



THE BEST REASONS TO SHOWCASE YOUR “FRUIT & OLIVE GROWING” RANGE

GENERATE NEW MEETING OPPORTUNITIES

SITEVI welcomes **55,000 visitors**, among whom one in two have purchasing plans, and **78% of these find a way of fulfilling them** at the show. At the show, you can meet all your key contacts: winegrowers and winemakers, making up 60% of our visitor audience, in search of solutions to diversify their estate’s activities. You will also meet fruit and olive growers, along with distributors, manufacturers, dealers, banks and service companies, cooperatives and traders.

BE A SOURCE OF INSPIRATION

The **SITEVI INNOVATION AWARDS**, a competition internationally acclaimed across the industry, shines a light on the latest developments in the sector: trends, solutions, and innovations are all in evidence in the entries.

100+ products presented by 80+ companies.

To be won: around 20 prizes.

A prestigious award ceremony will provide the winners of the 2025 competition with even greater exposure. Take part in the SITEVI INNOVATION AWARDS to amplify your impact.

GAIN ACCESS TO NEW MARKETS

Whether you’re aiming to grow in France, Europe or even further afield, **SITEVI is the unmissable tradeshow for you.**

With **22% of exhibitors from outside France**, it is a unique platform to develop your network in a business conducive climate.

Among out **55,000 visitors, 13% come from outside France** and from a total of 73 countries!

Supported by its global reach, **SITEVI is the ideal springboard to transform your innovations into genuine commercial successes.**

TRANSFORM YOUR ACTIONS INTO SUCCESS LEVERS

SITEVI brings together a wide community of professionals **from the vine, wine, fruit and olive growing sectors**. As a highlight in your calendar for promotion and communication, the show offers you access to three days of unique media exposure and extensive visibility among your target audiences. SITEVI is more than just a tradeshow: it is a media that will help you obtain return on investment and qualified leads.

A DEDICATED RANGE :

-  EQUIPMENT & SOLUTIONS FOR FRUIT AND OLIVE GROWING
-  TILLAGE
-  TRACTION IRRIGATION
-  INPUTS & FERTILISERS
-  CROP PROTECTION
-  HANDLING
-  NEW TECHNOLOGY
-  RENEWABLE ENERGY
-  PACKAGING
-  SERVICES

TOP 5 VISITING COUNTRIES

- 1  FRANCE
- 2  SPAIN
- 3  ITALY
- 4  SWITZERLAND
- 5  PORTUGAL

 **86%**
OF EXHIBITORS
ARE **SATISFIED** WITH THEIR PARTICIPATION IN **VIEW OF DEVELOPING THE IMAGE AND AWARENESS** OF THEIR COMPANY AND/OR PRODUCTS

 **67%**
OF VISITORS
ARE **SATISFIED** WITH SPECIFIC **FRUIT AND OLIVE GROWING EQUIPMENT**

 **1** VISITOR
OUT OF 2
HAS **PURCHASING PLANS**

 **86%**
OF VISITORS
ARE **SATISFIED** WITH THE **DIVERSITY OF THE RANGE ON OFFER**



FRUIT GROWING IN FRANCE

SALES: €3.3 billion

DOMESTIC PRODUCTION: 2.4 million tonnes

SURFACE AREA: 178,000 hectares of orchards
25,000 farms have orchards

Fruit growing is the main activity of 13,000 of these



IMPORT - EXPORT

In 2023, France imported **1.2 million tonnes of fresh fruit**.
Worth €2.1 billion in value.

TOP 3 SUPPLIERS TO FRANCE BY VOLUME:

 SPAIN  MOROCCO  ITALY

In 2023, France exported **607,000 tonnes of fresh fruit**.
For a total value of €992 million.

TOP 3 CUSTOMERS OF FRANCE :

 GERMANY  UNITED KINGDOM  SPAIN

TRENDS

MOST-CONSUMED FRUIT IN FRANCE IN 2024:



APPLE



BANANAS



STRAWBERRIES

THE NUT MARKET IS EXPERIENCING STRONG GROWTH:

Market share by volume for this segment is growing, with a **70+% increase between 2003 and 2023**.



IN EUROPE



TOP 3 EUROPEAN PRODUCERS IN 2022:

 ITALY  POLAND  SPAIN



WORLDWIDE

500 million tonnes of fruit produced every year

TOP 3 GLOBAL PRODUCERS

 CHINA  INDIA  UNITED STATES

A GLOBAL MARKET ESTIMATED to be worth \$243.89 billion in 2025
GROWTH OUTLOOK: \$385.94 billion by 2034

An expected CAGR of 5.24% between 2025 and 2034.



TROPICAL AND CITRUS FRUIT MARKET:

2.3 million tonnes imported into France for total sales of €3.1 billion in 2023.

OLIVE GROWING IN FRANCE

In 2023, **nearly 30,000 tonnes** of table olives and oil olives were harvested in France.

In 2023/2023, **3,531 tonnes of olive oil** were produced in France.

In the 2022/2023 season, an estimated **5 million olive trees** were farmed in France.

WORLDWIDE

2,407,000 tonnes of olive oil produced

3,780,000 tonnes of olive oil consumed

The EU accounts for **65% of olive oil** exports worldwide.



SPAIN IS THE WORLD'S LEADING PRODUCER AND EXPORTER OF OLIVE OIL

TOP 3 OLIVE OIL CONSUMERS:

-  EUROPEAN UNION
-  UNITED STATES
-  TÜRKIYE

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