

# Apple sales enter the traditional off-season, and the impact of seasonal fruits is obvious

## Detail Introduction :

Since June, the apple market has continued to be sluggish. In May, the price remained stable and weak. Due to limited downstream demand, the enthusiasm of merchants in the production area has been negative, and the overall market has been average.

The trading atmosphere in the production area is not positive, and the sales volume continues to decline. After entering June, the market shipments showed a trend of gradual decline. The northwest products have been successively cleared warehouses, and there are few remaining supplies. The sales are mainly pick-up. Most of the transfer transactions are concentrated in Shandong production areas. However, due to the weak downstream demand, merchants are less motivated to purchase, more cost-effective so products are selected, and the overall transaction volume is limited.

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The main reason for the decline in the sold apples in the wholesale market is that apples entered the traditional off-season for sales in June. The types and volumes of seasonal fruits on the market gradually increased. As the temperature gradually increased, the demand for summer fruits such as watermelons increased, and the price fell significantly, which squeezed the demand for apples. Affected by the weak market demand in the sales area, the current trading in the production area is relatively quiet, and the price is stable.

Overall, apples have entered the traditional off-season for sales, downstream demand is limited, merchants in production areas are cautious in purchasing, some merchants have switched to seasonal fruit business such as cherries, and the speed of selling cold-stored fruits has slowed down. The overall weak situation is difficult to change. The price of apples is expected to remain stable and low in the short term.