



## CROATIA - National report



## In depth interview with Consumers

WP5 of Focus Balkans project for  
European Union



# RESEARCH FINDINGS

## 1. Spontaneous association on healthy life

- to have healthy diet
- to be regular and active in sports
- to respect of healthy food pyramid (carbohydrates, proteins, fat, vitamins and minerals).

## 2. Spontaneous association on well balanced diet

- fruit and vegetables, cereals and dairy products should be on a daily menu and that sugar and sweets should be avoided.

## Consumption of fruit in general

There are no major differences between most often consumed and favourites fruit.

Consumer most often consume and take as a favourite **BANANA; APPLE AND ORANGE (TANGERINE)**

A few but remarkable amount of woman (4) consume most often and take as a favourite **peach, watermelon plum, strawberry, grapes.**

- The **least often consumed** fruit is KIWI (bad taste and thin crust, which can easily pass through the pesticide).
- More than 2/3 of respondents consider **TASTE as a main reason for consumption of fruit.**
- Minority of men – **AVALIABILITY** for banana consumption
- 10 out of all women consider **AVALIABILITY** for apple consumption.
- **REFRESHMENT** and **AROMA**, vitamins and health are taken as the main reasons for orange consumption.

- **Fresh fruit** is consumed mostly through whole day at home and with family.
- From **processed fruit** majority out of total respondents consume **JAM and FRUIT JUICE** (2/3) because of taste (2/3) and satisfying sugar needs (1/5).
- The only and the main reason to dislike it is fear of sugar quantity.
- Processed fruit is taken through whole day at home (2/3) with family.

- The most consumed **DRIED FRUIT** are **prunes** (2/3), **raisins** (1/2) and **fig** (1/3)
- Most because of its impact on digest system and it is good and healthy replacement for sweets
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- Women dislike it because of too many calories
- Most respondents consume it solo (1/2) and with family (1/4)
- 3 of 10 man respondents in Croatia don't consume dried fruit.

### 3. Motivations towards fruit in general

5 most important motivation factors for fresh fruit consumption:

1. Health and disease prevention
2. Pleasure
3. Eating habits
4. Taste and body image
5. Beauty

• **5 least important motivation factors:**

1. Tradition
2. Convenient to prepare
3. Possibility to eat out of home
4. & 5. Convenient to buy and to store

## Motivation factors for Processed fruit consumption:

- Rich taste
- Availability
- Substitute for fresh fruit

## Motivation factors for Dried fruit consumption:

- Taste
- Good impact on digestion system

## 3.1. Motivations for fruit consumption

- Almost 2/3 of respondents believe they consume sufficient quantities of fresh fruits
- More than 1/3 don't have habit for daily fruit consumption
- 5 out of 30 don't consume more fresh fruits due to price and laziness to buy

## 3.2. Barriers for fruit consumption

The most important - **PRICE**, the least - **TASTE**

- For fresh fruit - price, pesticide and seasonal character
- For processed fruit - taste
- For dried fruit - lack of habit and high price

## 4. Image of fruit consumer: projective technique

Main characteristics of **heavy fruit consumers** is **women** with following profile:

*- slim, very active in sport; takes care about healthy diet and value of food, beauty, full of energy, strong character, happy.*

- non-fruit consumer - **men with following profile:**

*fatty; low educated with low income, watching TV with box of ice cream; smoker.*

## 5. Personal consumption of fruit

Fresh fruit is mostly consumed type of fruit and it is consumed on daily frequency.

Fruit juice has been consumed more than 2 times per day by most respondents.

Dried fruit is the least consumed type of fruit (1-2 times per week, less than once a week).

- Almost 1/2 are **medium** consumer of fresh fruit,
- 10 of 30 are **light** consumers of fresh fruit
- 6 of 20 consider themselves as **heavy** consumers of fresh fruit.

**Yesterday** almost  $\frac{1}{4}$  of respondents took one portion of fruit; less than  $\frac{1}{4}$  respondents didn't consume fresh fruit at all;  $\frac{1}{4}$  took two portions and  $\frac{1}{4}$  took three and more portion.

- 1/ 2 think that eating frequency of fruit should be three times per day
- 6 of 30 - two times per day
- 3 of 30 - once per day
- 3 of 30 - 3-6 times per week
- 3 of 30 - 1-2 once per week or less

## 6. Knowledge towards nutritional value of fruit and part in a well balance diet

All participants are extremely aware of high impact of fruit consumption on health and prevention of diseases.

Majority of urban women think that there are more benefits of fruit than just prevention of disease, and these are **healthy appearance, better body form, immune system, slenderness.**

5 of 10 men and 13 of 30 women consider that in well balanced diet **two fruit daily is the minimum amount that should be consumed.**

## 7. Motivations toward food in general

- Majority of respondents take a TASTE as a most important attribute for fruit consumption.
- 20 of 30 respondents are careful about fruit being treated with harmful substances e.g. pesticides.
- Almost all of respondents consider preventing diseases/illness as the very and rather important attribute for general food consumption.
- More than half of respondents consider that general food consumption making them feel healthy.
- More than 2/3 of of the respondent takes fruit because of energy.
- 20 of 30 respondents think that fruit consumption making them feel doing the right thing

## 8. Purchase

Most respondents buy fresh fruit most often at a **green market and supermarket, hypermarket and big trading centre.**

Majority prefer to buy fresh fruit on the **green market** (2/3 of all respondents, almost all women).

Most of the respondents buy processed fruit in the **supermarket and the self service.**

Dried fruit most of the respondents buy at the **supermarket and green market.**

## 9. Home grown fruit

*Estimation the share of fresh fruit consumed from own garden and orchard within the whole consumption of fresh fruit:*

Rarely	7 of 30
Less than one third of your total consumption	4 of 30
Between one third and two third of your consumption	12 of 30
More than two third of your consumption	10 of 30
Never	12 of 30

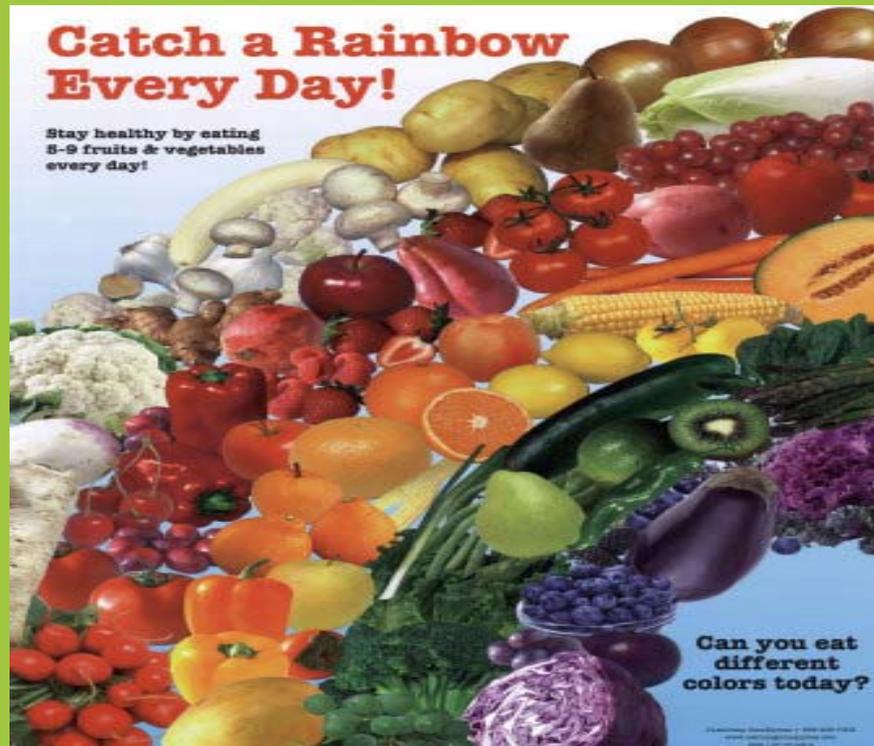
*Estimation the share of processed fruit consumed from own garden and orchard within the whole consumption of fresh fruit:*

Rarely	10 of 30
Less than one third of your total consumption	3 of 30
Between one third and two third of your consumption	10 of 30
More than two third of your consumption	4 of 30
Never	4 of 30

## 10. Attitudes toward health issues of fruit



**Thank you for your attention!**



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