



Consumer Preferences for Summerfruit in Indonesia

Indonesian consumers like summerfruit that is 57-65mm in diameter, red in colour, with a high level of sweetness. They prefer to buy fruit as individual pieces, at a price point of 75,000 Rp. (AU\$6.47¹) per kg, according to in market surveys.

BACKGROUND

Indonesia is a lucrative market providing an enormous opportunity for Australian summerfruit producers to capitalise on the positive perceptions of Australian-grown produce.

Horticulture accounted for 12 percent of all Victorian food and fibre exports to Indonesia in 2016-17.

In order to grow the market, Australian marketers need to understand the product attributes Indonesian fruit buyers look for, and supply fruit with those attributes.

Little was known about consumer preference and drivers for buying summerfruit in Indonesia. Consequently a “Consumer Preference” study was funded by the Australian Government through the Rural Research and Development for Profit (RRDP) program with co-investment from Horticulture Innovation Australia and the Department of Economic Development, Jobs, Transport and Resources Victoria.



Consumer preference testing was undertaken in Jakarta in January 2016. The aim was to collect consumer feedback on Australian nectarines, peaches and plums so we can understand what the market wants, and target exports accordingly.

The study presented six varieties of summer fruit; two nectarines, two peaches and two plums.

150 consumers took part in a written questionnaire on usage and attitudes. Survey participants were all ages and genders, and ranged from frequent to occasional consumers of summerfruit.

Consumers were given six trays, one of each fruit variety, containing one soft and one firm sample to taste. Questions were completed on each sample indicating what they liked about the fruit and how likely they would be to buy it. Overall impressions and expectations were also assessed.

Key findings of the study were:

- Indonesian consumers preferred hard white flesh peaches, soft or hard white flesh nectarines and soft red flesh dapple or hard red flesh dark plums. Red skin is preferred across all varieties.
- A price point of 75,000 Rp (AU\$6.47¹) per kg is attractive to 95% of consumers.
- Indonesians like to buy fruit from international supermarkets.
- It is important for Indonesian consumers to be able to see, touch and feel the fruit prior to buying.
- Indonesian consumers prefer to buy summerfruit as individual pieces, not pre-packaged.
- Australian grown was a key driver for sales.
- Consumers like to buy summerfruit because they are healthy, versatile and refreshing.
- Summerfruit is popular as a dessert or just on their own at lunch or mid-afternoon.
- Summerfruit sales compete directly with other fruits, including ; bananas, apples, pears, melons and dragon fruit.

RECOMMENDATIONS FOR GROWERS

According to Summerfruit Australia, there could be as many as 500 summerfruit varieties being grown in Australia. Not all of these varieties will be suitable for export to Indonesia. Growers should focus their efforts on varieties offering the following attributes:

- A red skin colour in all varieties
- White fleshed peaches, white or yellow fleshed nectarines and dark red fleshed plums.
- Optimal fruit size of 60mm (but ranging between 57-65mm)

RECOMMENDATIONS FOR MARKETERS

There is an opportunity to export summerfruit varieties. White peaches, white and yellow nectarines and dapple and dark plums all exceeded purchase intent benchmarks and liking.

- Stock in well-known international supermarkets, with a retail price of 75,000 IDR (A\$6.471)
- Displaying individual fruit will allow consumer to interact with the fruit and reduce perceived purchase risk.
- Ensure 'Australia grown' is clearly identified.
- Educate retailers about best fruit handling, storage and display practices so they can help ensure fruit is in optimal condition at point of sale and for consumption.

KEY FINDINGS FOR RETAILERS

- Nearly all Indonesian consumers indicated that they would store summerfruit in the fridge after buying. Consumers may need to be educated about ripening the fruit outside the fridge (depending on the desired firmness and ripeness) and manage product expectations.
- Information cards at point of sale should include health and specific nutritional information. Storage instructions, best before dates (where possible) and recipe ideas should also be included.
- Display and communicate Australian grown to influence attribute purchasing by the consumer.
- Display loose individual fruit to allow consumers to interact with the fruit and reduce perceived purchase risk. Offering taste trials in store (particularly with nectarines as the majority of consumers do not regularly purchase this fruit) will help communicate quality and freshness cues to consumers and validate value.

Further Information

¹XE Currency conversion as at 31 January 2018.

The full report is available on the Summerfruit Australia website: www.summerfruit.com.au

For further information please contact the Customer Service Centre on 136186.

For assistance in exporting summer fruit contact Summer fruit Australia www.summerfruit.com.au

For further information please contact the Customer Service Centre on 136186.

ISBN 978-1-925733-77-8

Disclaimer

This publication may be of assistance to you but the State of Victoria, Horticulture Innovation Australia and Australian Government and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication. While every effort has been made to ensure the currency, accuracy or completeness of the content we endeavor to keep the content relevant and up to date and reserve the right to make changes as require. The Victorian Government, authors and presenters do not accept any liability to any person for the information (or the use of the information) which is provided or referred to in the report.



Australian Government
**Department of Agriculture
and Water Resources**

**Horticulture
Innovation
Australia**

