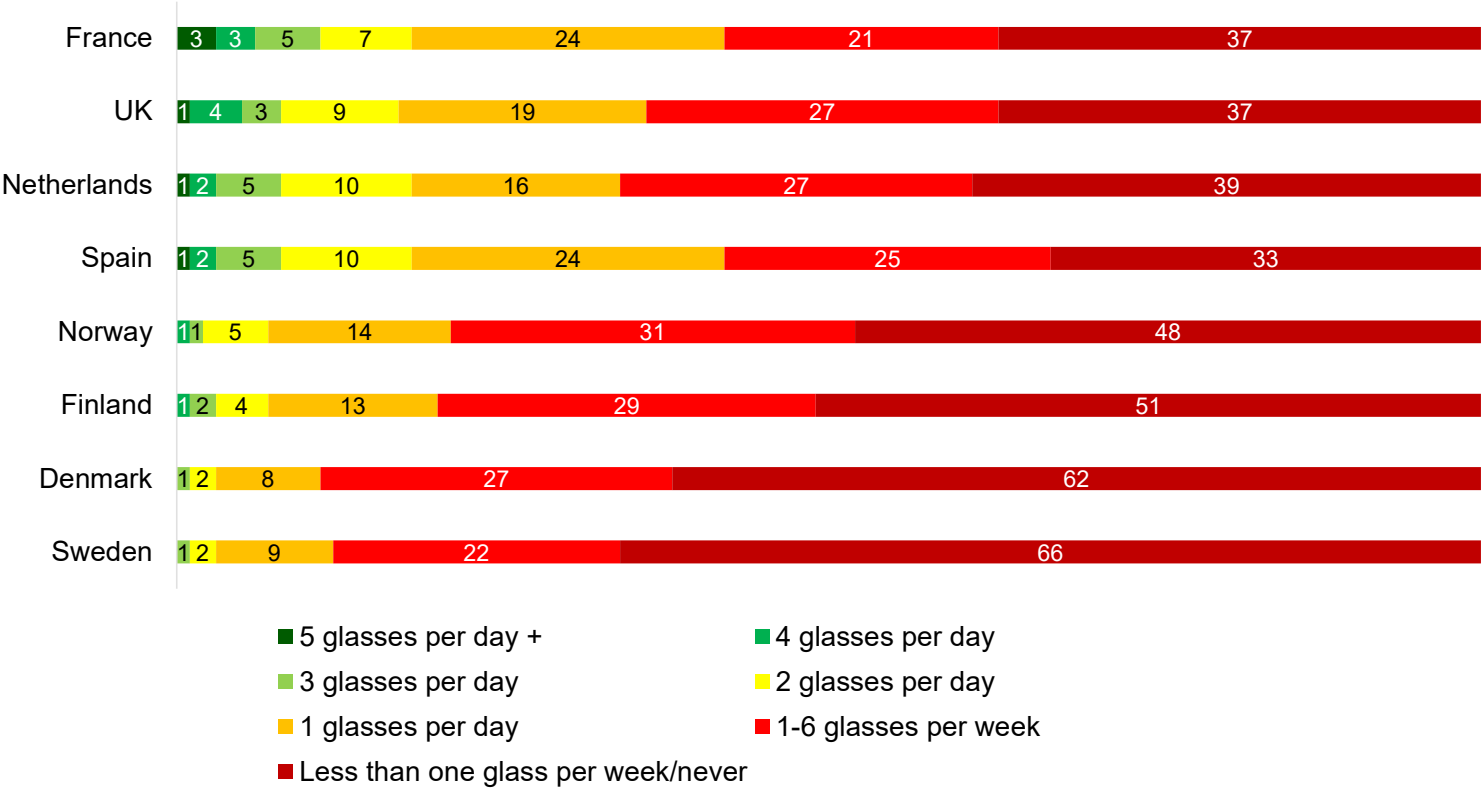


THE UK HAS THE HIGHEST SHARE EATING VEGETABLES OR SALAD THREE OR MORE PORTIONS PER DAY

21 % of the UK population eat at least three portions of vegetables or salad each day.

Glasses of juice (not nectar) daily

? How many glasses of juice (not nectar) do you usually drink?

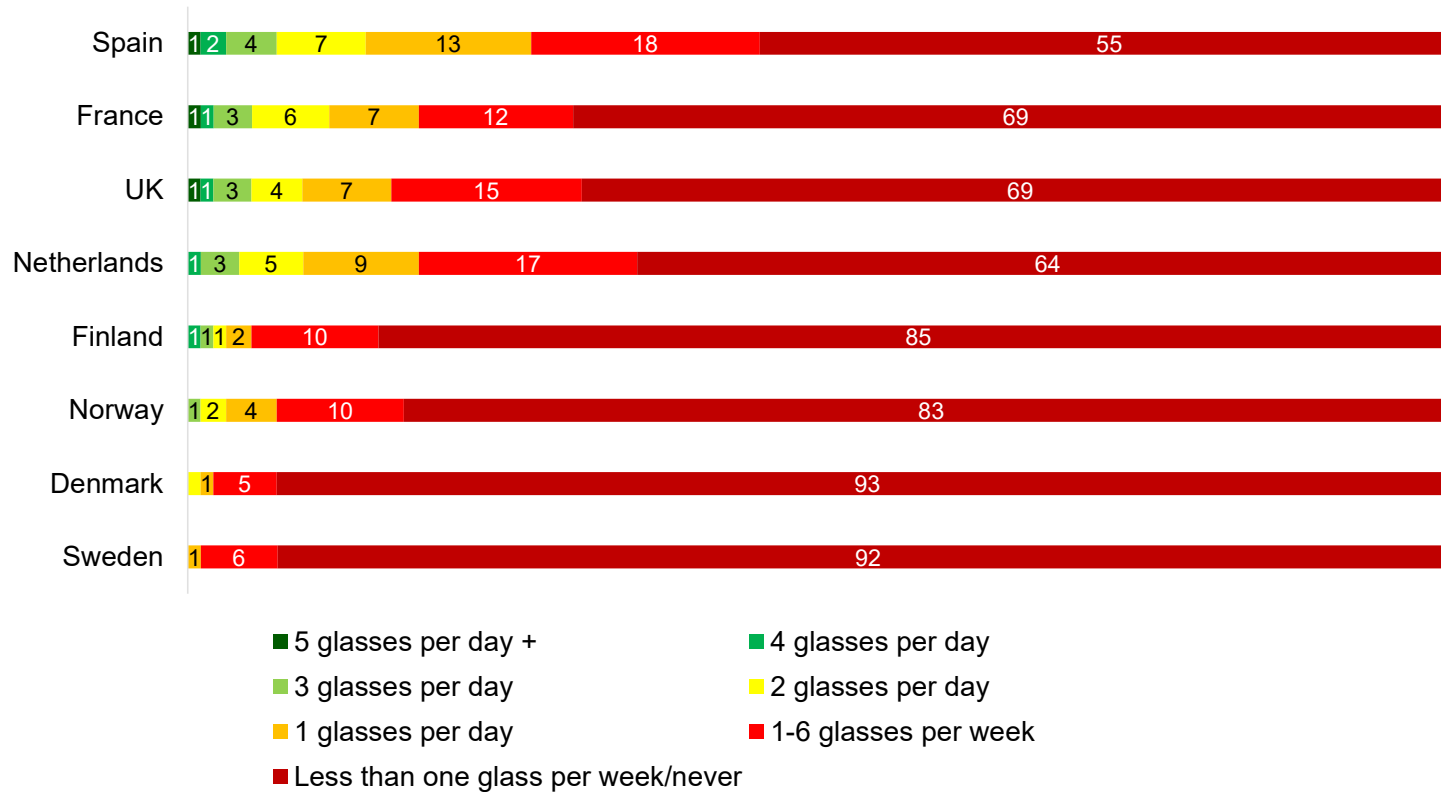


THE NORDIC COUNTRIES STILL DRINK SIGNIFICANTLY LESS JUICE THAN THE REST OF EUROPE

42 % in Spain and France drink at least one glass of juice each day, compared to only 11 % in Denmark and 12 % in Sweden.

Glasses of smoothie daily

? How many glasses of smoothie (bought in a store – not homemade) do you usually drink?

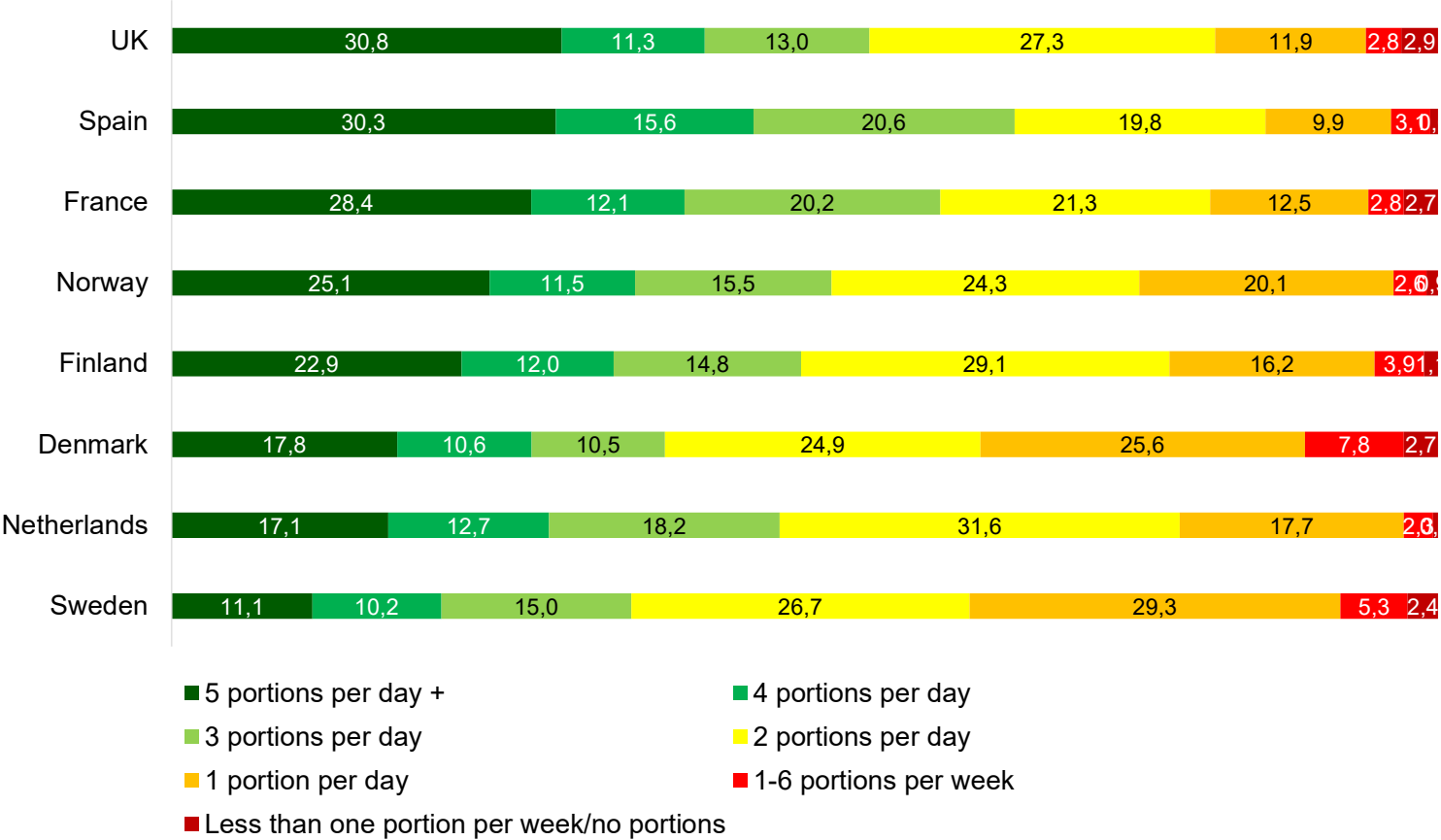


THE NORDIC COUNTRIES ALSO DRINK SIGNIFICANTLY LESS SMOOTHIE DAILY THAN THE REST OF EUROPE

7 % of the Spanish population, and 5% of the French and the UK population, drink at least three portions of smoothie each day.

In comparison, none in Sweden and Denmark drank three or more portions of smoothie each day.

Total consumption of fruits and vegetables daily



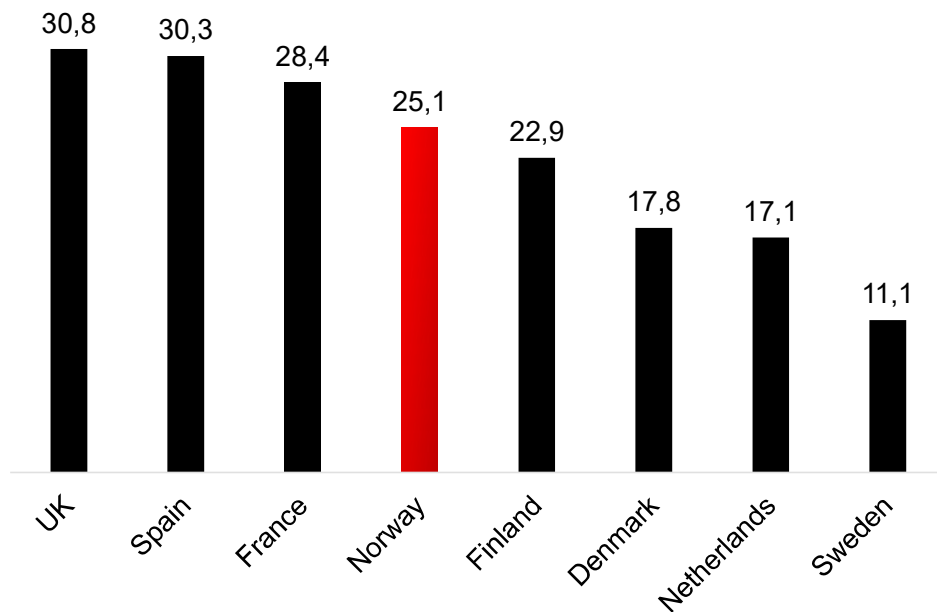
THE TOTAL CONSUMPTION OF FRUIT AND VEGETABLES VARIES BETWEEN THE EUROPEAN COUNTRIES

30.8 % of the UK population consumes at least five portions of fruit and vegetables each day. In comparison, only 11.1 % of the Swedish population do the same.

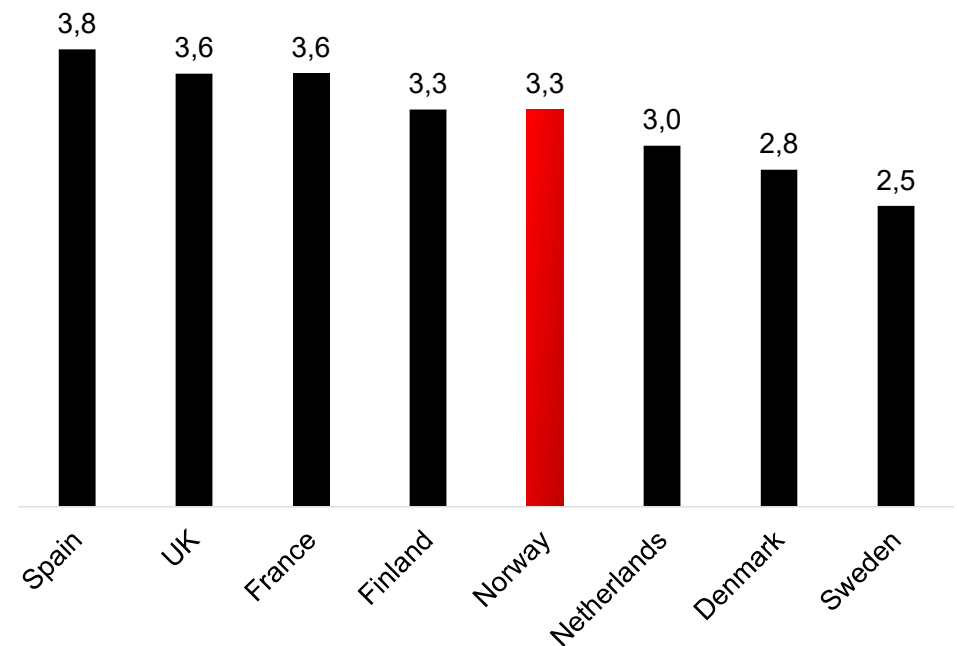
The population in Sweden eat considerably less fruit and vegetables daily compared to other Europeans.

Daily consumption

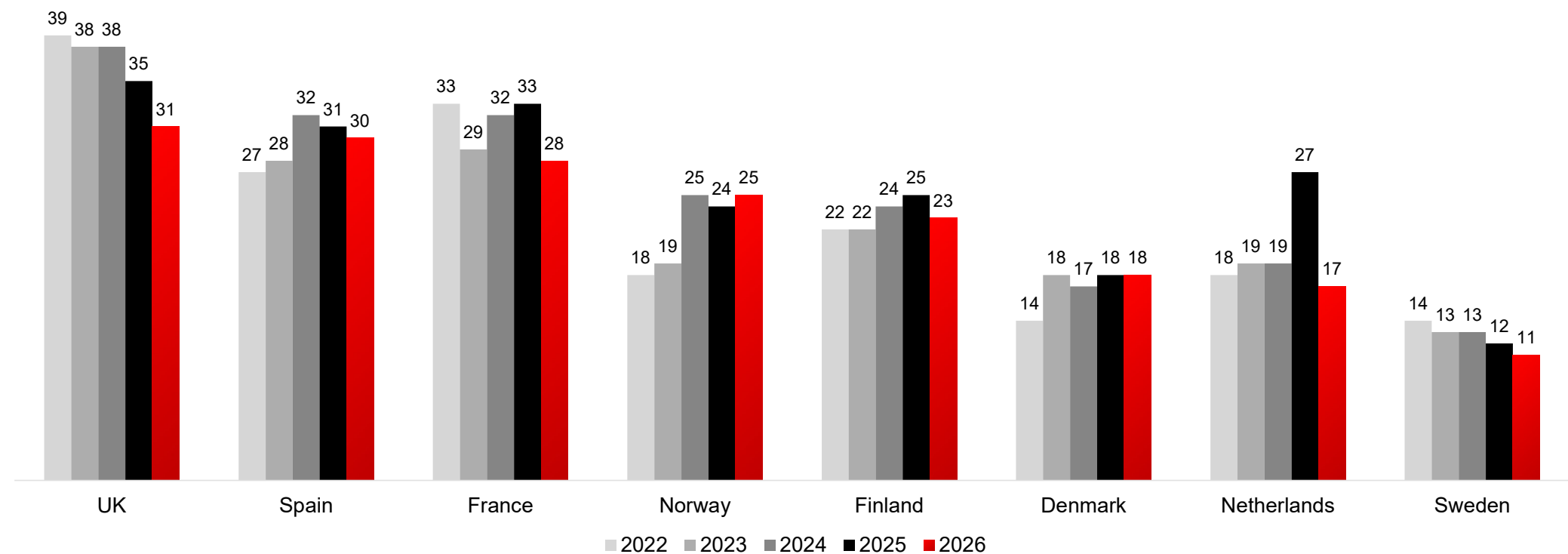
The percentage who eats at least 5 portions of fruit/berries or vegetables every day



Mean – daily consumption of fruit/berries and vegetables

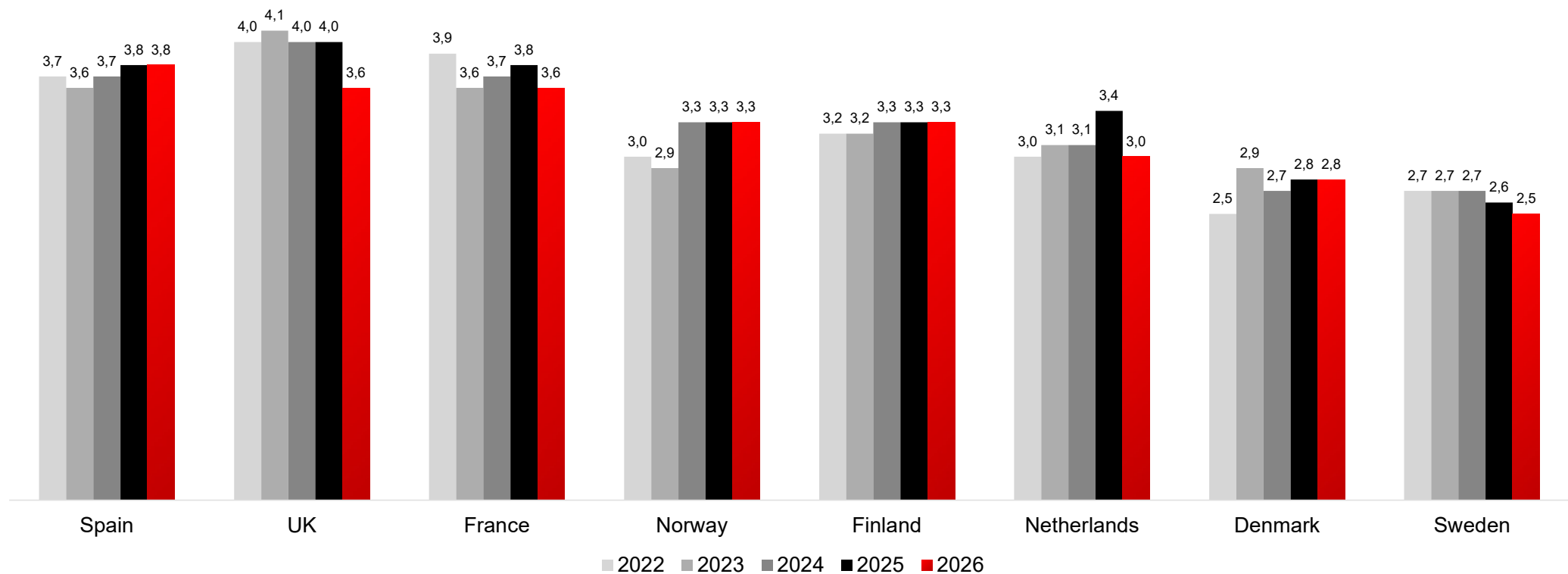


The percentage who eats at least 5 portions of fruit/berries or vegetables every day – development over time



Calculation: Consumption of juice and smoothie counts for maximum one portion a day. Those who answer: «I don't know», and those who haven't given an answer to how many fruits/berries/vegetables/drinks they eat/drink are excluded from the calculation.

Mean – daily consumption of fruit/berries and vegetables – Development over time



Calculation: Consumption of juice and smoothie counts for maximum one portion a day. Those who answer: «I don't know», and those who haven't given an answer to how many fruits/berries/vegetables/drinks they eat/drink are excluded from the calculation.

SUMMARY



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- Spain, the UK and France have the highest average consumption of fruit and vegetables, while Denmark and Sweden still have the lowest.
- The Nordic countries still drink considerably less juice and smoothie than the rest of Europe, which has been the same for several years.
- The most noticeable changes from last year in shares that eat at least five portions of fruit and vegetables every day, is the continued negative trend in the UK, and Spain with a 5% decrease.
- The mean consumption of fruit and vegetables is, on the other hand, more stable across Europe, with few changes from last year. The most noticeable change is the UK with a 0.4 change from last year.

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