

Apple prices showed a gradual downward trend after May

Detail Introduction :

Entering May, the market volume of seasonal fruits gradually increased, which impacted the sales of apples. In addition, the inventory volume of apples in the current production season was low, and the products of good quality were scarce, resulting in the high price of apples. The foundation has been laid. In the case of sluggish demand, the price of apples showed a gradual downward trend after May.

1. Seasonal fruits are on the market, and the trading volume of apple decreases

Entering May, seasonal fruits such as watermelon, bayberry, lychee, and cherries gradually entered the public's awareness. The shelf-stable characteristic of apples is no longer an advantage, and consumers tend to choose seasonal fresh fruits. This has also led to a decline in the trading volume of apples in the wholesale market since May.

2. Substitutes increased, and high prices curbed the demand for apples

In addition to the impact of seasonal fruits coming into the market, the high price of apples also inhibited the demand for apples. Judging from the current situation of the wholesale market, some merchants said they now choose seasonal fresh fruits for sale. The sales of apples revolve around low-end products, and the demand for medium-to-high-end high-priced products is average, which leads to weak enthusiasm for merchants buying goods.

3. The price at the place of origin declined, and it is still uncertain how the later market will change

Contained by the weak demand, the spot price of apples has been on a downward trend since May. Before May, the trading was light, and the mentality on the market was also slightly divided.

On the whole, most people expect the market to fall because apples have entered the low season of production. Dragged down by demand, the market acceptance of high-priced apples is also poor, and it will continue to show a downward trend in the short term. Some people expect the market to rise because the current inventory is still low and the supply is limited.

Cold storage companies and investment customers believe that the price of good-quality products in the warehouse will remain high. The Dragon Boat Festival is coming, which will boost the market sales to a certain extent. However, due to the abundant variety of seasonal fresh fruits and obvious substitutions, the effect of the Dragon Boat Festival will support apple prices only to a certain level. It is expected that the price of apples will remain steady around the Dragon Boat Festival.