



Overview of the Fruit and Vegetable Tracking Study in Spain

AECOC

La Asociación
de Fabricantes
y Distribuidores

Context

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Why the tracking was created?

Context

- Increased supply chain volatility since COVID-19
- Impact of climate change on agricultural production and lower reliability of historical data and forecasts
- Greater consumer price sensitivity in an inflationary environment
- High structural complexity in the fruit and vegetable sector



The Tracking was created in response to this situation

Objective

The objective of the Fruit and Vegetable Tracking study is to measure the commercial relationship and the level of logistics service that suppliers provide to their customers.

Benefits for participants:



Gain a global and comparative view of your company in relation to the other suppliers in the channel.



Identify strengths, areas for improvement, and best practices to promote supplier-customer collaboration.



Identify entry points in potential customers.



Understand distribution trends in the fruit and vegetable category in order to focus your innovation and customer plans.

Methodology of analysis and timing



Year

January



ONLINE
QUESTIONNAIRE

February



PERSONAL INTERVIEWS

March



RESULTS CALCULATION

April

May



RESULTS REPORT

Scope

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Retailers



Scope

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Suppliers



TUBER

El Zamorano

udapa

meléndez
PATATAS

Jumosol
EXTRA SWEET ONIONS

Ibérica
de Patatas

PATATAS
HIJOLUSA

fuencampo
La Cebolla Dulce

cebollas
consuay



4a RANGE

Florette

Diquesí

mimaflor

Freshkia



VEGATABLES

elDULZE

primaflor

grupolucas

pascual
Pascual Marketing S.L.

Cooperativa
G's
VEGAS

SUN &
VEGS

Scope

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Suppliers



Priorities of the Retailers

Top 6 most important issues for the distribution channel

	BLOCK	MOST IMPORTANT QUESTIONS	IMPORTANCE
1	SERVICE LEVEL	Service level in standard deliveries	9.06
2	SERVICE LEVEL	Service level during promotional campaigns or special periods (Christmas, Easter, etc.)	8.88
3	SERVICE LEVEL	Compliance with product freshness and shelf life upon delivery	8.82
4	SERVICE LEVEL	Ensures excellent condition and quality of products in every delivery	8.76
5	COMMERCIAL	Works with high-quality and trusted products	8.63
6	SERVICE LEVEL	Guarantees the cold chain in all deliveries	8.56

Results

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General Ranking



TOP 5 - Ranking del 1 al 5



Nivel Alto - Ranking del 6 al 14



Nivel Medio - Ranking del 15 al 22



Nivel Bajo - Ranking del 23 al 30

TOTAL

POSITION	SUPPLIER	RATING
1	GRUPO LUCAS - VEGTABLES	7,65
2	EL ABUELO - FRUITS	7,59
3	EL DULCE - VEGETABLES	7,20
4	FUENCAMPO - TUBER	6,98
5	UDAPA - TUBER	6,85
6		6,79
15		6,33
16		6,25
25		5,86
26		5,86
35		5,18



Results

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Conclusion

- The main challenge is to ensure supply and guarantee product availability in store
- Price continues to be a key driver in purchasing decisions
- Volatile environment driven by macroeconomic and geopolitical factors
- Climate change is already directly impacting the value chain
- sustainability is gaining increasing relevance in sector decision-making

Results

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Conclusion

In an increasingly complex and challenging environment, collaboration between suppliers and retailers becomes the key driver to improve efficiency and profitability across the system.

For more information and contact:

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