

Cactus pear market in Italy: competitiveness and perspectives

G. Timpanaro, A. Urso, D. Spampinato, V.T. Foti

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Abstract

The Italian cactus pears market has been interested in the past 25 years by intense evolutionary phenomena from both the supply side and the demand side. In the first case, there has been an increase in investment and production offers, in traditional areas and in new areas of production, while on the organizational front, there was enlargement of the marketing calendar, which has made possible the evaluation of the august fruits over traditional *scozzolati*, the creation of macro-commercial organizations, with limited results on distribution channels and reflections on the value chain. On the demand side it should be noted the expansion of the period of consumption, the differentiation of consumption, the increase in demand for services incorporated, the interest in distinguishing marks of quality and/or of origin (PDOs and Organic). This survey was conducted through the direct detection followed by multi-stakeholder focus group, through a questionnaire aimed at professionals (wholesalers, processors, etc.) to characterize several aspects of the market, the use of fresh produce articulated by destination and impact of the adoption of different tools of commercial exploitation of the product. In particular, data collected during the focus groups allow the creation of a dynamic SWOT analysis with which we can highlight those that are the strengths and weaknesses, and threats opportunities, useful for the formulation of appropriate strategies.