

## PRESS INFORMATION

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#### PRESS KIT



#### PRESS ACCREDITATION



**@FruitAttraction\_  
#FruitAttraction26**

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## **Fruit Attraction 2026 | 18th edition**

**Fruit Attraction** is the International Fruit and Vegetable Trade Fair co-organised by **IFEMA MADRID** and **FEPEX**, whose first edition was held in 2009. The fair has been held 17 times, with the most recent edition taking place in October 2025. The perfect combination for the definition of the project and its development between IFEMA MADRID, as a trade fair operator specialising in the agri-food industry, and FEPEX, the fruit and vegetable industry employers' association, has been the key to the progress of the event throughout all its editions.

### **General information**

**Name:** International Fruit and Vegetable Industry Trade Fair  
**Co-organisers:** IFEMA MADRID and FEPEX  
**Dates of the event:** 6 to 8 October 2026  
**Edition:** 18th  
**Type:** Professional only  
**Venue:** IFEMA MADRID trade fair centre (halls 3, 4, 5, 6, 7, 8, 9, 10, 12 and 14).

### **Participation 2026:**

The trade fair brings together 2,500 exhibiting companies from 78 countries, covering 162,000 square metres of exhibition space, and attracts 121,000 trade visitors from over 150 countries.

### **Evolution of participation:**

Exhibitors 2009: 353 | Exhibitors 2025: 2,485  
Participants 2009: 8,480 | Participants 2025: 121,137

### **Areas:**

**-Fresh Produce**, all the variety of fruit and vegetable products.  
**-Innovation**, research and technological development: biotechnology and digitalisation.  
**-Auxiliary Industry**, which encompasses all companies that provide services and solutions that support production.  
**-Fresh Food Logistics**: logistics, transport and cold chain management services for the fruit and vegetable industry.

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### Star product

The **potato stands out** as the **star product** of Fruit Attraction 2026.

### Internationalisation

The trade fair will continue to implement initiatives aimed at boosting sales, promotion, development and growth for exhibiting companies through the **International Buyers Programme**, which is organised in collaboration with **the Ministry of Agriculture, Fisheries and Food, ICEX and FEPEX**. Furthermore, this year's designated **guest importing countries** are **China and the United Arab Emirates**. This action will promote trade relations between EU countries and these non-EU markets.

### Innovation

**-The Innovation Hub:** space showcases 45 entries for the ***Innovation Hub Awards***.

### Awards

**-The Innovation Hub Awards:** recognise the best products and services in each category. **Fresh Produce; F&V Industry; and Sustainability and Commitment Actions** -each with a prize of 2,000 euros.

**-Best Stand Awards** -sponsored by WAH-. An award that recognises exhibition spaces that stand out at the trade fair for their creativity, design and commitment to sustainability across four categories: **Most Original Stand; Best Designed Stand; Most Sustainable Stand and the Visitors' Favourite Stand**.

**-XVI APAE Journalism Awards**

### Activities

Fruit Attraction is hosting a **comprehensive programme of technical seminars**. Among other events, it is holding the **1st International Potato Symposium**, the **Avocado Congress** and the **Biofruit Congress**.

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## Fruit Attraction to hold its 18th edition with all-time highest attendance figures

**A total of 2,500 companies from 78 countries are exhibiting in the 10 halls of the IFEMA MADRID Trade Fair Centre from 6 to 8 October.**

**Madrid, 6 October 2026.**— [Fruit Attraction](#), organised by [IFEMA MADRID](#) and [FEPEX](#), is holding its 18th edition **from 6 to 8 October**, with the **highest attendance figures in its history**. Having established itself as the **world's leading event** for the fruit and vegetable industry, it is bringing together **2,500 exhibiting companies** from **78 countries**, covering **an area of 162,000 square metres**, and is expected to attract **121,000 trade visitors** from **over 150 countries**.

The scale of Fruit Attraction will once again be reflected in the fact that it will occupy **10 halls at IFEMA MADRID** (3, 4, 5, 6, 7, 8, 9, 10, 12 and 14), organised by sector and geographical origin to make it easier for participants to navigate the event **and maximise business opportunities**.

With around **70% of the exhibition space dedicated to fresh produce**, Fruit Attraction is once again showcasing the strength of the global fruit and vegetable industry. The trade fair will round off its range of exhibiting products and services with the **Auxiliary Industry**, **Fresh Food Logistics** and **Innova&Tech** sections, building a platform that integrates innovation, technology, logistics and specialist services for the entire value chain.

Of the total of **2,500 exhibitors**, this year's fair incorporates **322 new companies**, which confirms its dynamism and power of attraction. National participation accounts for **51% of the trade fair**. **Spain's force as a world leader in the fruit and vegetable market** will be reflected in the **presence of all the country's autonomous fruit- and vegetable-producing regions**. The international presence, which accounts for **49%**, is bolstered by the inclusion of **new participating countries** such as Australia, Finland, Ireland, Japan, Latvia, the Czech Republic and Sweden, among others.

In addition, Fruit Attraction will be offering a platform for international promotion and expansion with the **'International Buyers Programme'** which, in collaboration with the **Ministry of Agriculture, Fisheries and Food, ICEX** and **FEPEX**, is inviting **700 major buyers, retail purchasing managers, importers and wholesalers from more than 60 countries to**

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**the event.** Another highlight in this context is the '**Guest Importing Countries**' programme, which this year is featuring **China** and the **United Arab Emirates**.

On the other hand, the **potato** will be this year's **star product** as it is considered a strategic sector due to its contribution to food safety and for maintaining a healthy diet. In this regard, on the eve of the trade fair -5 October- the **1st International Potato Symposium** is taking place; **organised by FEPEX**, FEPEX, it aims to revitalise this industry against a backdrop of declining acreage and production in the EU. Furthermore, it will highlight the importance of the potato as a strategic crop and an essential product for food safety, and promote collaboration and the exchange of knowledge amongst the various stakeholders.

On this occasion too, the trade fair will once again be promoting the **Organic Tour**; a specially signposted route within the trade fair that gives greater visibility to companies offering **certified organic products**.

In addition to its impressive exhibition programme, Fruit Attraction is once again focusing on **innovation and knowledge as key pillars** of its value proposition. On this occasion, **The Innovation Hub**, with **45 products**, will be the area dedicated to innovation and new business developments in the industry. In this area, the fair is once again hosting the **Innovation Hub Awards**, which have become a fundamental event for supporting the entrepreneurial commitment of the industry with its usual **categories: Fresh Produce; F&V Industry, and Sustainability and Commitment Actions**.

In addition, the trade fair is featuring a full **programme of activities**. On this occasion, the **Fruit Forum by Timac Agro** is hosting conferences such as **Biotech Attraction**. These will be joined by others such as the **Biofruit Congress** and other interesting talks and presentations by exhibitors at the various **Fruit Next forums**. What's more, on 5 October, the **Avocado Congress** is taking place, offering a strategic overview of the trends, opportunities and challenges shaping the market's development.

**Factoría Chef** will once again be showcasing the culinary versatility of fruit and vegetables through exciting showcooking sessions. In addition, this year sees the addition of the **MasterChef Challenge**, with a special programme on the 7th and 8th bringing gastronomy, competition and content creation to the heart of the fair.

Fruit Attraction will also be presenting **the Best Stand Awards**, sponsored by **WAH**, which will recognise exhibition stands that stand out for their creativity, design and commitment

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**Fruit Attraction 2026** is being officially supported by the **Ministry of Agriculture, Fisheries and Food at its opening ceremony**, which will once again be presided over by **Minister Luis Planas** at the **Fruit Next 5 Forum**, sponsored by **#alimentosdespaña**.

**The trade fair**, organised by **IFEMA MADRID and FEPEX**, is sponsored by the **Ministry of Agriculture, Fisheries and Food**, in partnership with **ICEX and Anove**, and is supported by **Veganic Nature, Agrobank, Timac Agro, Patatas Meléndez, Cajamar, Rijk Zwaan, Popits, AICEP Portugal, Orange, Únikas, AFCO and Murcia**.

## **Financial report on the fruit and vegetable industry in Spain**

**Produced by FEPEX**

- 1.1 Fruit and vegetables in agriculture and the economy: the leading industry in agriculture. An increasingly horticultural country.
- 1.2 Territorial, social and economic structuring
- 1.3 Strengths
2. Foreign trade
  - 2.1 2025 Data. An increasingly export-oriented country
  - 2.2 Exports in 2026
  - 2.3 Importation. A country with growing imports
3. The Spanish fruit and vegetable industry in the European Union.  
Leading producer and exporter
4. Spanish fruit and vegetables in the world.
5. Household consumption. Between decrease and stagnation

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### **1. FRUIT AND VEGETABLES IN AGRICULTURE AND THE ECONOMY** **SPANISH**

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## **1.1 LEADING INDUSTRY IN AGRICULTURE. AN INCREASINGLY HORTICULTURAL COUNTRY**

Fruit and vegetables constitute the leading industry in Spanish agriculture, with a value of 21.920 billion euros, accounting for 60% of Final Plant Production (which includes the major industries: cereals, olives, etc.) and 32% of Final Agricultural Production (which also includes livestock farming), according to data up to March 2026, from the Sub-Directorate General of Statistics of the Ministry of Agriculture, Fisheries and Food.

Spanish production of fresh fruit and vegetables stands at around 24.64 million tonnes, of which 41% is vegetables, 48% is fruit, 8% is potatoes and 3% is nuts. Around 60% of fruit and vegetable production is destined for export and the rest for the domestic market.

The area used for growing fresh fruit and vegetables accounts for 7% of the total agricultural area in Spain, estimated at 1.1 million hectares.

## **1.2 TERRITORIAL, SOCIAL AND ECONOMIC STRUCTURING**

The fresh fruit and vegetable production and export industry makes an important contribution to the territorial, social and economic structuring of rural areas in Spain and, by extension, in Europe, and is an important counterweight to depopulation in certain rural areas.

It is characterised by its variety and diversity, both in terms of agro-climatic regions, production areas and agricultural systems, which allows the industry to be present in all the autonomous communities. In this way, it **contributes to fixing the population in rural areas** as it is present in most of the Autonomous Communities and occupies a relatively small part of the surface area.

It also contributes to regional economic structuring, creating employment and wealth through the high added value generated by its production. The direct employment generated by the fruit and vegetable industry is estimated at around 290,000 - 300,000 workers in annual terms affiliated to the Social Special Security System for Employed Agricultural Workers, which represents more than half of national agricultural employment, estimated at around 430,000 - 450,000 workers in annual terms according to data from the Ministry of Employment and Social Security.

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To the direct employment generated by fruit and vegetable production must be added the figure of 150,000 workers in processing work at source and other complementary activities, so it can be concluded that the industry represents more than 50% of national agricultural employment.

### **1.3 STRENGTHS**

- **Broad and diversified offer**

Spanish fruit and vegetable production and export is characterised by a great diversity of products, and within each product, there are different species, varieties, formats, etc. Diversity that sets it apart from other major fruit and vegetable exporting countries. Spanish exports comprise more than 92 vegetables and more than 120 fruit varieties.

- **Extensive calendars – reliable supplier all year round**

The diversity of the fruit and vegetable supply is driven by the diversity of agro-climatic regions, production areas and agricultural systems, which allows Spain to have wide marketing calendars and therefore to have an almost permanent presence in the market. A large group of products is exported from areas that are very far apart, e.g. peaches from Huelva to Lleida.

- **Large volumes to supply all types of customers and markets**

Spanish exports reached 12 million tonnes in 2025, reinforcing its position as Europe's leading fruit and vegetable exporter. The large volumes offered by the Spanish market garden make it possible to satisfy the demands of small distributors or large supermarket chains.

- **The shortest value chain to supply Europe**

A very high percentage of the food we consume comes from distant markets. This has a high cost in terms of transport, whether by sea or road, carbon footprint, time... Long value chains are much more exposed at times when there is a global problem. Spain offers the shortest value chain to supply Europe with fruit and vegetables all year round.

## **2 FOREIGN TRADE IN FRUIT AND VEGETABLES**

### **2.1 SPAIN, AN INCREASINGLY EXPORT-ORIENTED COUNTRY.**

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**18.667 BILLION EUROS IN 2025**

Spanish exports of fresh fruit and vegetables in 2025 recorded a 3.6% decrease in volume and a 4% increase in value, totalling 12 million tonnes and 18.667 billion euros respectively, compared with the previous year, according to official customs data. 97% of these exports were destined for Europe, reflecting Spain's dependence on this market – and in particular on the EU (84%) – as opposed to third countries such as the United States, to which only 0.2% of the total was exported.

The fall in export volumes in 2025 was mainly due to **fresh vegetables**, which fell by 7% compared with 2024, totalling 5.3 million tonnes with a value of 8.167 billion euros (+0.4%). Particularly noteworthy is the decline in products of major sectoral and social importance, such as tomatoes, which fell by 15% to a total of 581,361 tonnes, with a 5% drop in value to 1.052 billion euros. Lettuce and cabbages also saw a decline, with a 4% fall in volume and prices for lettuce remaining stable, totalling 740,258 tonnes and 954 million euros. Cabbage exports totalled 515,530 tonnes and 771 million euros, representing a 2% decrease compared to the previous year.

Cucumbers and peppers are the most widely exported vegetables. Cucumber exports totalled 764,068 tonnes, up 1.83% on 2024, and 1.180 billion euros (+19.85%); pepper exports totalled 742,929 tonnes (-7.76%) and 1.654 billion euros (+5.58%), according to customs data included in the Foreign Trade Report of the Ministry of Economy, Trade and Enterprise, compiled by the Secretary of State for Trade.

Exports of **fresh fruit** in 2025 totalled 6.6 million tonnes, a figure similar to that of 2024, with a value of 10.499 billion euros (+6.55%). After citrus fruits, which remain the most exported fruit, comes watermelon, which has performed well, with exports rising by 3% in volume and 8% in value, totalling 820,611 tonnes and 604 million euros. Stone fruit also stands out: although export volumes fell, the value of exports rose, as in the case of nectarines, with 332,831 tonnes (-2%) and 577 million euros (+15.6%) or the paraguaya, with 185,142 tonnes (-9.5%) and 349 million euros (+10%). Strawberries also remained one of the most exported fruits in 2025, with 265,182 tonnes (+1%) and 871 million euros (+8%).

**As regards origins, Andalusia is the leading exporting region, accounting for 33% of national shipments**, with 3.9 million tonnes and 7.145 billion euros, which represents a 2% fall in volume and a 6% rise in value compared with 2024. It is followed by the Valencian Community (28% of national exports), with 3.3 million tonnes (-5%) and 4.79 billion euros (+2%); Murcia (20%), with 2.3 million tonnes (-4%) and 3.489 billion euros (+2%); and Catalonia (8%), with 978,584 tonnes (-3%) and 1.391 billion euros (+6%).

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**The European Union is the leading market for Spain's fresh fruit and vegetable export sector**, to which, in 2025, a total of 10 million tonnes and 15.249 billion euros were exported, representing 84% of the volume and 82% of the value of Spanish exports, which that year totalled 12 million tonnes and 18.666 billion euros respectively.

The EU is of vital importance to the Spanish industry and, although the total volume of exports has fallen over the last five years, from 13 million tonnes in 2021 to 12 million tonnes in 2025, the EU's share continues to grow. Over the last five years, the EU's share of total export volume has risen from 82% in 2021 to 84% in 2025.

In value terms, Spanish exports of fresh fruit and vegetables continued to rise, increasing from 15.466 billion euros in 2021 to 18.667 billion in 2025. The EU's share also increased during this period, rising from 80% to 82% of the total export value. In 2025, sales to the EU market totalled 15.249 billion euros.

**As for Europe as a whole – the European continent**, which includes key markets for Spain such as the United Kingdom and other countries such as Switzerland and Norway – exports have followed the same trend as in the EU.

Between 2021 and 2025, Spanish exports of fresh fruit and vegetables to Europe were characterised by a decline in volume. After reaching 12,609,610 tonnes in 2021, the tonnage fell in 2022 and 2023, rebounded in 2024 to 12,098,208 tonnes and dropped again in 2025, when it stood at 11,693,714 tonnes, representing a fall of 3.34% compared with 2024.

In terms of value, the trend remained on an upward trend throughout the period. Total exports to Europe rose from 14.94 billion euros in 2021 to 18,19 billion euros in 2025. Compared with 2024, this represents a 4% increase.

Europe accounts for 97% of both the volume and the value of Spain's exports.

## **2.2 EXPORTS IN 2026**

### **STABILISATION OF VOLUME AND INCREASE IN VALUE**

In the first half of this year, exports of fresh fruit and vegetables have stabilised in volume, with a slight decrease of 0.6% compared to the same period in 2025, standing at 6.59 million tonnes, while value grew by 5.8%, totalling 11.6 billion euros.

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Fresh vegetables saw a 1.6% drop in volume during the first half of 2026, falling to 3.15 million tonnes, whilst their value rose by 9% compared with the same period in 2025, reaching 5.430 billion euros. Within this group, lettuce was the most exported product, at 470,000 tonnes, a volume very close to that of peppers, whose exports totalled 451,000 tonnes. In terms of value, peppers took first place, with 1.127 billion euros, followed by tomatoes, with 756 million euros.

As regards fresh fruit, exported volume remained stable during the first half of the year, with a slight increase of 0.3% compared with the same period in 2025, reaching 3.4 million tonnes. The figure rose by 3.1%, reaching 6.174 billion euros. Within this group, citrus fruits were the most exported products, totalling 1.7 million tonnes and worth 2.180 billion euros. In terms of volume, watermelons came next, with 451,000 tonnes, whilst in terms of value, strawberries stood out, with 848 million euros.

### **2.3. IMPORTATION. A COUNTRY WITH GROWING IMPORTS**

In 2025, Spanish imports of fresh fruit and vegetables continued the upward trend seen in recent years, with a year-on-year increase of 3% in volume and 8% in value, reaching **4.7 million tonnes and 5.478 billion euros**, according to data from the Department of Customs and Excise processed by FEPEX.

Imports of **fresh fruit** totalled 2.4 million tonnes (+5%) and 3.849 billion euros (+11.5%), accounting for the lion's share of the value of fruit and vegetable purchases. Meanwhile, imports of **fresh vegetables** totalled 2.3 million tonnes and 1.629 billion euros, with growth of around 0.5%.

Potatoes were by far the most imported product by volume in 2025, at 1.28 million tonnes, followed by bananas, avocados and tomatoes. In terms of value, avocados took the lead, with 634 million euros, ahead of potatoes, kiwis, raspberries and blueberries. These figures show the significant economic importance now attached to fruits such as avocados, kiwis and red berries, in contrast to the dominance in terms of volume of staple foods such as potatoes.

**This upward trend continued throughout the first half of 2026**, when fruit and vegetable imports rose by 6.8% in volume and 4.4% in value, reaching **2.57 million tonnes and 3.086 billion euros**.

In the first half of 2026, potatoes continued to lead imports by a wide margin in terms of volume, with 745,347 tonnes, followed by plantains, with 241,684 tonnes; avocados, 136,049; onions, at 126,924; and apples, 108,015 tonnes. These five products accounted for

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53% of the total volume imported. In terms of value, blueberries took the lead, with 317 million euros, followed by avocados, with 290 million; kiwis, with 264 million; potatoes, with 215 million; and raspberries, also with around 215 million. Together, these products accounted for 42% of the value of imports.

Imports from non-EU countries totalled 1.4 million tonnes and 2.230 billion euros, accounting for **54% of the volume and more than 72% of the total value of Spain's imports**.

For its part, the European Union contributed 1.18 million tonnes, accounting for 46% of the total volume, with year-on-year growth of 7%. The value of purchases from Member States fell by 2.6% to 856 million euros, accounting for 28% of Spanish imports. France remained the EU's main supplier, followed by the Netherlands, Portugal and Italy.

### **3 SPANISH FRUIT AND VEGETABLES IN THE EU LEADING PRODUCER AND SUPPLIER**

Spain is the European Union's leading producer of fruit and vegetables, with **28.8 million tonnes**, according to FAO figures for 2024, followed very closely by Italy, with 27.3 million tonnes. Other notable countries include France, with 21.7 million tonnes; Germany, with 16.7 million; Poland, with 14.5 million; and the Netherlands, with 10.3 million tonnes.

Spain also retains its position as **the European Union's leading supplier of fresh fruit and vegetables**. In 2025, Spanish exports totalled 12 million tonnes, of which approximately **10 million were destined for the EU market**, accounting for 84% of the total volume exported. Spain therefore accounts for around 25% of intra-EU trade in fresh fruit and vegetables. Among the products with the highest export volumes from Spain, citrus fruits stand out, followed by watermelons and vegetables such as cucumbers, peppers and lettuce. The diversity of production, the extended marketing seasons and the proximity to the main consumer markets consolidate Spain's position as a strategic supplier of fruit and vegetables to the European Union.

### **4 SPANISH FRUIT AND VEGETABLES IN THE WORLD**

Global fruit and vegetable production in 2024 stood at 2.135 billion tonnes, a higher figure than in 2023, when it stood at 1.966 billion tonnes, according to FAO data. Spain ranks eleventh in the world.

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China is the world's largest producer with 844 million tonnes, accounting for 40% of the total. India is second with 246 million tonnes, accounting for 12% of the world's total production. The third position is held by the United States with 69 million tonnes, which represents 3% of the total.

According to FAOSTAT data processed by FEPEX, Turkey ranks fourth amongst the leading producing countries, with 56 million tonnes, followed by Brazil with 45 million tonnes; Mexico with 39.4 million tonnes; Egypt with 37.8 million tonnes; Russia with 35.6 million tonnes; Ukraine with 30.3 million tonnes; Indonesia with 29.8 million tonnes; and Spain with 28.8 million tonnes.

### **5.CONSUMPTION: BETWEEN DECREASE AND STAGNATION**

Consumption of fresh fruit, vegetables and potatoes in Spanish households reached **6.952 billion kilos** in 2025, 1.2% more than in 2024, according to data from the Food Consumption Panel of the Ministry of Agriculture, Fisheries and Food, processed by FEPEX. This slight recovery was driven by **fresh fruit**, consumption of which rose by 2.7% to 3.822 billion kilos. By contrast, the volume of **vegetables** fell by 1% to 2.299 billion kilos, whilst the volume of potatoes remained virtually unchanged at 831 million kilos.

Household expenditure rose more sharply than the volume consumed, by 7.2%, to reach **15.544 billion euros**. Of this total, 8.731 billion were for fruit (+9.8%), 5.794 billion for vegetables (+4.8%) and 1.019 billion for potatoes, a figure virtually unchanged from the previous year. This trend reflects an increase in the average purchase price of around 6%.

However, the recovery seen in 2025 did not continue into the **first half of 2026**. During this period, consumption of fresh fruit, vegetables and potatoes fell by 2.8% year-on-year, reaching **3.254 billion kilos**. The decline affected all three categories: fruit consumption fell by 3.3% to 1.741 billion kilos; vegetable consumption fell by 2.6% to 1.110 billion kilos, and potato consumption fell by 1% to 403 million kilos.

Among vegetables, the most notable decreases were seen in cabbages (-8.9%) and lettuce, escarole and endive (-3.7%). As regards fruit, apple consumption fell by 9.1%, although some products performed well, such as apricots (+23.3%), cherries (+18.8%) and table grapes (+14%).

Household spending in the first half of the year fell by 0.4% to **7.662 billion euros**. Spending on fruit fell by 1.8% to 4.246 billion euros, while spending on potatoes fell by 7.2% to 470

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million. By contrast, expenditure on vegetables rose by 3%, marking 2.946 billion euros, despite the fall in the volume consumed.

Per capita consumption, calculated for the rolling year ending in June 2026, stood at **145.55 kilos per person per year**: 79.85 kilos of fruit, 48.20 kilos of vegetables and 17.50 kilos of potatoes. The data show that the slight improvement in 2025 has not yet been enough to reverse the downward trend in domestic consumption observed over the last decade, which reinforces the need to implement effective measures to promote fruit and vegetables.

## **The potato, the star product at Fruit Attraction 2026**

The **potato is this year's star product at FRUIT ATTRACTION**, as it is regarded as a strategic sector due to its contribution to food safety and maintaining a healthy diet. FRUIT ATTRACTION, organised by IFEMA MADRID and FEPEX, is hosting its 18th edition from 6 to 8 October.

**The area devoted to potato farming in Spain** has fallen dramatically since the 1990s but has seen a slight recovery over the last three years. In 1990, there were 271,281 hectares in Spain, with constant drops in acreage until 2023. In recent years, the figure has risen from 59,219 hectares in 2023 to 60,947 hectares in 2024 and to 66,660 hectares in 2025, representing a 9% increase compared with the previous year, and a 12% increase compared with 2023. This recent growth is due to the increase in 'verdete' potato cultivation, a traditional farming practice in southern regions of Spain that takes place in winter – whereas the normal potato growing cycle is usually in summer – and is used by farmers as a second crop.

As regards **production, it has shown a more stable trend, standing at 1,921,848 tonnes in 2023**, in 2024 it grew by 2.6% to a total of 1,971,171 tonnes, and in 2025 it stood at 1,947,962 tonnes, representing a slight decline of 1.2%. These figures show a slight improvement in the area under cultivation, which is not fully reflected in production, suggesting a degree of volatility in yields, according to FEPEX.

With **respect to foreign trade, the Spanish market trades bidirectionally: both as an exporter and as an importer**. Spain imports around 70% of the potatoes it consumes – mainly long-store potatoes, that is, those harvested in the previous season and stored in cold stores – at the same time it exports a large proportion of its new potato production (those recently harvested), which is internationally recognised for its quality, freshness and flavour.

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**Spain is a net importer of potatoes, importing over one million tonnes.** In 2025, purchases fell slightly compared with 2024 – down by 1.5% – totalling 1.27 million tonnes, but growth over the last three years, from 2023 to 2025, stood at 16%, rising from 1.09 million tonnes in 2023 to 1.27 million tonnes in 2025.

**France remains, by a wide margin, the main supplier of potatoes to the Spanish market.**

In 2025, imports from this country totalled 941,379 tonnes, compared with 955,870 tonnes in 2024 and 773,011 tonnes in 2023. This represents a 1.5% fall in 2025 compared with the previous year, although compared with 2023, the increase is 21.8%. In 2025, France accounted for 73.7% of Spain's total imports

The Netherlands ranks second amongst the countries from which Spain imports potatoes, with 82,717 tonnes, accounting for 6.5% of total imports and consisting mainly of seed potatoes (those that farmers must plant in order to grow potatoes in their fields), as the production of seed potatoes in Spain is very limited.

Meanwhile, Portugal ranks third, having increased its presence as a supplier to the Spanish market in recent years. In 2025, Spanish potato imports from that country totalled 72,268 tonnes, compared with 64,041 tonnes in 2024 and 53,278 tonnes in 2023. This represents a 13% increase in 2025 compared with 2024 and a 36% increase compared with 2023.

**Among third countries, Egypt stands out for its recent evolution.** In 2025, imports from this source market totalled 38,998 tonnes. Although imports are subject to fairly strict controls for phytosanitary reasons.

**Spanish potato exports totalled 354,845 tonnes in 2025, representing an 11% fall** compared with 2024, when they stood at 398,479 tonnes. This decline breaks the upward trend seen in previous years, as exports in 2023 stood at 393,094 tonnes.

Portugal remained the main destination market for Spanish potatoes, with 152,268 tonnes in 2025. France was the second-largest destination, with 77,253 tonnes, whilst Italy ranked third in 2025, with 42,269 tonnes, according to data from the Spanish Department of Customs and Excise, processed by FEPEX.

### **The EU potato market**

**Potato production in the EU** stands at around 55.6 million tonnes, according to 2025 figures, with a cultivated area of nearly 1.48 million hectares, concentrated mainly in a few Member States. Community production has followed a downward trend in recent decades, with a significant decline since 2000, although in recent years there has been some stability in volumes and an improvement in yields.

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Germany is the EU's leading producer, with 13.8 million tonnes, followed by France (9.8 million tonnes) and the Netherlands (7.9 million tonnes), which, together with Germany, account for approximately 56% of total EU production.

Furthermore, the European sector is characterised by a high degree of trade integration, **with intra-Community trade standing at around 9 million tonnes**, and the EU plays a prominent role as an exporter of potatoes – particularly seed potatoes – to third countries.

As **for Spain, it ranks as the seventh-largest producer in the EU**, with output of 1.9 million tonnes, against a backdrop of a slight recovery in the area under cultivation in recent years, but with a high degree of dependence on imports to supply the domestic market

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