



Fruit segment¹

At a glance

€ **1,646** million
Revenues

€ **105** million
Operating result

€ **704** million
Capital employed

14.9 %
ROCE

Strategy

The fruit segment focuses on close cooperation with customers. The companies in the fruit segment, which supply and provide solutions to industries such as the dairy, ice cream, food service, and beverage sectors – offering products ranging from fruit preparations, brown flavors, and aromas to beverage bases and fruit juice concentrates – create added value by innovating and solving challenging customer needs. Both organic growth and acquisitions as well as investment projects are key to securing and strengthening the company's global market position; customer- and market-oriented global growth is our strategic goal. By intensifying collaboration between AGRANA Fruit and AUSTRIA JUICE, synergies are to be leveraged.

AGRANA Fruit produces customer-specific preparations for the dairy, ice cream, bakery, and food service industries. AGRANA, as a world market leader in this global market with local, customer-oriented production units, seeks to reinforce its presence in existing markets, track its internationally active customers and outperform market growth.






AUSTRIA JUICE focuses on the production of beverages, flavors, and beverage bases. High quality is ensured not only by their proximity to raw material sources but also through modern production facilities and regular inspections. The goal is to increase global sales to the beverage industry and offer specific solutions for the customer.

¹ The fruit segment, which includes the fruit preparations and AUSTRIA JUICE businesses managed exclusively by AGRANA, was renamed by AGRANA in its reporting as of the first quarter of 2025/26 from "Fruit" to "Food and Beverage Solutions". Content and data for the segment remain identical.



Fruit segment

At a glance

	AGRANA Fruit	AUSTRIA JUICE
 Production	Austria (1), Germany (1), France (2), Poland (1), Russia (1), Turkey (1), Ukraine (1), Egypt (1), Algeria (1), Argentina (1), Australia (1), Brazil (1), China (2), Japan (1), Morocco (1), Mexico (1), South Africa (1), South Korea (1), United States (4)	Austria (1), Germany (1), Poland (5), Romania (1), Ukraine (1), Hungary (2), China (1)
 Raw materials	Main raw material: strawberries	Main raw material: apples
 Products	Fruit preparations	Fruit juice concentrates, not-from-concentrate juices (NFC), fruit wines, natural flavors and beverage compounds
 Markets	Worldwide	Worldwide, Focus Europe
 Customers	Dairy, ice cream and baked goods industries, food service industry	Beverage industry

Market environment

Target markets

The market environment for fruit preparations continues to be shaped by consumer trends – health, enjoyment, appealing product and taste experiences, affordability, naturalness, and sustainability in the global sales markets for dairy products, ice cream, and food service. Simultaneously, the strained economic conditions and geopolitical crises impact the market environment.

According to Euromonitor’s analysis in March 2026, the global market for fruit yogurts – the primary market for fruit preparations – is projected to grow by 1.9 % in the calendar year 2025 compared to 2024; a growth rate of 1.4 % is expected for 2026. An average annual volume growth of 1.3 % is forecasted in the following years until 2030.

The global beverage industry is experiencing a structural shift, with value-driven growth taking precedence over volume. Changing consumer expectations and the increasing importance of functional properties are causing traditional, sugar-rich product categories to lose momentum. Overall, the market is clearly shifting towards ‘Better for You’ innovations, a higher focus on price and value, and functional added value instead of mere volume expansion.

Raw material markets

For strawberries, the most important fruit in terms of quantity for fruit preparations, prices remained at the previous year’s level. At the close of the fourth calendar quarter, harvesting has started in the cultivation regions with a Mediterranean climate, such as

Egypt, Morocco and Mexico. Rising raw material prices is anticipated for Mexico, whereas for Egypt, expanded cultivation areas suggest a normal availability of raw materials with stable to slightly declining prices. In the main supply markets of Spain, Greece, and China, peach prices were slightly below last year’s level overall. Due to weather conditions, the harvest yields for sour cherries, raspberries and wild blueberries fell short of expectations. This resulted in noticeably higher purchase prices compared to the previous year, particularly for wild blueberries. Prices for tropical fruits were influenced by the availability of raw materials.

Business performance

Revenues and operating result

In the fruit segment, revenues remained stable at increased selling prices with € 1,646 (1,629) million.

The operating result was improved to € 105 (102) million, driven by higher margins, despite declining sales of fruit juice concentrates. Fruit preparations sales volumes remained unchanged from the previous year.

Business performance – Fruit segment

		2025/26	2024/25	+/- in %
Revenues	€ million	1,646	1,629	1.0
Operating EBITDA	€ million	146	141	3.5
Operating EBITDA margin	%	8.9	8.7	
Depreciation	€ million	-41	-39	5.1
Operating result	€ million	105	102	2.9
Operating margin	%	6.4	6.3	
Result from restructuring and special items	€ million	-2	-2	-
Result from companies consolidated at equity	€ million	0	0	-
Result from operations	€ million	103	100	3.0
Investments in fixed assets and intangible assets	€ million	59	49	20.4
Investments in financial assets and acquisitions	€ million	0	0	-
Total investments	€ million	59	49	20.4
Shares in companies consolidated at equity	€ million	0	0	-
Working capital	€ million	289	350	-17.4
Capital employed	€ million	704	754	-6.6
Return on capital employed	%	14.9	13.5	
Employees (FTE; 28 February)		5,334	5,585	-4.5

TABLE 022

Result from restructuring and special items

The result from restructuring and special items in the fruit segment amounted to € –2 (–2) million and, as in the previous year, was primarily attributed to expenses related to reorganization measures in fiscal year 2025/26.

Capital employed and return on capital employed (ROCE)

With a moderately reduced capital employed of € 704 (754) million, and a slightly increased operating result of € 105 (102) million, ROCE improved to 14.9 (13.5) %.

Investments in fixed assets and intangible assets

Investments in the fruit segment totaled € 59 (49) million. The main projects included:

- Expansion of fruit preparations capacities in Akbou, Algeria
- Replacement of the boiler condensate return tank in Mitry-Mory/France as part of the Net-Zero program
- New packaging facility in Jacona, Mexico

Raw materials and production

About 360,000 (359,000) tonnes of raw materials were purchased in the fruit preparations sector in fiscal 2025/26. Compared to the previous year, the average raw material prices for fruits and ingredients remained stable.

In 2025, the apple harvest was marked by opposing regional trends: A generally good harvest in Poland over the long term – the most important and price-determining cultivation country for AUSTRIA JUICE – faced a significant frost-related crop failure in Hungary, which led to the weakest yield situation there in 20 years. Overall, raw material costs were significantly lower than the previous year – which was marked by exceptionally high apple prices – and this was also reflected in lower apple juice concentrate prices.

Volumes

Sales volumes in the fruit preparations segment were at last year's level overall. An analysis of sales trends by product categories shows increased sales volumes in the core business area of products for the dairy industry (around 80 % of the sold fruit preparation quantities) and slightly declining volumes in the ice cream and food service sectors. Fruit juice concentrate volumes were moderately below the previous year's figures. Given the uncertain market environment, especially concerning consumer behavior and tariff issues, customers were cautious and contracted only partial quantities of their annual requirements. The added-value segment saw continued positive growth.