

**Title** Fresh pineapple market: from the banal to the vulgar  
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#### **Abstract**

The fresh pineapple international market has grown in a very impressive way in the last 10 years. This success story has been mainly lead by innovation and good management of the distribution chain. However, since 2008, this trend is changing and the growth is nowadays starting to slow down, even decrease. The reasons for this new trend, besides climatic reasons or even economic recession in importing countries, are mostly related to the import price crisis. Fresh pineapple, due to its democratisation, is becoming cheaper as volumes increase, as sources diversify creating heterogeneous quality and as the fruit becomes ordinary and mass consumption.