joint marketing strategy to boost the European market of melon and watermelon

Vegetable Seeds, the business unit of Bayer that markets the vegetable seeds brand Nunhems® has urged all links in the food chain to develop a joint marketing strategy to boost the European market and enhance nutrition and health characteristics of melon and watermelon as a valuable argument of sale of these fruits.

Such collaboration proposal was made in the course of the day on 29th June in Cartagena, with the participation of international experts in marketing and marketing.

Its approach is based on previous work by identifying key consumer trends in the segment of fruits and vegetables and further analysis with the participation of the sector, to explore new business opportunities especially suited to melon and watermelon.

During the day it was highlighted the importance of taste as a selling point, above even the price, and interest in a healthy diet. Executives from companies such as Ramafrut, South Pozo, Hessing and Zenalco (Auchan Group) agreed to recognize the taste should be the priority in any trading strategy to boost the market of melon and watermelon, since customer satisfaction is the only way to repeat your choice and delivers loyal.

Similarly, another strategic line of action that have highlighted the participants in the conference has been promoting, especially among children, of healthy values of ??melon and watermelon and the benefits of fruit consumption. To this end, experts consider essential the collaboration among all stakeholders to know how to communicate and educate consumers about the importance of fruit in what is meant by a healthy and balanced diet.

New presentations

The research on consumer trends has revealed, in general, that the European market melon and watermelon recorded a slow growth, which is more dynamic in the segment of small watermelon with a size less than two kilograms per piece. "In recent years we have done a great job by plant breeding has ensured quality and increases the degree of consumer loyalty, but we need to work collectively to bring to market new, more creative solutions and in which the flavor is the undisputed star", said Vicente Navarro, director General of Marketing Sales and Vegetable Seeds in Bayer.

The study on market trends shows that new formats for presentation at the final point of sale are achieving break the seasonality of both products and increase consumption.In this sense, the development of new customized and adapted formats are considered fundamental by Nunhems® to satisfy a highly segmented and varied market, made up of audiences with very different consumption habits. "It is useless to believe that a global solution satisfies all, we live in a time when every type of consumer wants a differentiated product and we must work together in order to satisfy all audiences," said Paco Gonzalez, Director General of Iberia and Global Director of Marketing and Sales Melon and Watermelon Vegetable Seeds at Bayer.

Within the growing tendency to consume fruit snacks several times a day, it have been identified the desirability of developing new varieties of melon and watermelon with longer life and high internal quality. For example, this would help increase the consumption of Piel de Sapo melon in the export market, as the segment cut fruit and peeled ready for consumption is currently favors the marketing of Galia, having a longer duration once processing and packaging.

Consumption of fruit snacks is currently one of the market segments most promising growth, especially between a young audience of 18-34 years used to "nibble" several times a day. In this case, fruit snacks compete directly with sugary and chocolaty very introduced on the market. "An option to win the battle to traditional snacks is to use the same techniques that these big brands marketing and consider relocating the melon and watermelon in the supermarket," according to Hans Liekens, Director Distribution of Supervers Hessing. "You have to place the portion of melon and watermelon ready to eat right next to the candy bar and at the same price to the consumer to choose the fruit in a type of purchase that is always impulsive," Liekens said.

Source: Bayer