

Serbia is selling even more apples to Great Britain and Middle East, while less to Russia

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The analytics of EastFruit are estimating that Serbia is continuing pro-active diversification of markets for fresh apples. Since five years ago almost the entire Serbian apple export has been directed to the single, Russian market, since the country does not fall under Russian “anti-sanctions”. However, since 2019, less and less apples are being sold to the Russian market, and more and more to countries such as the United Kingdom, the UAE and Hungary.

Also, significant volumes of apples from Serbia were sold to countries such as Romania, Saudi Arabia, Kuwait, Qatar and Oman. And the Middle East market by volume becomes the second most important after the Russian market.

This trend was also confirmed by Ivana Kolarevich, director of sales for the Russian market of one of the largest fruit companies in the country Vija Porduct, member of Serbia Does Apples association, during the First International Online Conference “Apple Forecasts”. She also predicted that in 2020, Serbia will collect about 500 thousand tons of apples, which will be a production record. This is due to the fact that they are undergoing investments and the area under apple orchards in the country continues to expand.

The full recording of the conference can be viewed at this [link](#).

The trend of diversification of apple exports from Serbia continues in 2020. In particular, Serbia entered the top ten largest apple suppliers to the UK in the first quarter of 2020, delivering 1.2 thousand tons of products. This is 67% more than in the same period last year. And in 2008, Serbia delivered only 4 tons of apples to the UK during this period.

By the way, Ukraine over the same period reduced apple exports to the UK only to 20 tons compared to 561 tons last year, and is already losing the market share due to competition from Serbia.

Also, in the first three months of 2020, Serbia increased exports to the UAE by 16 times and delivered 936 tons of apples. Moreover, even in the Malaysian market, Serbia delivered 284 tons of fresh apple in January-March 2020 and is already catching up with Ukraine in terms of apple supply to this market.

It is obvious that in connection with the expected increase in the apple crop in Serbia in 2020, competition between Ukraine and Serbia in alternative markets will intensify. This will negatively affect the apple business of recognized leaders such as Italy, Poland and France.

Link to the original article: https://east-fruit.com/article/serbiya-vse-bolshe-yabloka-prodaet-v-velikobritaniyu-i-na-blizhniy-vostok-i-vse-menshe-v-rossiyu?fbclid=IwAR24CdpoQR98WxoJcUpq_oHQ62Q1Putn07j-y5SoGlxNR6pek1zW4ltFo9E