







## Zespri Survey Reveals Fewer Singaporeans Are Eating Fruits After Dinner: Call to Add a '+1' Serving of Fruits for Better Health

A new survey commissioned by [Zespri](#) has revealed that the long-standing tradition of eating fruits after dinner is becoming less common among Singaporeans.

Although nearly 90% of those surveyed agreed that having a plate of fruit post-dinner was once a cherished part of the Singaporean dining experience, 45% of respondents noted that this habit has declined over recent years.

The survey of 500 Singapore residents, conducted in October 2024, highlights changing eating habits, with 39% of respondents saying they simply lack the habit of preparing fruit.

Additionally, 63% cited busy schedules as a challenge to meeting the recommended two daily servings of fruit. Despite this, a prior Zespri survey indicated that while 93% of Singaporeans wish to consume more fruit, over a third admitted they often forget.

In response, Zespri has introduced the "Start Small Add A +1" initiative to encourage Singaporeans to add a serving of fruit to their dinner.



