



Blackcurrants around the World – Exploring opportunities

June 2018

- ▶ Survey conducted in May 2018

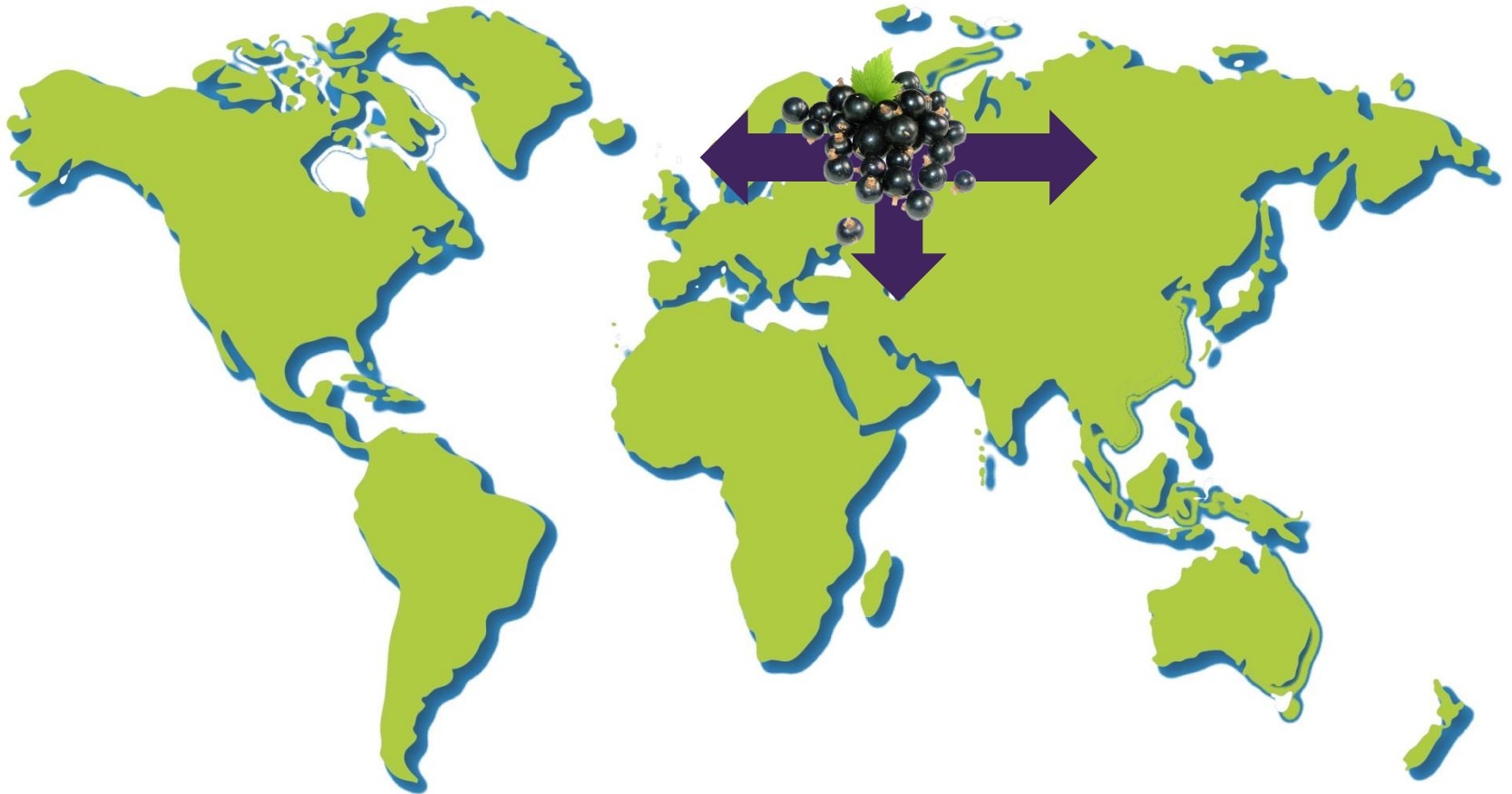
 - ▶ 9 representative countries:
 - Denmark, Germany, Poland, United Kingdom
 - Japan, New Zealand, USA, Russia, Ukraine

 - ▶ 3 main topics were explored:
 - Current consumer habits
 - Availability of fruits / BC based products
 - Opportunities
- 



Consumer habits

Consumer habits



The further from the home of BC, the less known, grown, appreciated, used they are

Traditionally, people know and consume BC
or BC products...



... grow them in their gardens...
... and appreciate their taste.

Consumer habits

BC consumption is related to age of the consumers:
under 18,
consumption is low
in France, Germany,
Denmark, Poland...



Consumer habits



... but no relation with the age of the consumers is being observed in the UK, USA, New Zealand and Japan

Health benefits – consumer knowledge

USA:

Vitamin C, anti-oxidant properties, but: difficulty to advertise health benefits by companies that sell currants

Russia:
Vitamin C, anti-oxidant, fever reducer, prevention of heart and vessel diseases, anti-inflammatory, cancer protection, antiseptic, favorable impact on gastro-intestinal tract

Ukraine:

Vitamin C, absorption of radionuclides from the human organism, remedy for cold

very little knowledge in **Japan**

New Zealand:

eyes, general immunity & well-being, cognition

Worldwide n°1: Vitamin C !!!

Health benefits – consumer knowledge

UK:

Vitamin C, cancer, brain boost, dementia, gut health, eye strain, cardiovascular, urinary tract infection, healthy gut, anthocyanins

(traditional since the 2nd World War is BC as a substitute for vitamin C from citrus fruits. Current promotional campaigns around all other benefits led by the British BC Foundation!)

France:

Awaeness, but no particular knowledge

Denmark:

Vitamin C

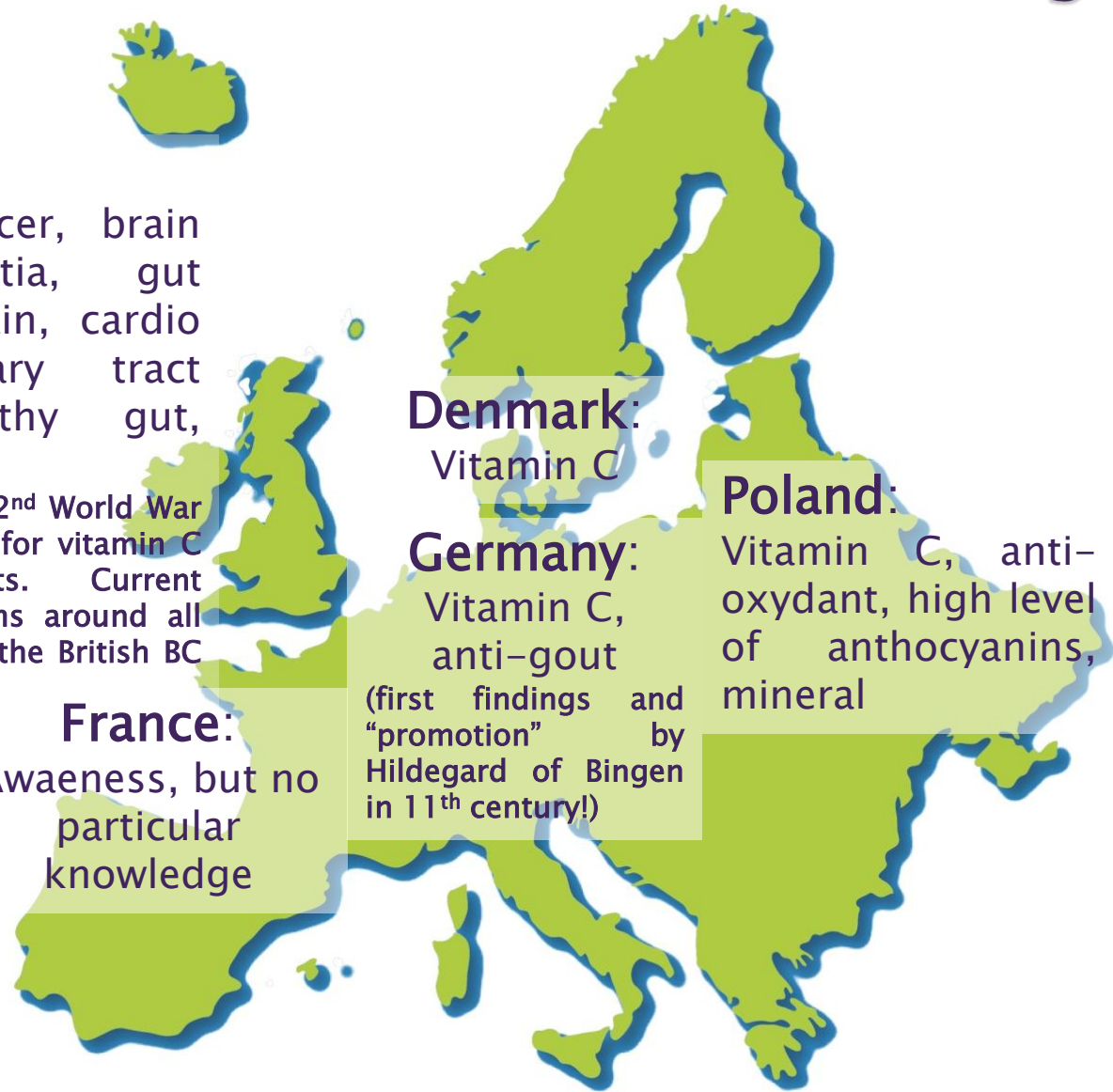
Germany:

Vitamin C, anti-gout

(first findings and “promotion” by Hildegard of Bingen in 11th century!)

Poland:

Vitamin C, anti-oxydant, high level of anthocyanins, mineral



Home Uses

Particularities:



France:
Home-made
liqueurs

Russia:
Consumed also
raw, and used to
make smoothies or
fruit wines . Jams
are most popular
(not as a spread, but to
eat straight with an
afternoon tea)

**Japan and
New Zealand:**
Not much
home use of BC
purchased as
processed
products




























Universal agreement:
jams, juices / cordials, pastries



Frequency of consumption / product

	raw	jam	juice	cordial	alcohol	compote	Ice cream	coulis	puree	dairy	sweets	Nutra-ceuticals	Cos-metics

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USA														
Japan														



Availability

Availability (BC without anything else)



canned / sterilized



Availability (places)

- supermarkets
- grocery store
- fine food store
- local markets / from producer to consumer
- internet

Availability



Availability



Main end products

Denmark: jam, Ribena, juices, liqueur

France: liqueur

Germany: juices, jams, cordials

Japan: concentrate, powder / extract

New Zealand: juices, jams cordials, fruit teas

USA: juice, jams (widely imported)



Opportunities


Interesting consumer trends

- Denmark: interest in Nordic food, health consciousness, farmers / markets / local food
- Germany: granita, smoothies
- Poland: good quality liqueurs and wines, juices and nectars (mixed or not), frozen fruits, supplement diet
- United Kingdom: healthy eating and drinking
- Ukraine: naturality, healthy food, functional food, berry from your childhood

Overall majority tend:

consumers look for healthier, more natural and better quality food and drinks

Interesting products / country

- Denmark: convenience products ready to use (e.g. puree), modernized drinks, products appealing to younger generations
 - Germany: juices, cordials, IQF, dried BC
 - Japan: New Zealand BC
 - Poland: jams, jellies, frozen fruit, nutraceuticals, liqueurs, wines, chocolates filled with BC
 - Russia: jam, sweets, cosmetics, tea, sauce, juices (mixed or not)
 - UK: juice, alcoholic beverages, tea
 - Ukraine: mono juices and mixed berry juices, jams for confectionery products, food coloring for other products (for example fruit puree), sauces according to the exclusive HoReCa
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Ideas of couples target / product

➤ Denmark:

- younger people / healthy, convenient products
- runners, sportspeople / ?
- bakeries / BC instead of other fruits


➤ Germany:

- housewives / IQF, mixed juices, smoothies

➤ Japan:

- mid-aged women / drinks, yoghurt
- senior health conscious people / supplements

➤ Poland:

- ordinary people / fresh or IQF
 - sportsmen / supplements, nutraceuticals
 - young people & students / juices, nectars, sweets, ice-creams
- 

Ideas of couples target / product

➤ Russia:

- housewives / jams

➤ United Kingdom:

- housewives / IQF
- bars / alcoholic drinks
- / health opportunities (Alzheimer etc)
- / performance enhancers

To be explored by the producing industry!

Opportunities



Potential is huge:

- for existing products in new parts of the World
- for new and innovative products in already existing markets

With the common efforts of end product manufacturers and promotion by the IBA)



Thank you !

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with the kind help of:

Aleksandr Yareshchenko, Ukraine
Anna Tier, New Zealand
Denis Bergère, France
Ekaterina Golubkova, Russia
Greg Quinn, United States of America
Heiko Danner, Germany
Jo Hilditch, United Kingdom
Jun Fujikuma, Japan
Karen Thorsted Hamann, Denmark
Piotr Baryla & Stan Pluta, Poland