



Sea buckthorn products - what is their consumer acceptance in Baltic States?

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Latvia State Institute of Fruit Growing



EuroWorks, Potsdam,
2010

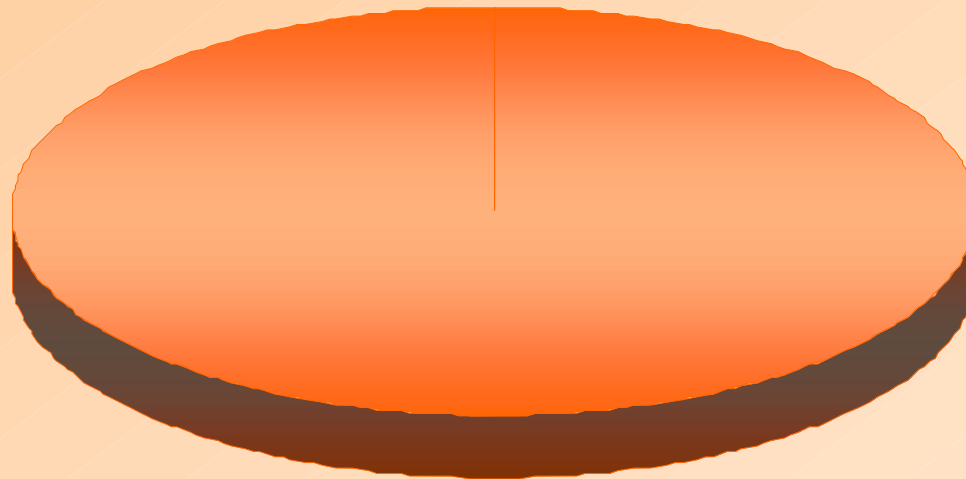
The research was done using a consumer questionnaire including eight questions about sea buckthorn



www.visidati.lv/aptauja/426737628/

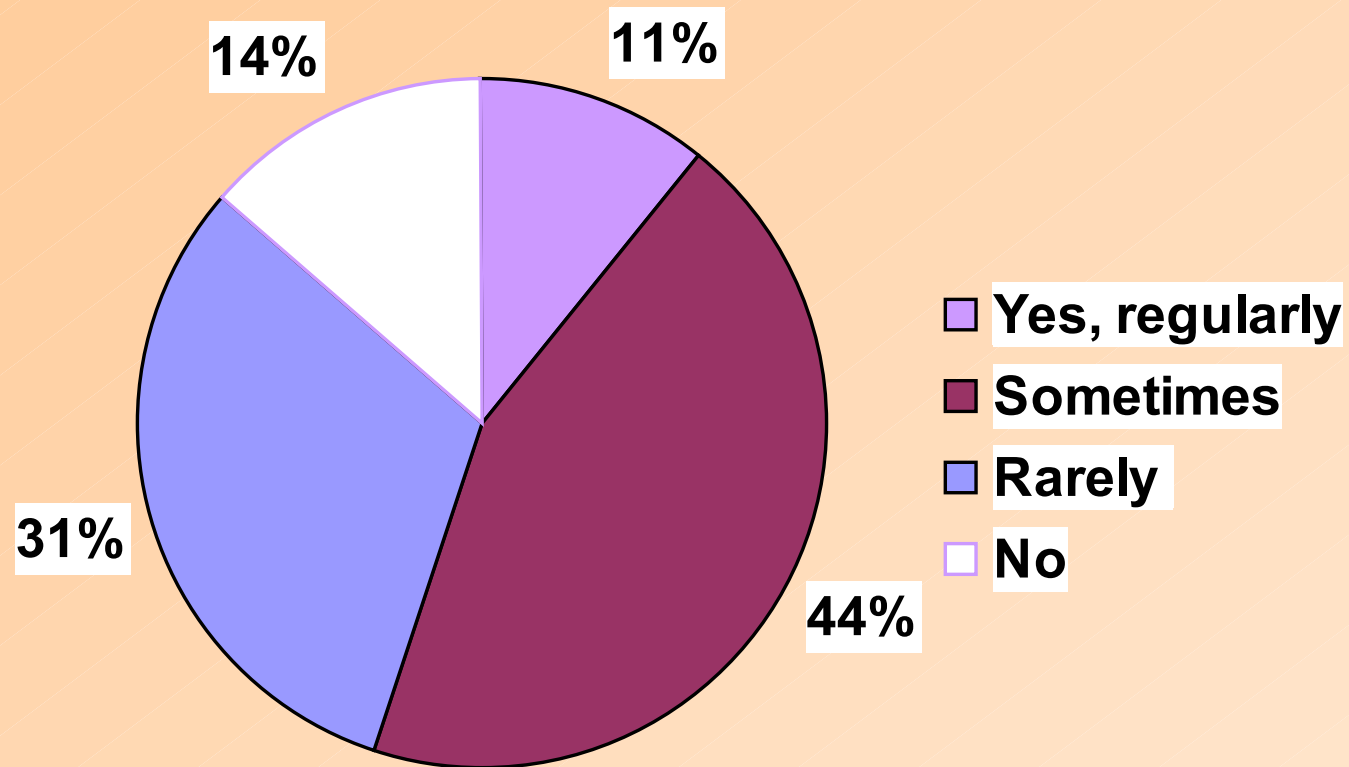
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1. Do you know sea buckthorn?

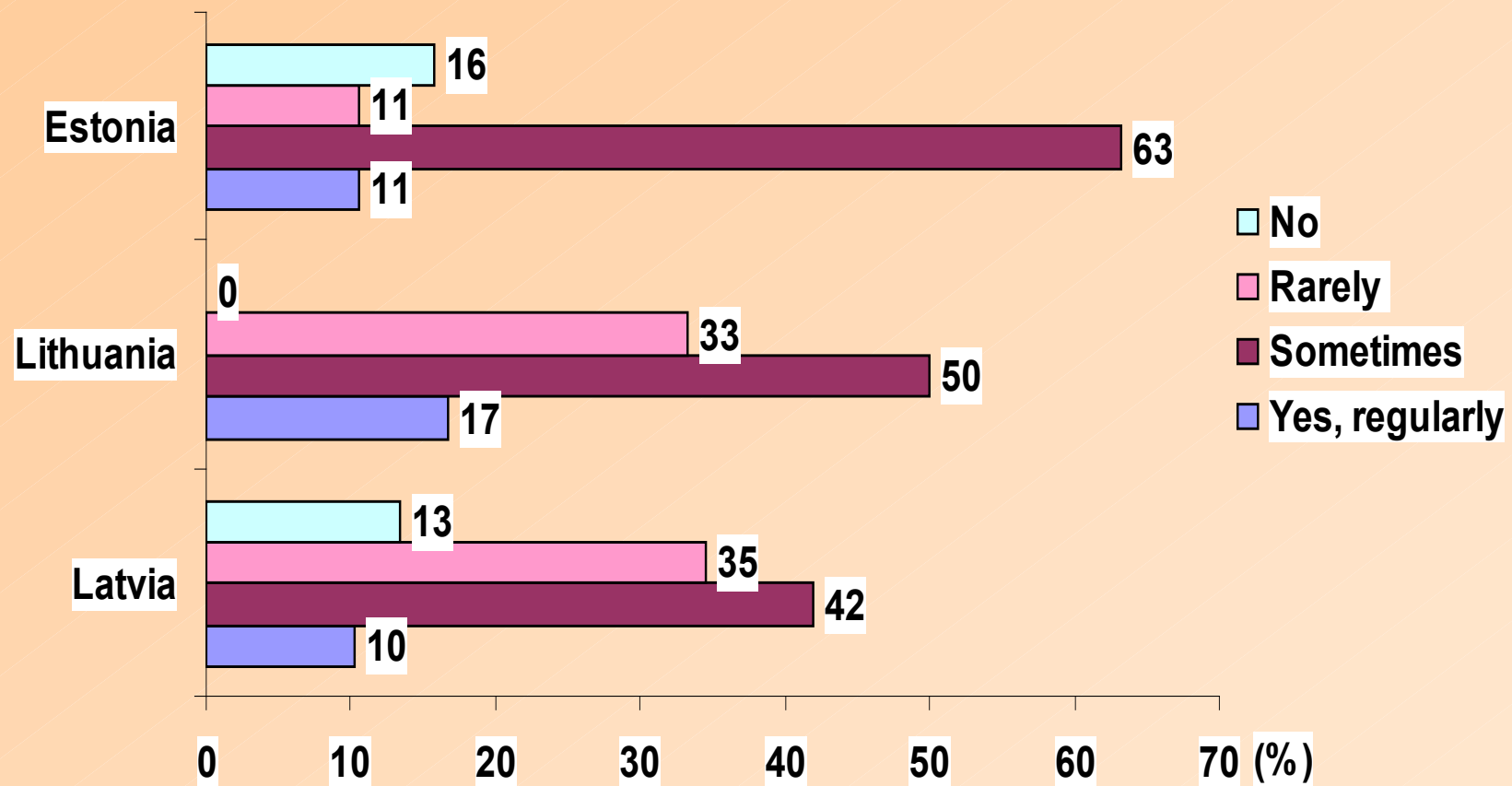


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2. Do you eat sea buckthorn?

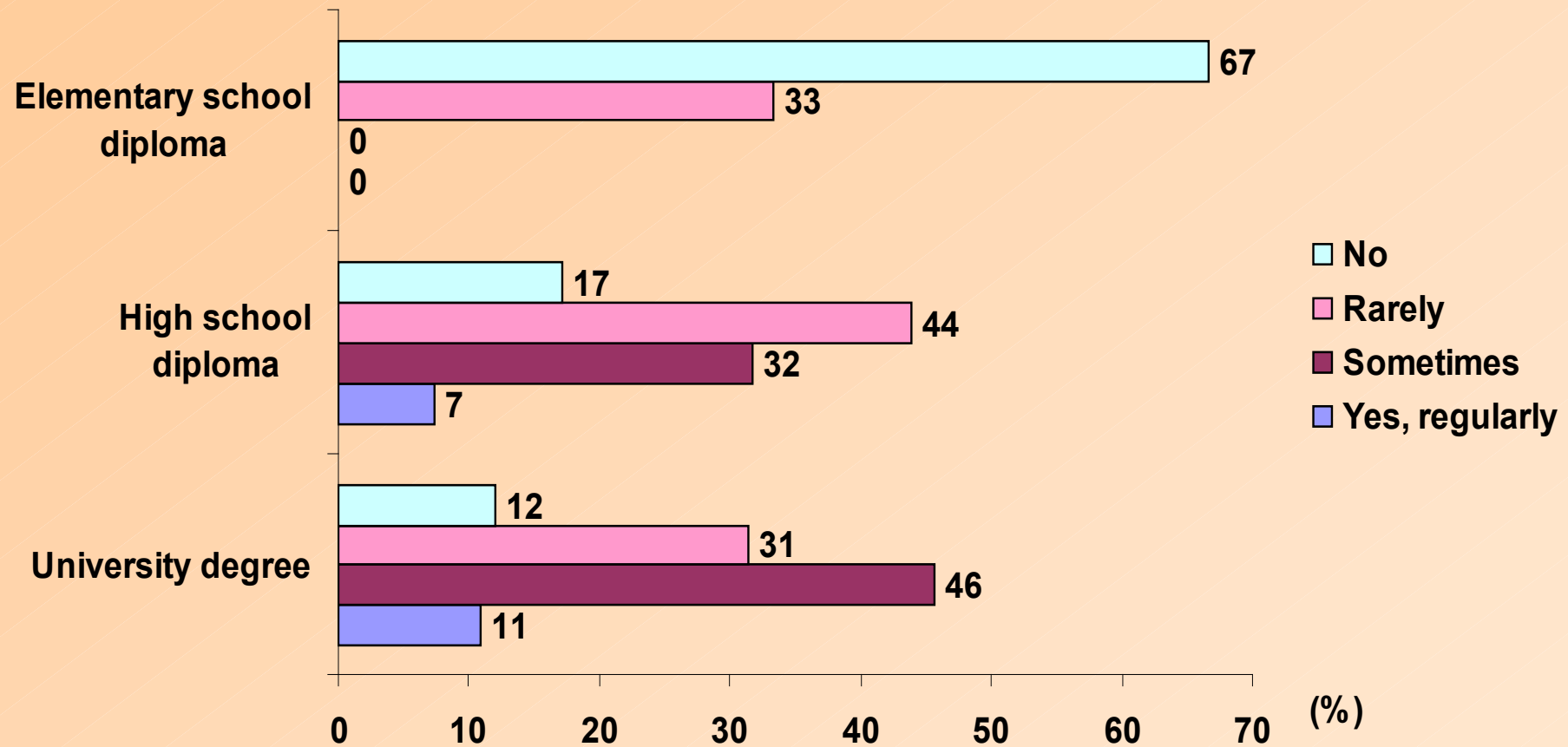


2. Do you eat sea buckthorn? (country)

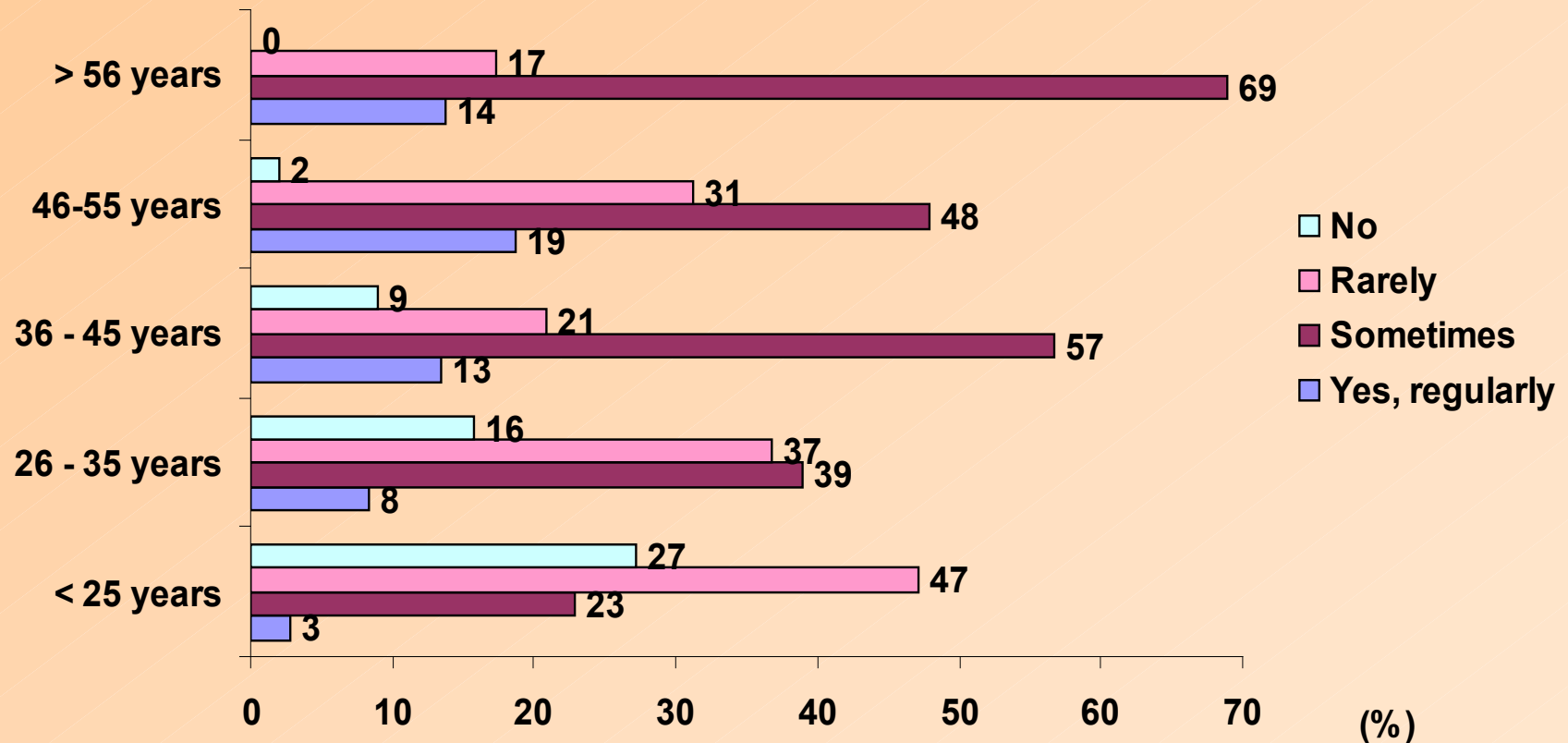


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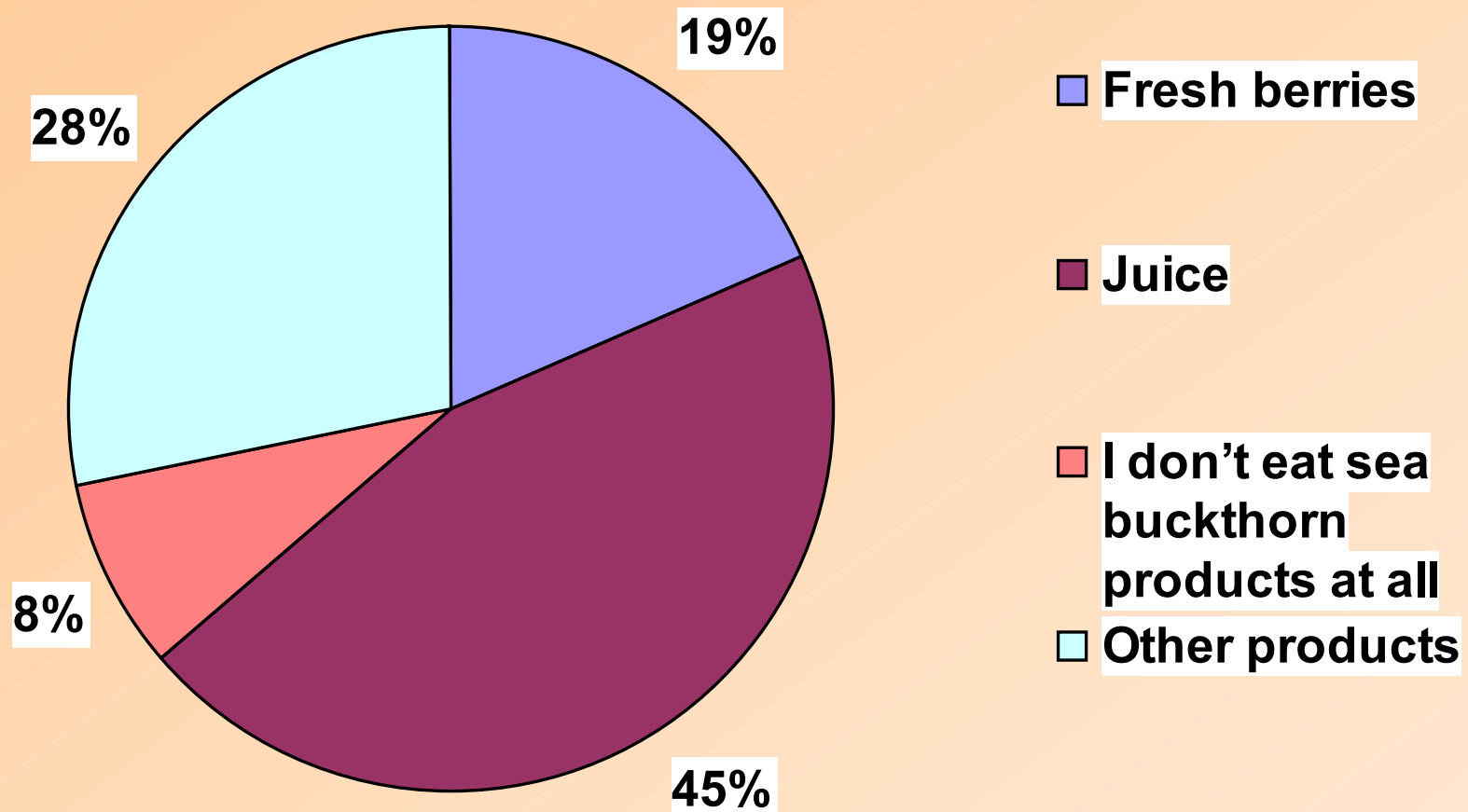
2. Do you eat sea buckthorn? (education)



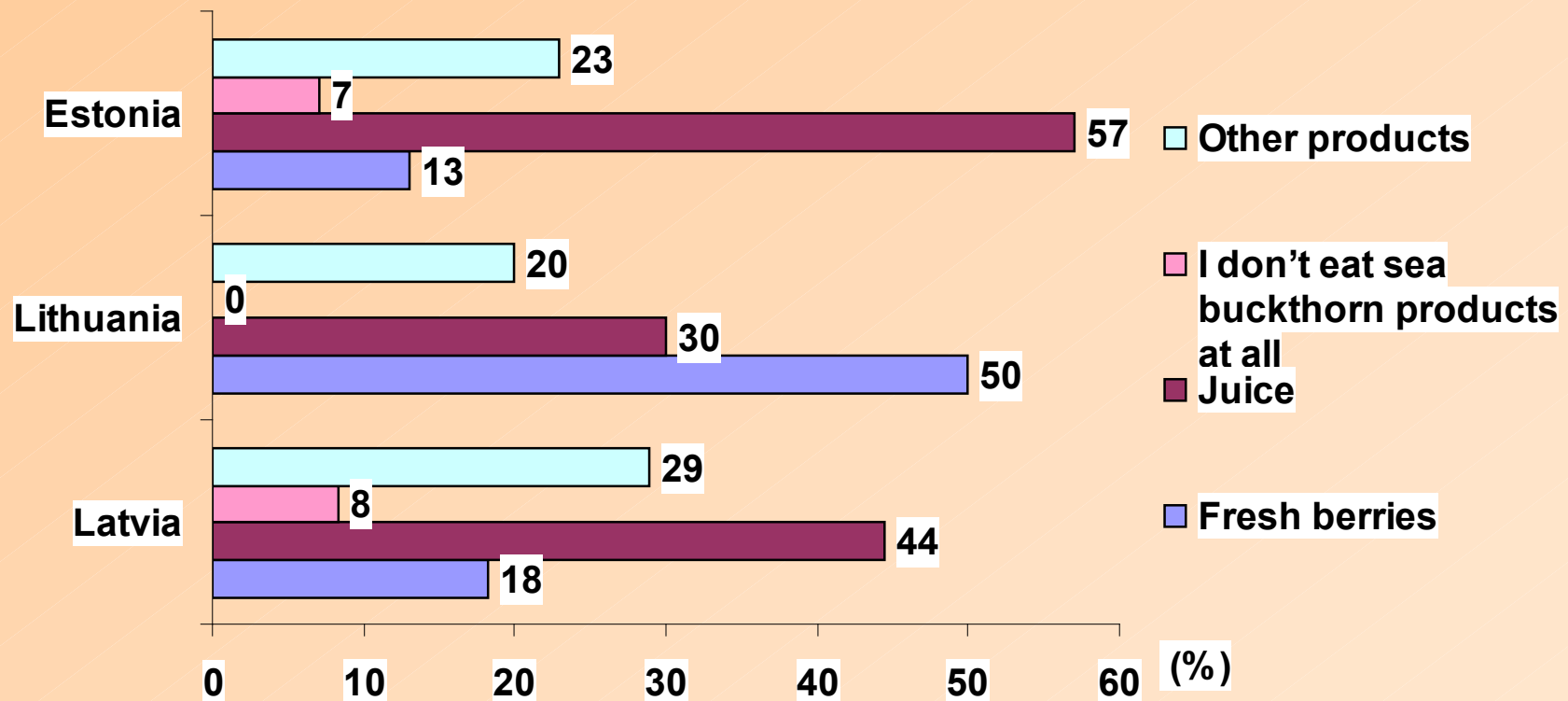
2. Do you eat sea buckthorn? (age)



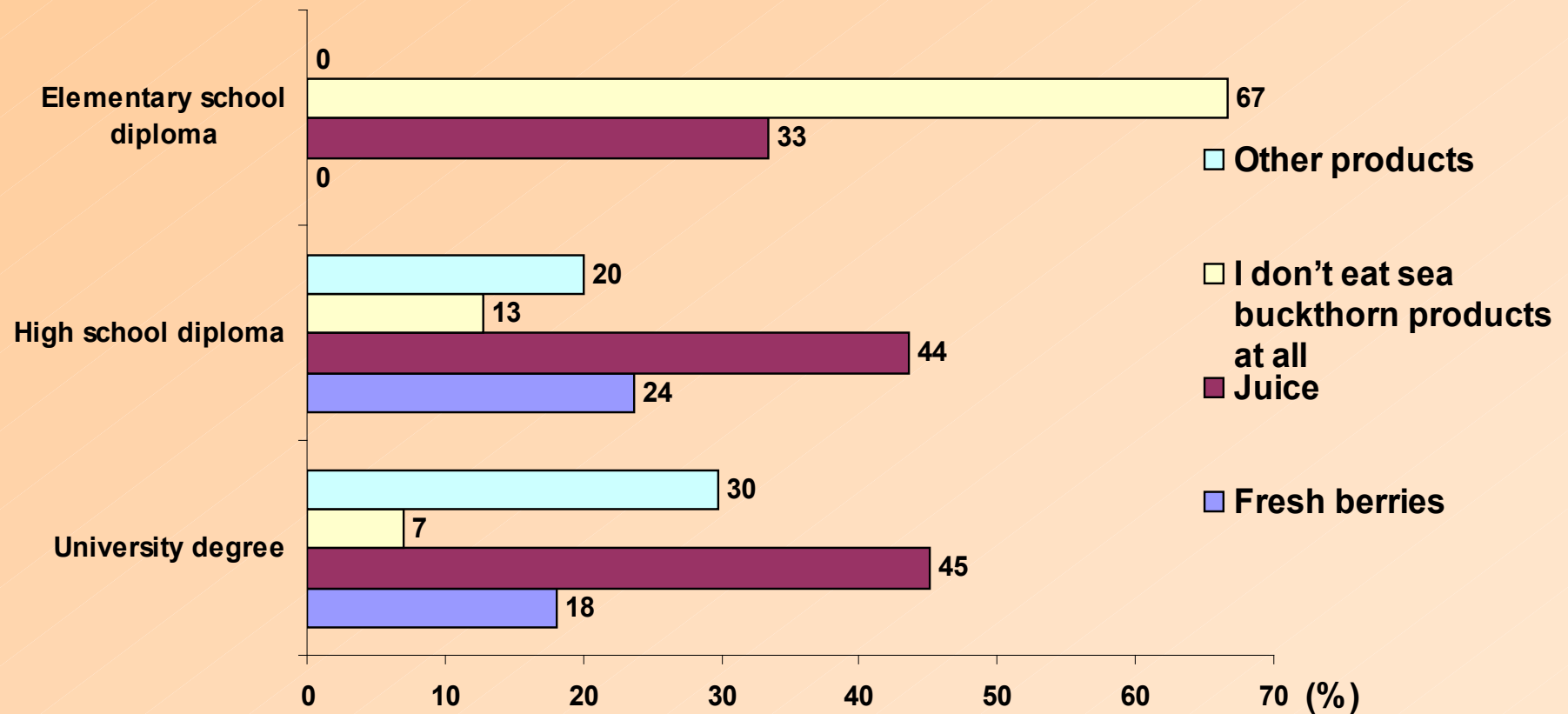
3. What sea buckthorn products do you eat?



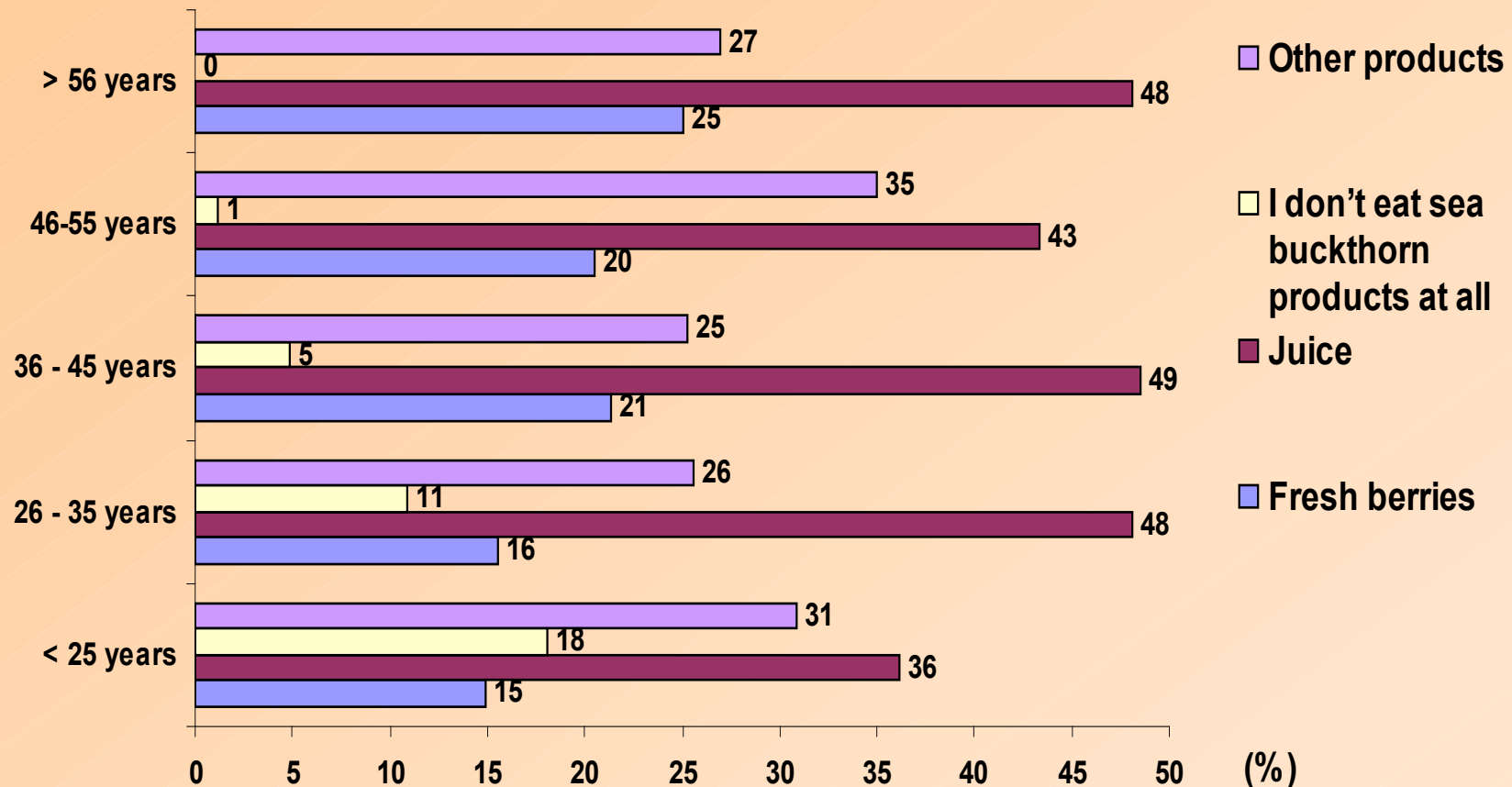
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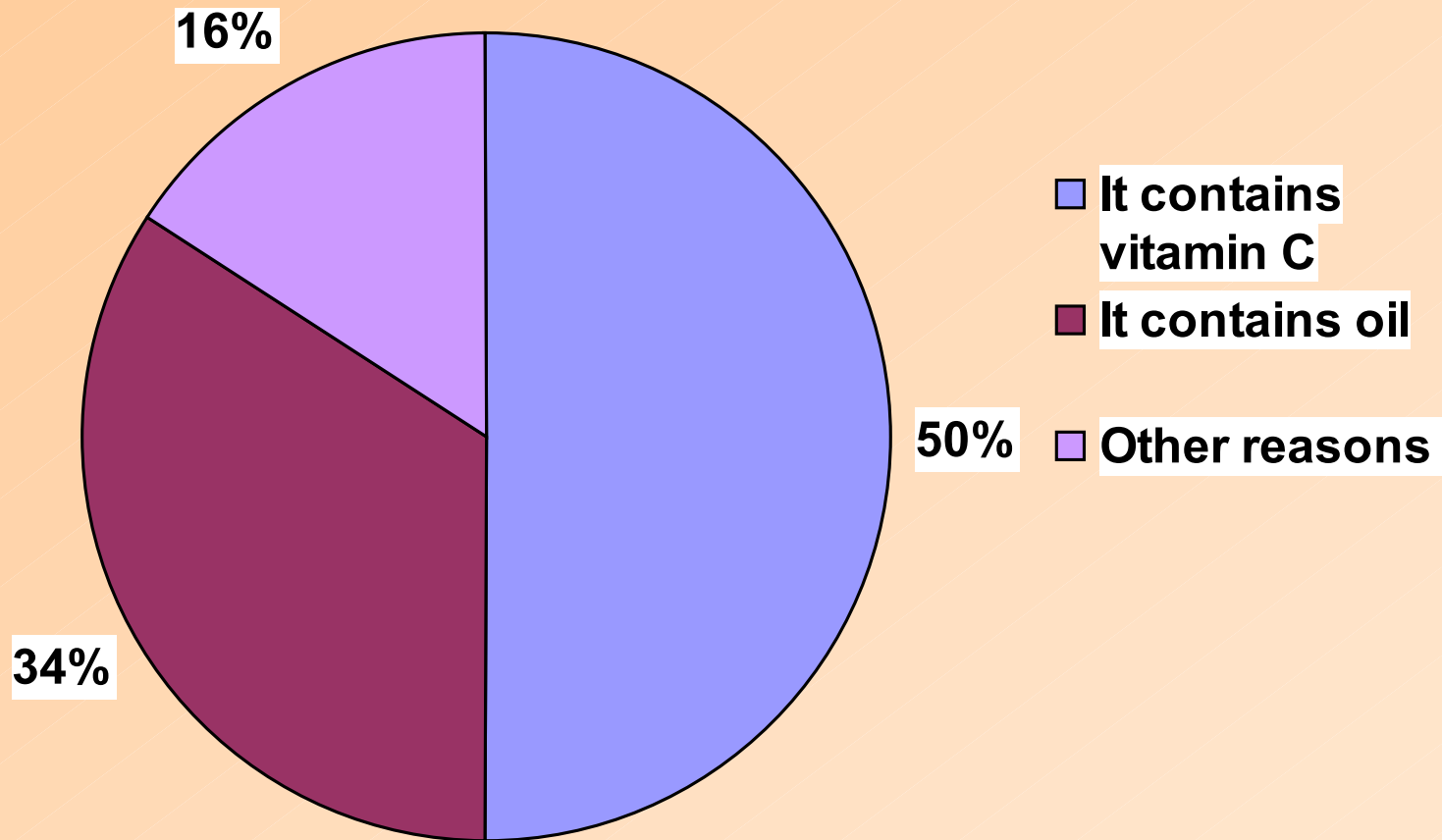
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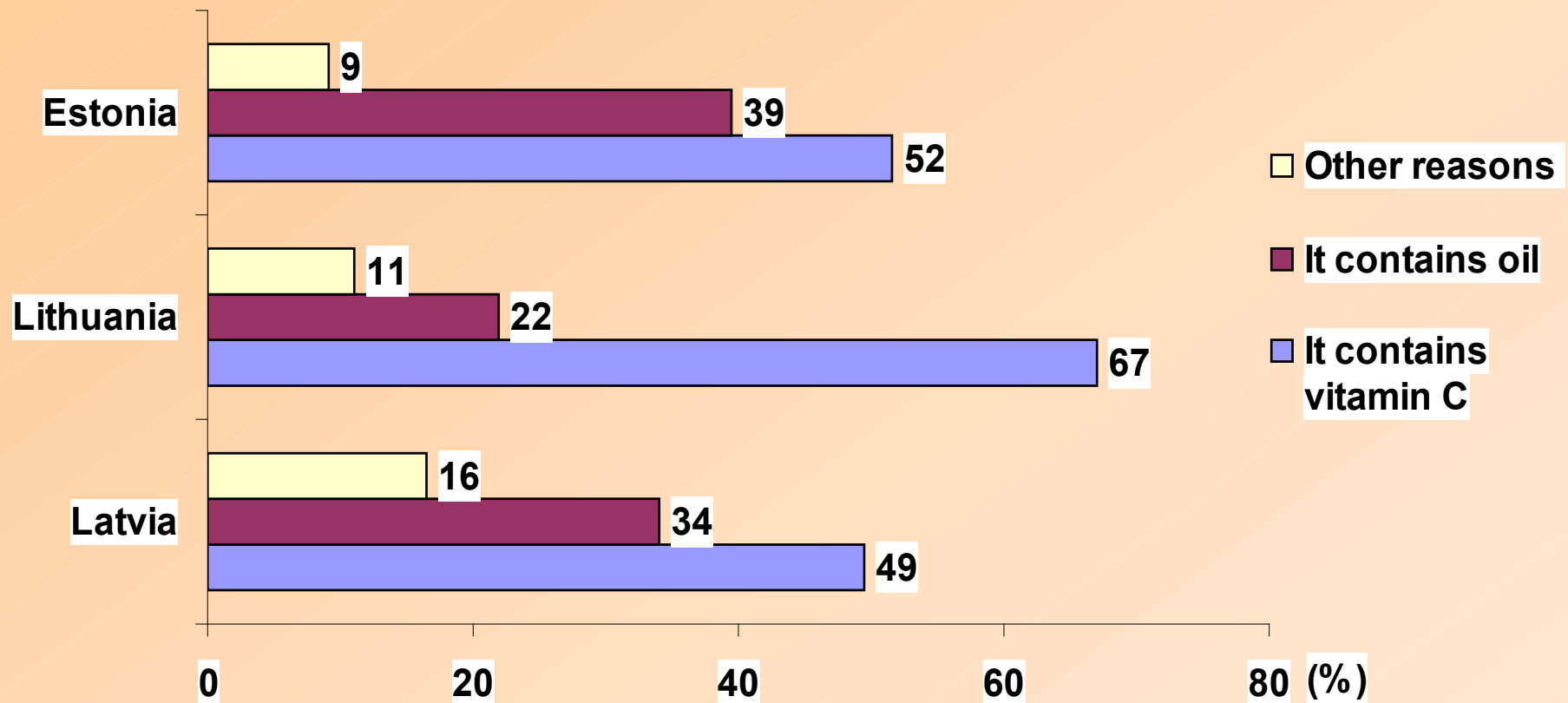
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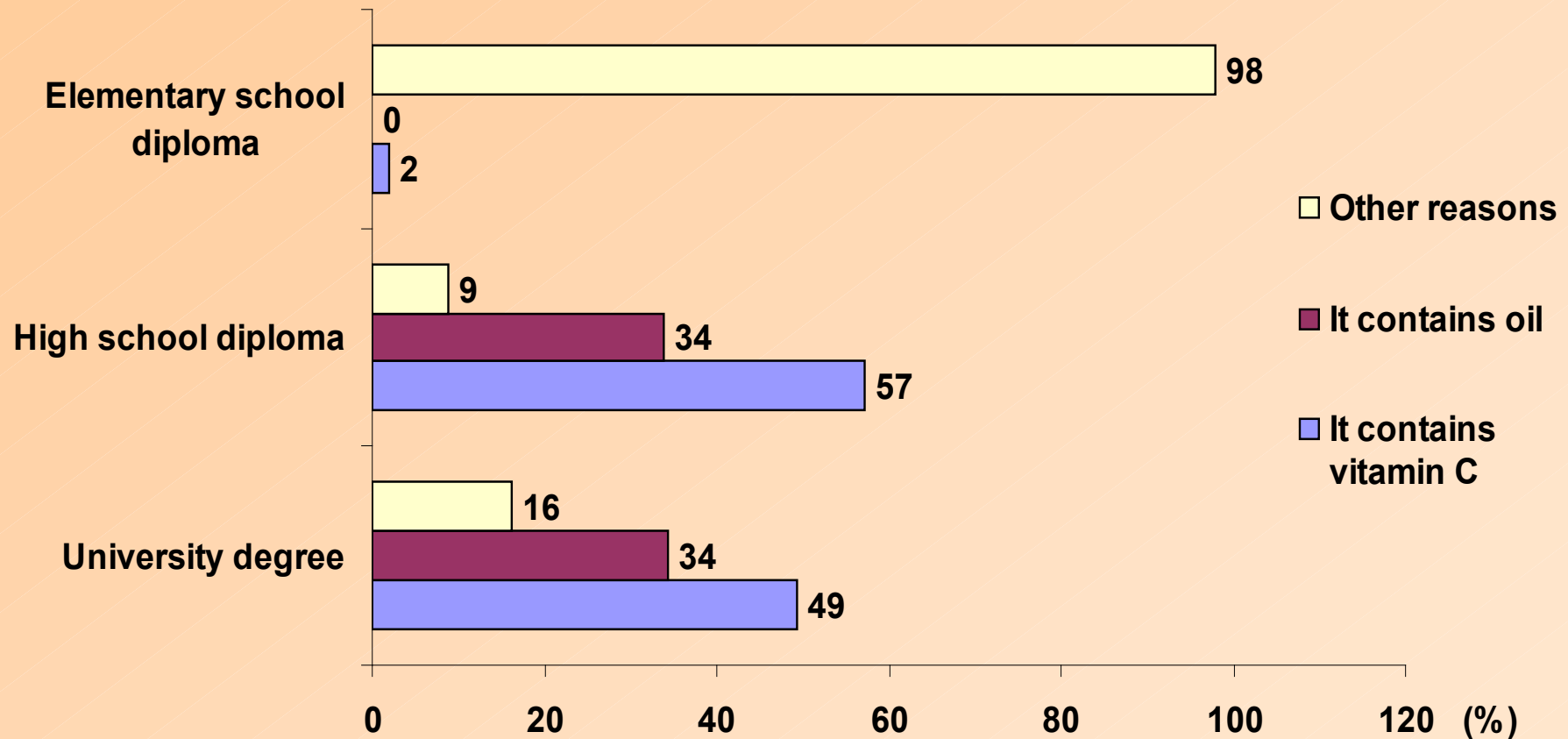
4. Do you know why eating sea buckthorn is healthy?



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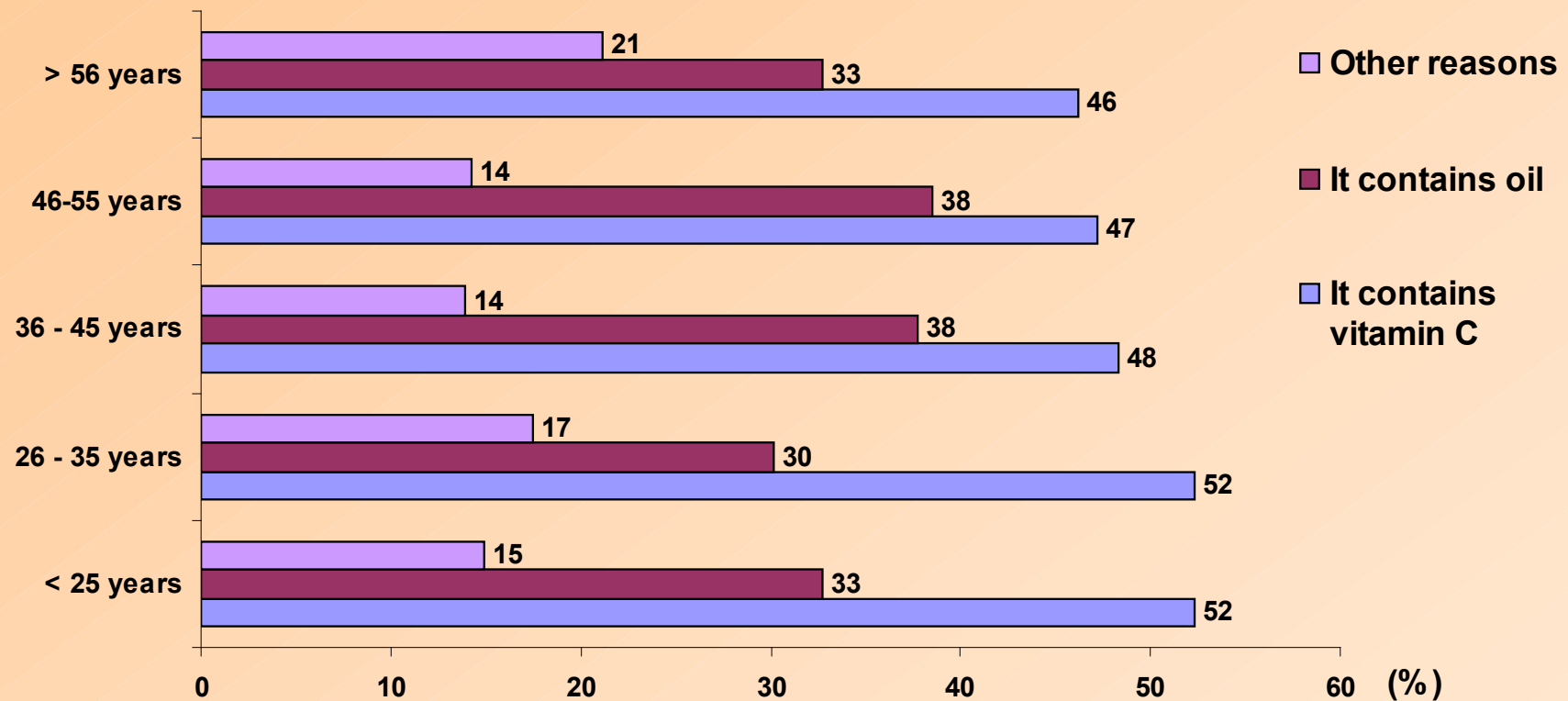


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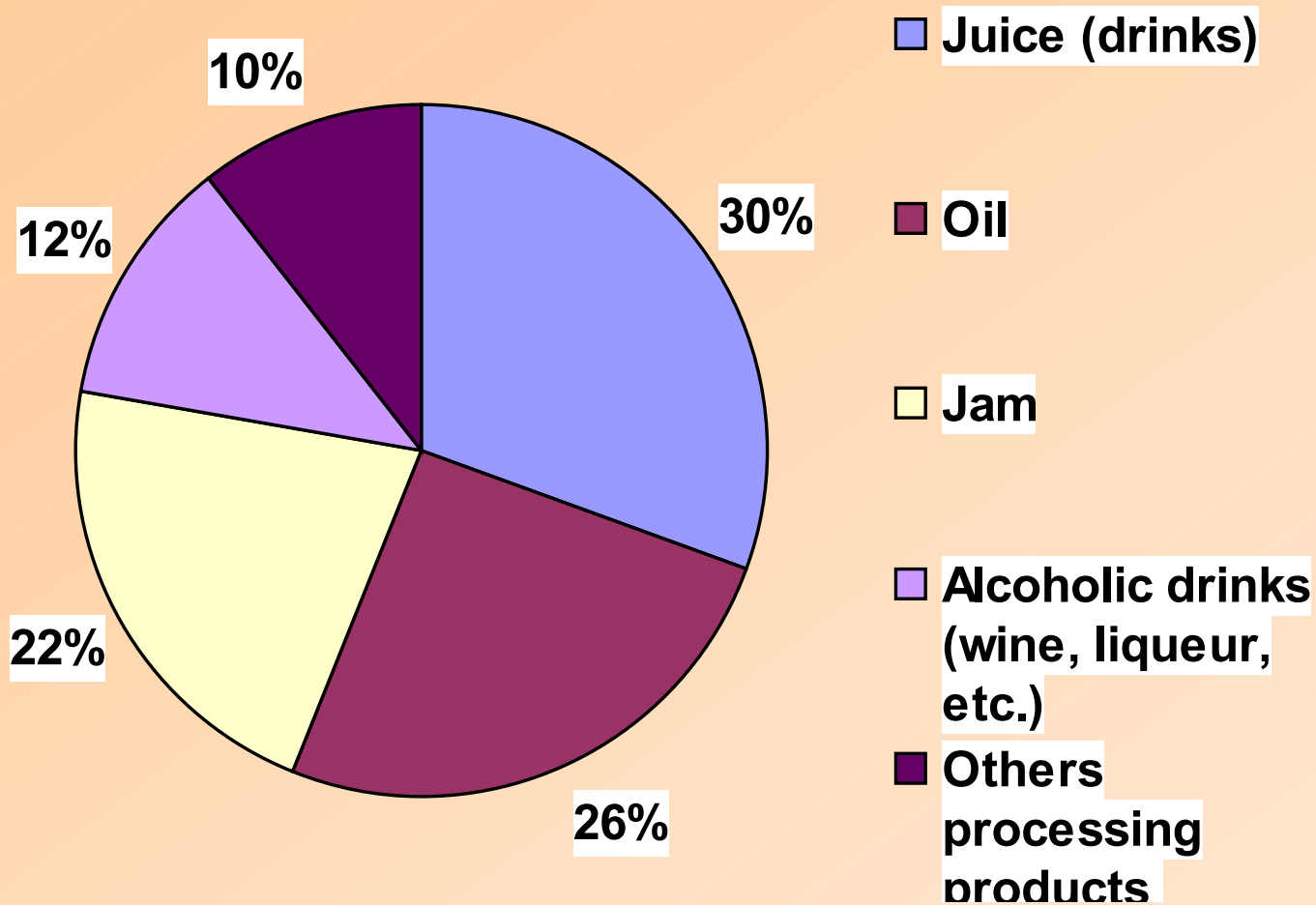


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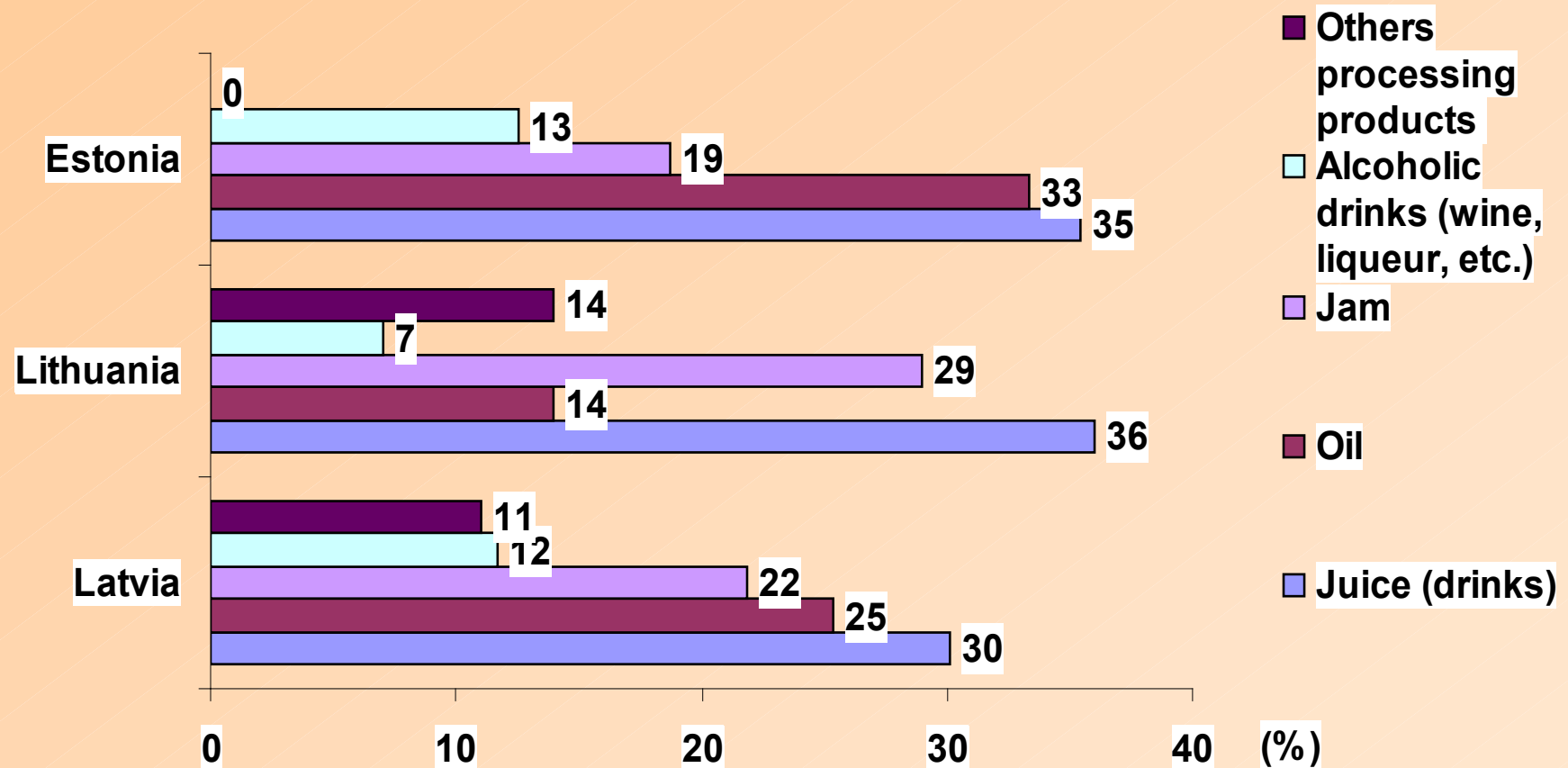
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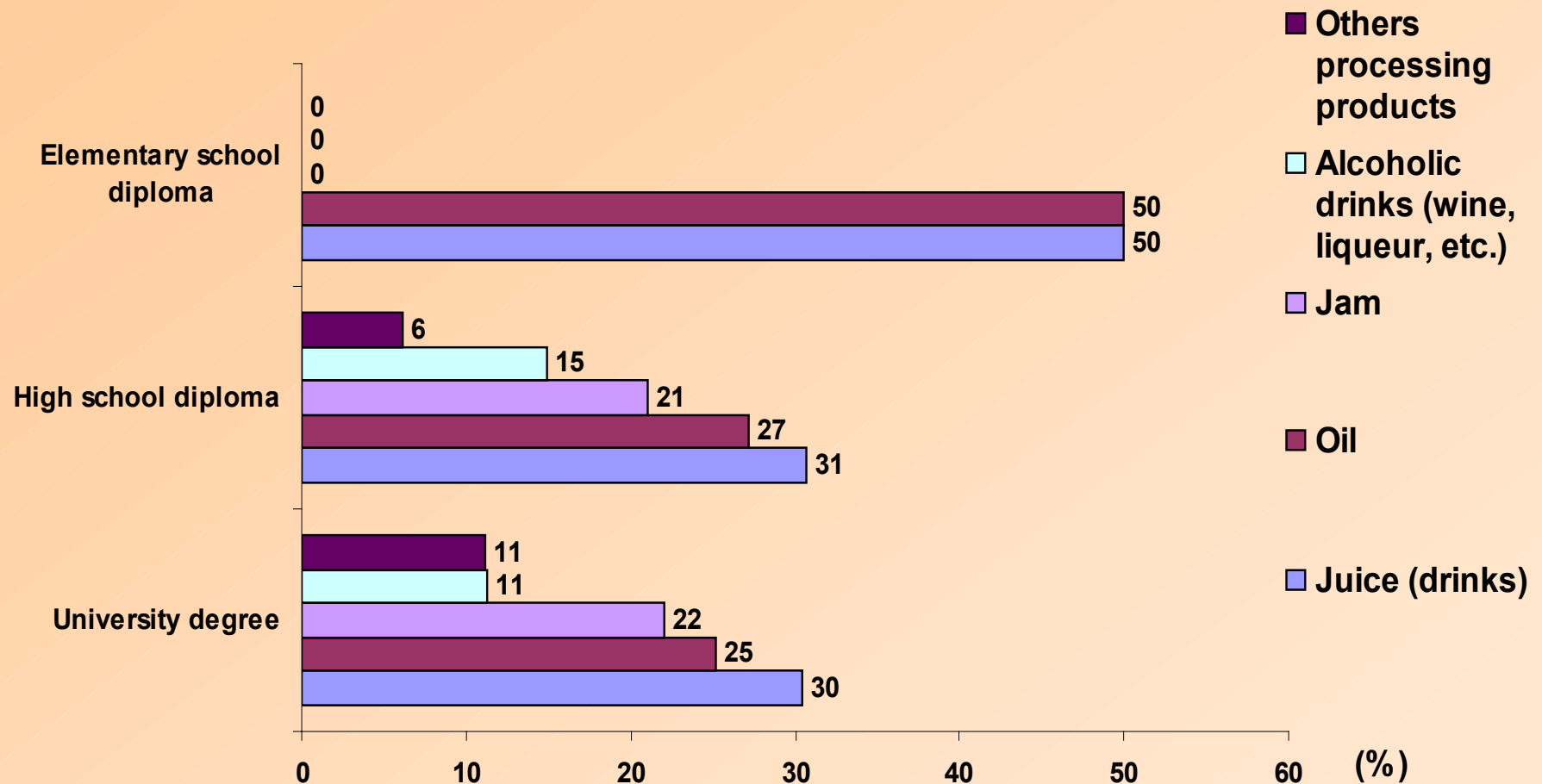
5. What sea buckthorn processing products do you know?



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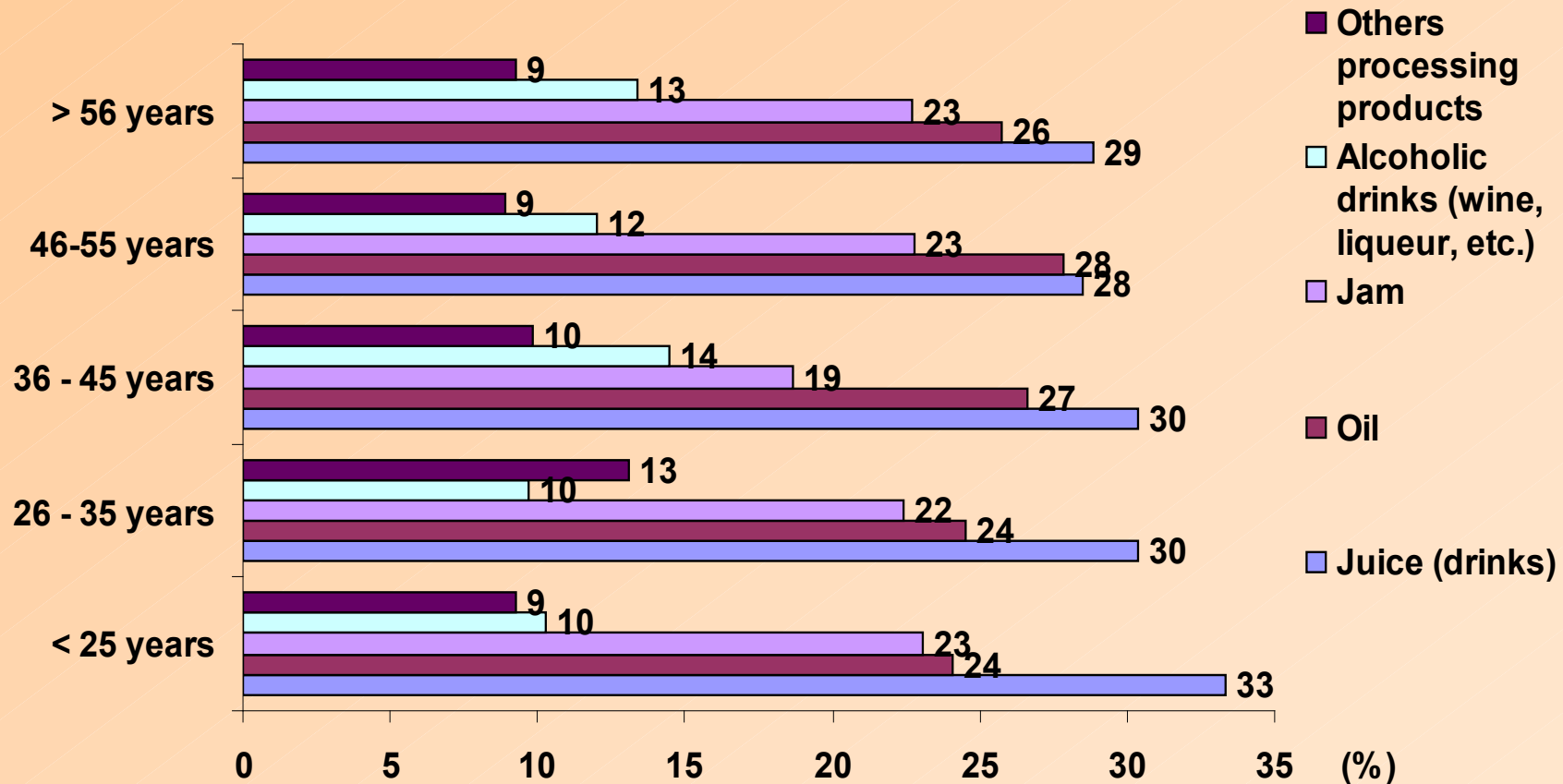


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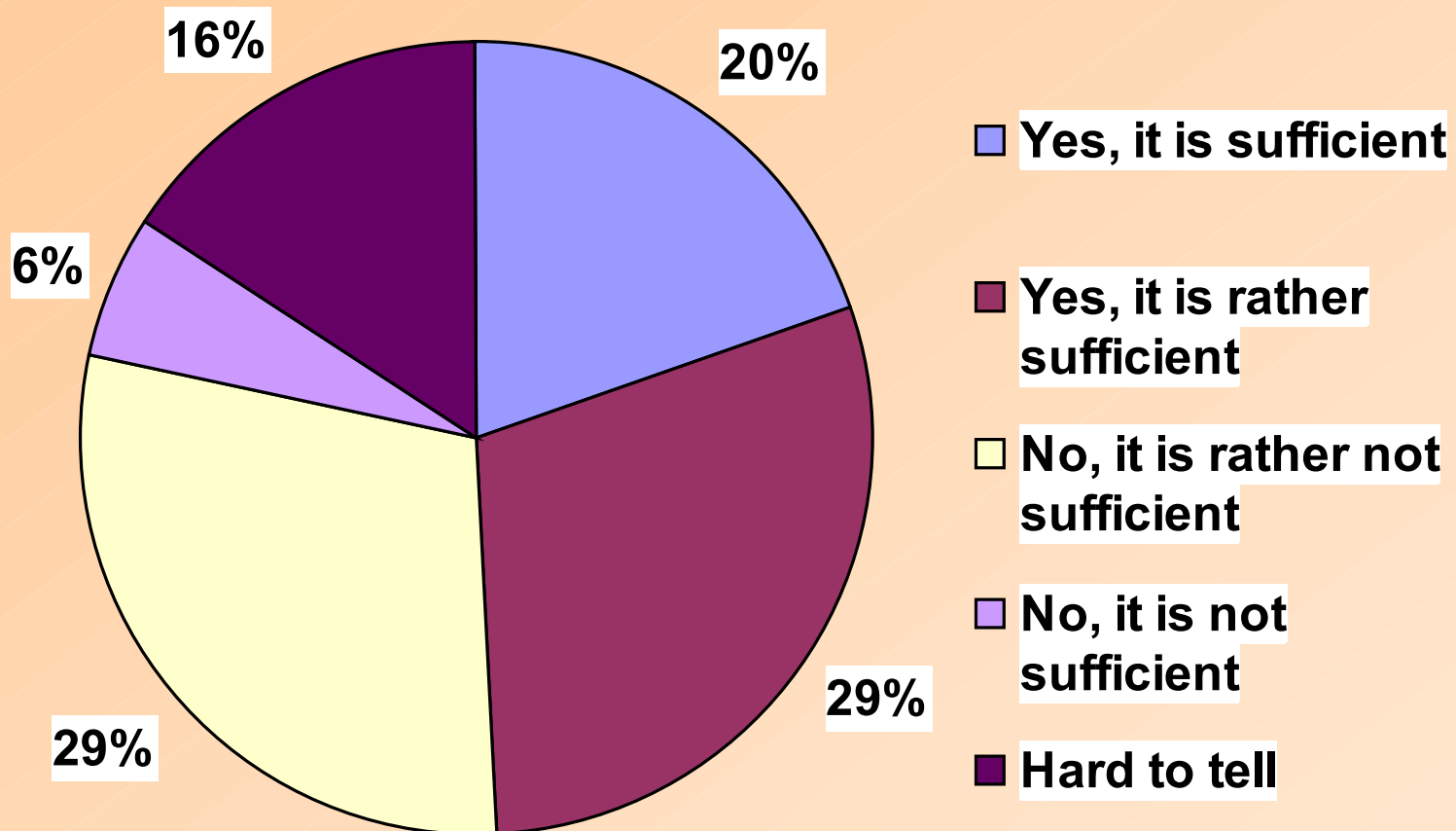


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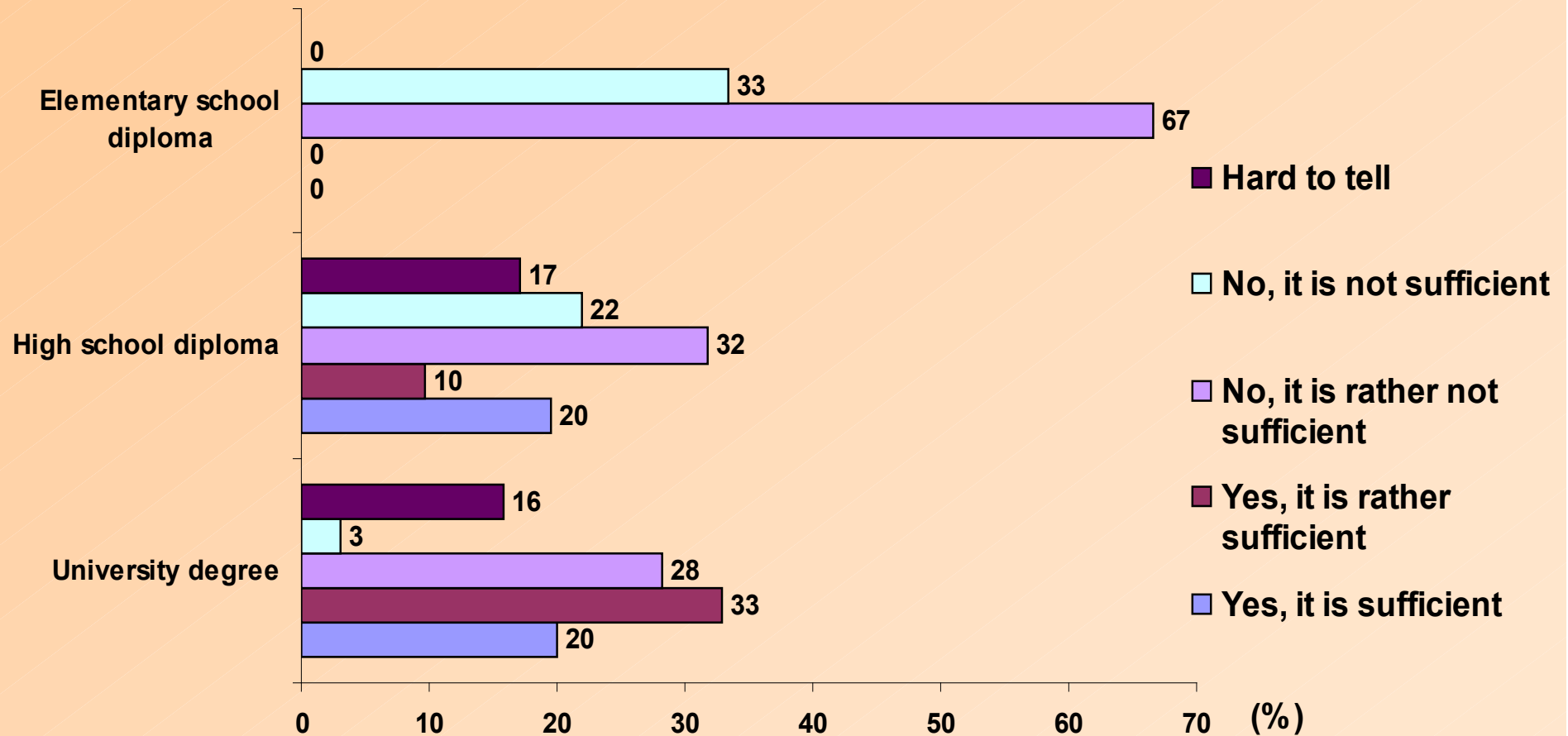
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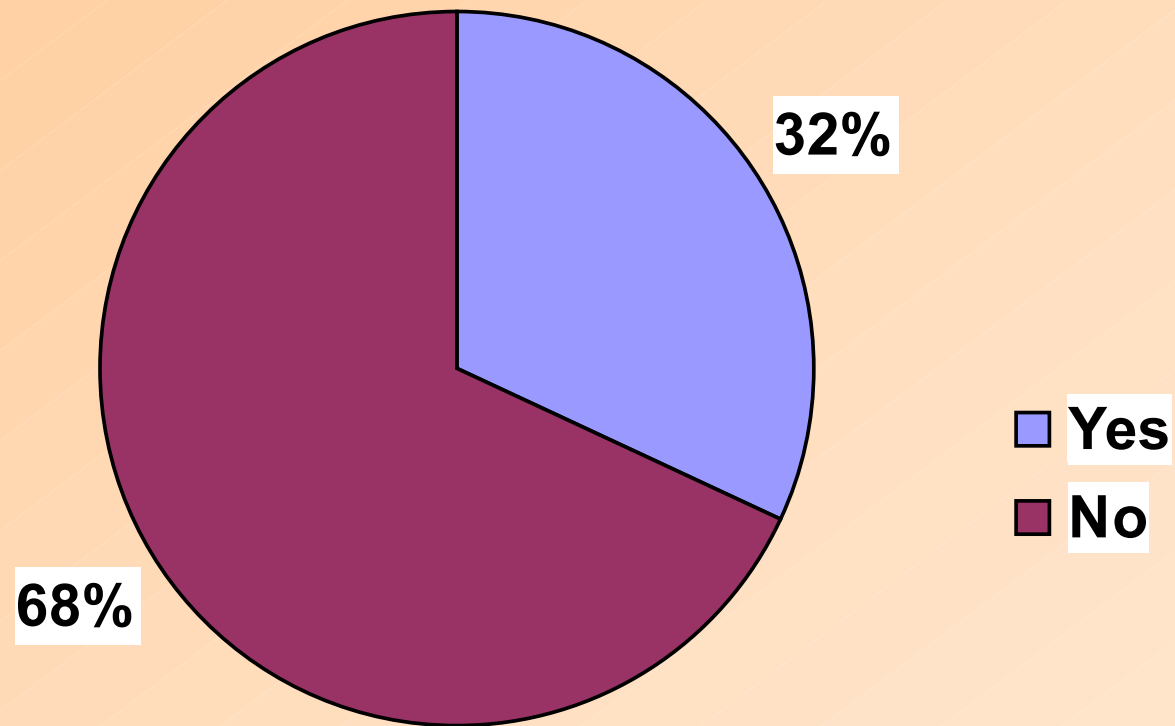
6. Is information available about sea buckthorn sufficient?



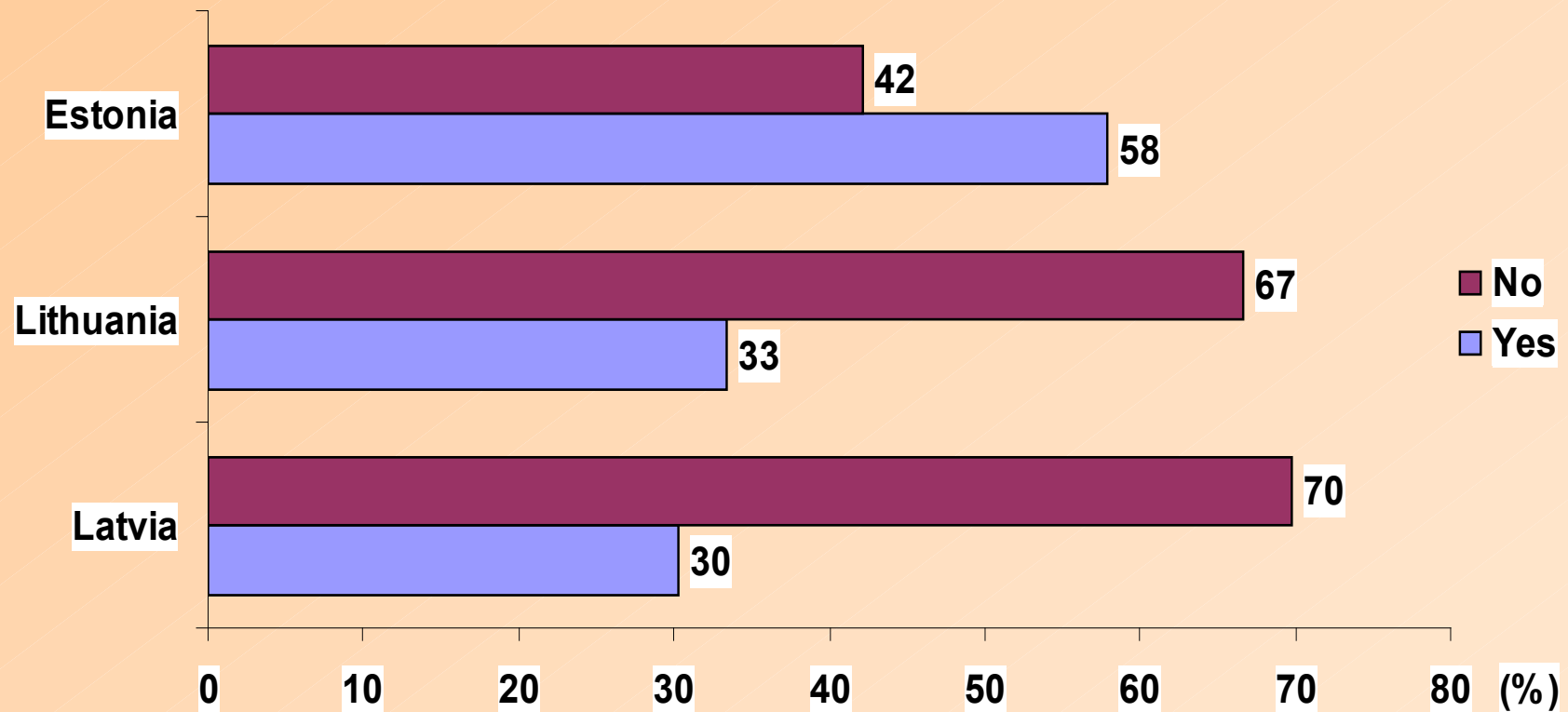
6. Is information available about sea buckthorn sufficient? (education)



7. Do you use sea buckthorn oil?

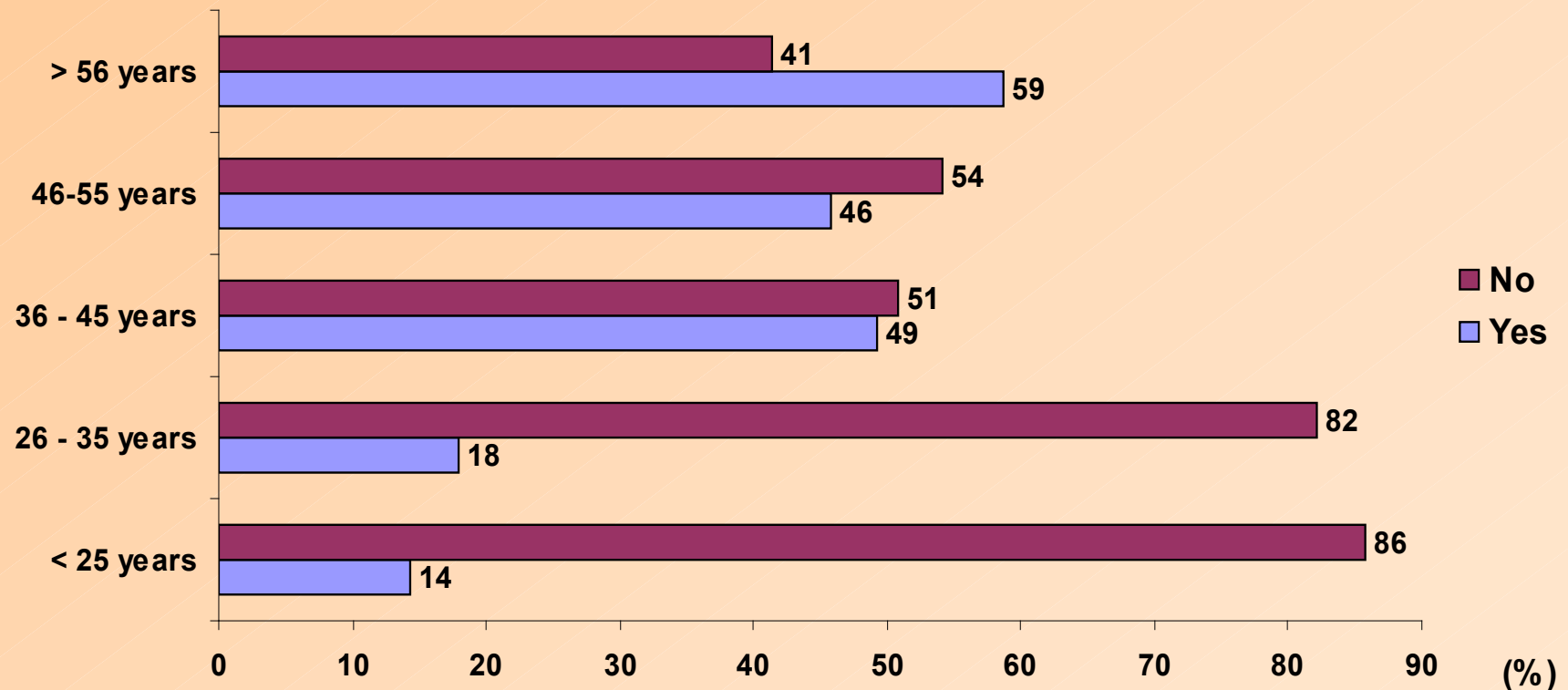


7. Do you use sea buckthorn oil? (country)

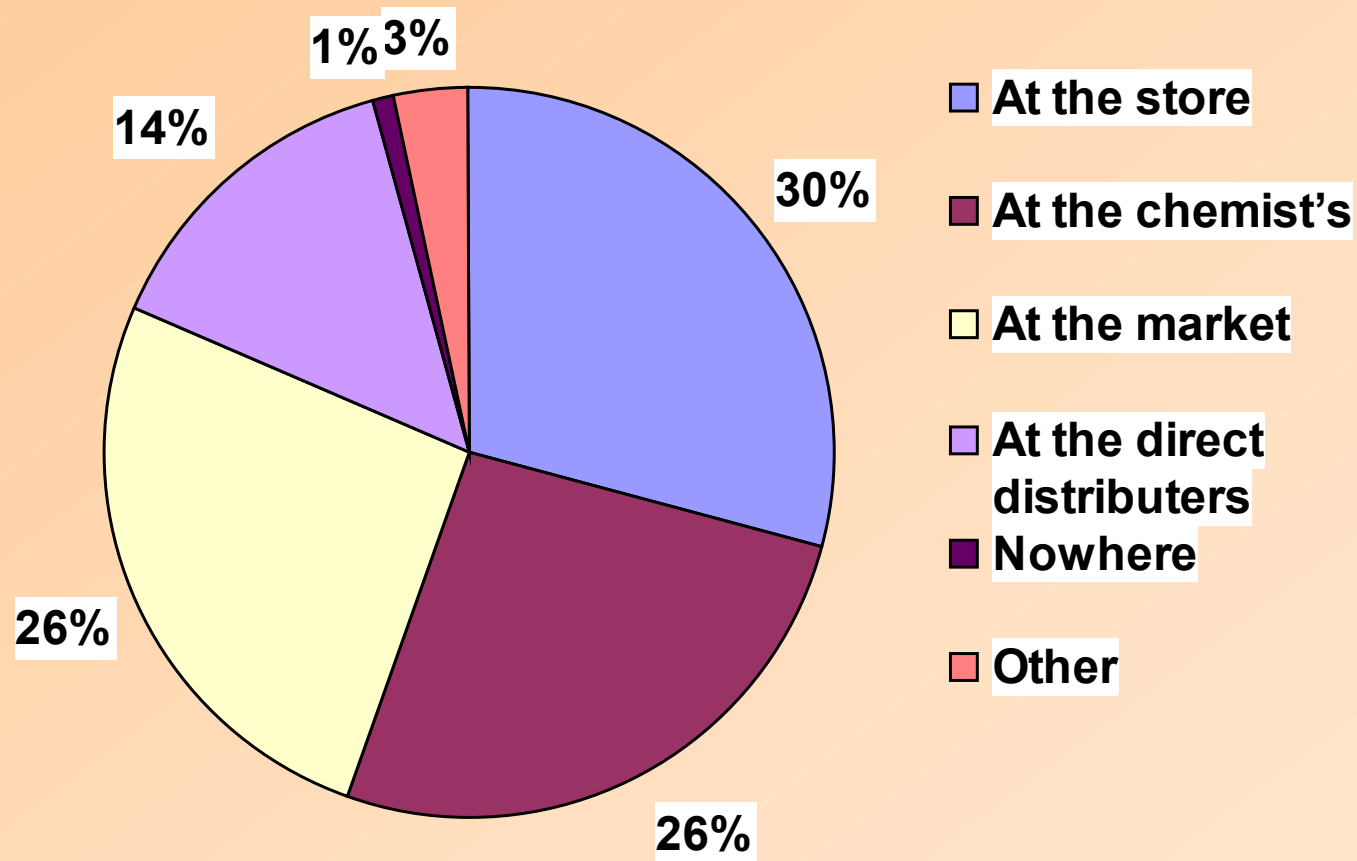


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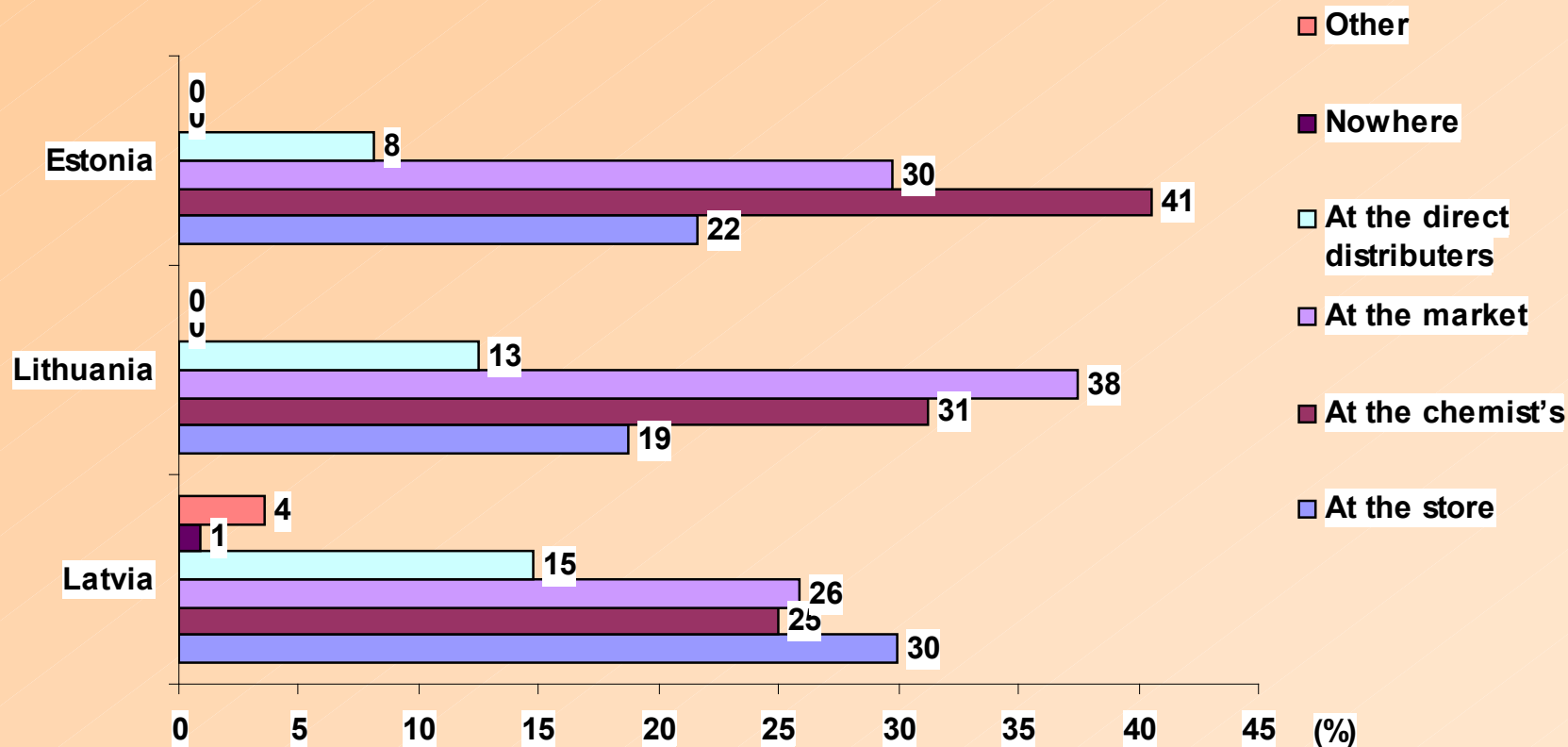
7. Do you use sea buckthorn oil? (age)



8. Where have you noticed sea buckthorn or its processing products?



8. Where have you noticed sea buckthorn or its processing products? (country)



Conclusions

- **Consumers in Baltic States know seabuckthorn (SBT);**
- **11% of respondents eat SBT or their products regularly. Consumers over 36 years use SBT more than young people;**
- **45% of respondents use SBT juice (or drinks), 19% use fresh fruits, 28% use other products (yoghurth, jam, marmelade, syrup etc.), but 8% never ate SBT products;**
- **By opinion of 50% respondents SBT is healthy due to high content of vitamin C, but 34% - because they contain oil. There was no difference between age groups of consumers;**

Conclusions

- **All respondents know SBT products fairly well – 30% know juice or drinks, 26% - oil and 22% - jam;**
- **20% of respondents wrote that available information about SBT is sufficient, but 29% wrote that it could be better. People with highest education can find information better.**
- **32% of respondents use SBT oil and with increase of age use of SBT increases (16% below 35 years, 51% over 36 years);**
- **The general places where consumers buy SBT products are: at the store (30%) and 26% at the chemist's or market, 14% - at the direct distributors.**

Thanks to:

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***THANK YOU FOR
THE ATTENTION!***

