ANALYSIS BETWEEN FOOD CONSUMPTION PREFERENCES

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ABSTRACT

Food preferences of the consumers are an important indicator for agricultural production, especially when it comes to finding new markets. Obviously, these preferences are modified in the long run. However, due to geographical, climatic, cultural and other conditions these changes will not proceed diametrically. But, undoubtedly, the consumption of various food products is changing in each country because of the opening up of borders, as in case of countries that joined the European Union, or due to more nutritional awareness of the consumers [Małysa-Kaleta, A. 2003]. For example, in Poland after 1990, there was an increase in the diversity of food consumption [Grzelak, A., & Gałązka, M., 2013] whereas research in the Mediterranean countries indicates a gradual resignation from traditional food in this region [Balanza, R. et al, 2007]. This presentation attempts to analyze the total changes in consumer food preferences in European countries between 2005 and 2020. To avoid listing individual product groups, one approach applied to this issue may be to compare structural profiles in two extreme time periods for each country and to build a synthetic rate that will definitely determine the value of these changes. Thus, the aim of the study is to rank the European countries according to the value of changes in consumption of different group of food products in European countries between 2005 and 2020 and to divide countries into groups according to similar level of changes in food consumption over the years. The study used data in kg per capita on the consumed products in each country. The data came from the United Nations Food and Agriculture Organization (FAO) [www.fao.org].

Keywords: Dissimilarity of structures, synthetic rate, ranking, multidimensional data analysis, grade data analysis.