

Britain's favourite fresh produce magazine since 1895



By Ed Leahy

Monday 26th March 2018, 15:00 GMT

Pineapples fastest growing fruit, says Tesco



Tesco buyer Morgan Jaquemet said the tropical fruit could soon rival the stunning rise of the avocado from humble origins

Pineapples have suddenly become Britain's fastest growing fruit category according to Tesco, thanks to BBQs, healthy eating and even Halloween.

A Tesco report stated the fruit's versatility has led to a 15 per cent jump in sales in the past year. This was reflected in value added products such as the Hawaiian pizza, pineapple juice, and snacking pineapple fingers which grew 30 per cent.

Tesco fresh pineapple buyer Morgan Jaquemet said: "Pineapples have become the fruit taste of the

moment and could soon rival the avocado as a once niche fruit suddenly gaining mainstream popularity.

"In the last few years we have seen demand jump because of the fruit's rising popularity as a versatile and healthy food – it's even made its way onto the BBQ in the summer months now.

"We've been focused on making it easy for our customers to enjoy this fruit, and have introduced a range of prepared snacking pineapple cut into finger sized shapes which are popular as a healthy lunchbox treat for schoolkids.

"Last year we even sold pineapples at Halloween as a rival to the pumpkin for kids to carve into a scary face."

In the last two years pineapple production in Costa Rica, the leading supplier of the fruit to Europe and the USA has increased by nearly 10 per cent.

Tesco added that the healthy eating trend has helped drive growth as pineapple contains high levels of vitamin C.