

Abstract

The horticultural products exploitation field of study is the taking over, keeping fresh and processing of the vegetables, fruits and other similar products. The valorification of fruits has economical, social (employment, diversification of industrial activities) and alimentary importance. The study of fruit growing Romanian, European and global markets, as well as the study of the ways of promotions used is an extremely complex activity that requires a very well structured, continuous and great amount of work. This fruit market research constantly pursues the production capacities and the exploitation manner of fruit products. This way the farmers are no longer seen as suppliers of raw materials but as necessary, but not central, elements of a very complex circuit. Fruit products market is a mature market, permanently and strongly affected by the favorable or unfavorable developments in demand, by permanently changing consumers needs, by competition and by the evolution of the promotion techniques and methods. Fruit products market is influenced both by its specific factors, as well as by general ones, with reference to socio-political groups.

Key words: fruit and vegetable products, fruit and vegetable industry, return on investment, promotion strategies