

IFPA Commodity Profiles

Strawberries

International Fresh Produce Association brings you the latest information on production, global trade, and consumer sentiment for top categories of fresh produce.

Consumer sentiment fast facts:*****

56% of consumers in 2022 said that they have purchased strawberries in the past year.

Since consumers are purchasing more blueberries and raspberries, strawberry consumption has dropped slightly.

The most frequent purchasers of strawberries are older consumers, with around 60% of 60+ year olds purchasing strawberries.

On average, the prices of strawberries increase about 5% from 2021 to 2022.

Production Quantities by Country*

Country	Australia	Brazil	Canada	Chile	China, mainland	Colombia	Mexico	New Zealand	Peru	South Africa	USA
Volume (tonnes)	56,843	197,000	24,615	24,060	3,380,478	91,279	542,891	3,472	37,844	11,637	1,211,090

Export Value, USD** Top Exporting IFPA Member Countries and Their Top Destination Markets

Mexico	\$833ZM	USA	\$596M	South Africa	\$23M	Canada	\$22M	Australia	\$20M
USA	\$831.6M	Canada	\$446.6M	UAE	\$11.4M	USA	\$22.6M	Thailand	\$8.2M
Canada	\$720K	Mexico	\$59.3M	Saudia Arabia	\$4M	France	\$31K	Singapore	\$4.6M
Belize	\$671K	Saudi Arabia	\$24.6M	Oman	\$1.5M	Saint Pierre and Miquelon	\$17K	Malaysia	\$3.5M
Saudi Arabia	\$14K	Japan	\$20.3M	Qatar	\$1.43M	—	—	New Zealand	\$2.1M
—	—	UAE	\$10M	Bahrain	\$1.42M	—	—	Hong Kong	\$483K

Import Value, USD** Top Importers Globally

	Value imported in 2022 (USD '000)	Unit value (USD/ton)	Annual Growth in Value Between 2018-2022 (%)	Annual Growth in Value Between 2021-2022 (%)	Market Share (% world imports)	Concentration of Supplying Countries
World	3,809,700	3,667	8	-1	100	0.17
USA	1,102,209	4,305	15	2	28.9	0.95
Canada	434,835	3,922	8	0	11.4	0.64
Germany	350,962	2,788	7	-11	9.2	0.47
UK	261,931	4,455	8	-10	6.9	0.27
France	196,035	2,950	5	-5	5.1	0.43
Netherlands	123,408	3,769	7	-5	3.2	0.36
Italy	97,073	2,803	1	-5	2.5	0.58
Belgium	92,837	3,500	-4	-21	2.4	0.52
Russian Federation	88,686	1,766	16	9	2.3	0.17
Hong Kong	81,579	14,163	7	9	2.1	0.36

*FAOStat 2021, **ITC Trade Map 2023, data from 2022, *** IRI Shopper Sentiment Survey June 2022, ***** The Packer, Fresh Trends 2023