

Huanium apple market continues its uptrend

Detail Introduction :

After several tumbles, the Huanium Apple has started on an upward trend. Since December last year, the price of Huanium apples has been on the rise. The storage price of Huanium apples above 75# is about 3 RMB/kg, and the current selling price is 9-11 RMB/kg, and the price has tripled. At present, the sales of Huanium have entered the final stage. In addition to the long-term and stable supply of fruit dealers, there is a certain amount of inventory, and most of the fruit has been sold, which can be said to be a perfect closing. The Fuji apples, which have attracted much attention from the capital market, entered a stable period after experiencing a slight rise during the Spring Festival.



At present, the sales of apples in Yunnan, Guizhou and Sichuan have basically ended, and the sales in Shanxi and Henan have entered the final stage. Shaanxi and Shandong are the main sales force. After the spread of the pandemic across the country, logistics and shipment have been affected, market supply has been limited to a certain extent, and prices have been stable but weak. Judging from the total amount of remaining inventory and the speed of delivery, under the condition that the pandemic situation is under control and the climate is normal, the risk of later sales is not big, and fruit farmers and fruit merchants can achieve a certain profit margin.

Although some production areas have speculated on prices during the Qingming Festival stocking period, the prices have risen slightly, the apples have not really been distributed to the consumer market. At present, the apple's terminal sales are mainly based on stimulating consumption, and the willingness to actively

consume is weak, and it is difficult for the price to rise, making it difficult for consumers. It is expected that the possibility of a sharp rise in the later period is small, the price of medium and low-grade fruits may fall due to the decline of quality in the later period, and the middle and high-end fruits will rise steadily. Therefore, it is difficult for Fuji apples to replicate the trend of Huanian apples.