

BEHAVIOR OF THE ROMANIAN FRESH FRUIT AND VEGETABLES CONSUMER

COMPORTAMENTUL CONSUMATORULUI DE FRUCTE ȘI LEGUME PROASPETE ÎN ROMÂNIA

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Abstract:

This paper presents the market of fresh fruit and vegetables in Romania. This market is characterized by a varied offer of products, coming from imports as well as from our national production.

The behavior of the Romanian consumer of fresh fruit and vegetables has been subject to significant changes lately. Today's buyer is willing to pay more for a good quality product and has become more open to new, eccentric products.

Key words: *behavior consumer, fresh fruit and vegetables, perspectives*

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