

# Apple's overall market rebounded slightly

## Detail Introduction :

Recently, there have been slightly more merchants looking for goods in the apple-producing area of Yantai, Shandong, and the enthusiasm for picking up the goods has increased slightly. The overall transaction volume has increased compared to the previous period, and the market has recovered slightly. There are two main reasons for the analysis:

The quantity of fresh fruit is small, and the price is high, which reduces the impact on apple consumption. Since the beginning of summer, the number of seasonal fresh fruits in the north and south has been increasing, such as watermelon, lychee, peach, etc., and the fruit varieties on the market are increasing. However, from the point of view of supply, due to the abnormal climate in early spring this year, the main apple-producing areas have encountered low temperature, frost, and other weather successively, resulting in poor flower bud development and low fruit setting rate in some fruits during the flowering period. In some production areas, after the fruit matured, it was affected by continuous rainfall, resulting in decreased production. Coupled with the rising cost of planting fertilizers and artificial labor, the prices of seasonal fresh fruits this year are generally higher than last year.

However, according to the trading market in previous years, the prices of seasonal fresh fruits are all relatively low, and the price decline is relatively large. However, due to factors such as reduced supply this year, the price of fresh fruit has been stable at a relatively high price, so compared with previous years, this year's impact on apples in stock is relatively small.

Merchants' enthusiasm for replenishment increases, and prices are hard.

With time, the fruit and agricultural trade in the production area has ended, and the quality of the remaining small amount of goods has worsened. The shelf life has been significantly shortened, and the risk of purchasing goods for merchants has increased, causing many merchants to shift the focus of transaction to merchant goods. The increased attention received by merchants has caused some storage companies to have a high-price mentality.

Overall, the current stock apple transaction has come to a later stage. Still, from the origin and sales area perspective, the transaction in the same period this year is significantly different from previous years. The inventory pressure in previous years has led to a relatively large sales pressure in the market outlook for this year, regardless of the origin of the sales area, the mentality of merchants is relatively stable, which has also given some stockists the confidence to continue to wait and see later. At the same time, there is a reduction in the production of apples in the new season, which will bring some support to the market for apples.