



# 2021 Industry Report: Value-Added Pineapple

June 2021

---

*Written by*

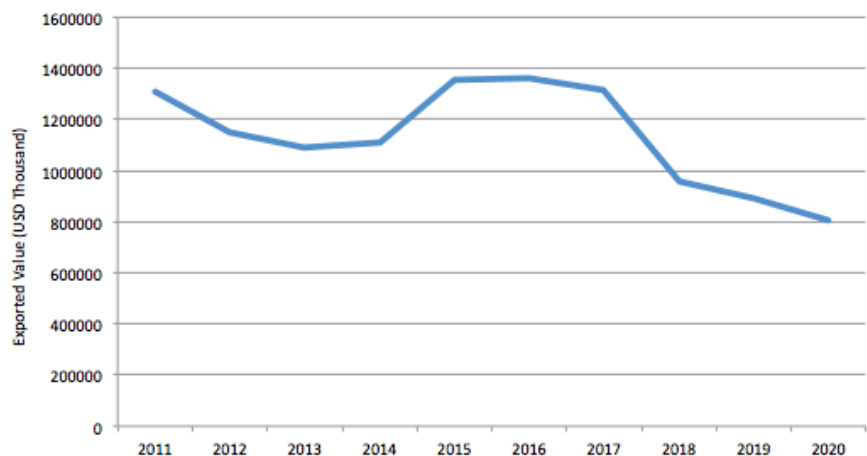
**Market Intelligence Team**

# Executive Summary

---

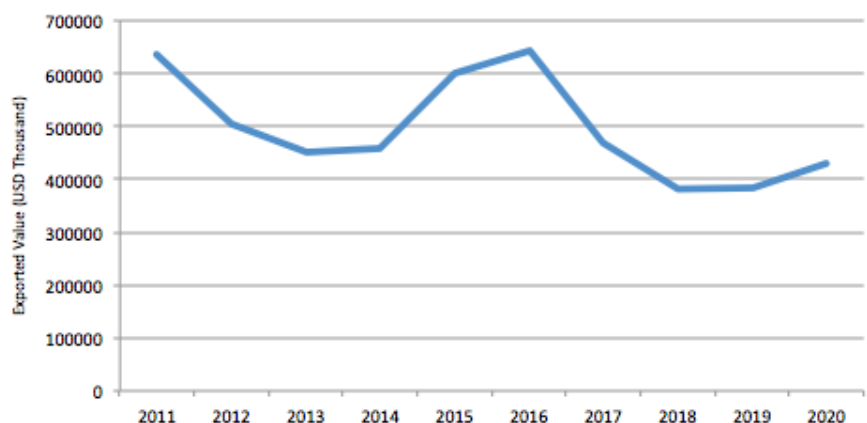
- Southeast Asian countries dominate the production of value-added pineapple products for their low cost in labor for processing.
- Exports of value-added pineapple also remain dominated by Southeast Asian countries. However, over the last five years, there have been substantial changes in the global share of exports.
- For 2020 the export value for Canned Pineapples increased by 19% from the previous year. For the 2016-2020 period, the export value fell by 22%.
- For 2020 the export value for Pineapple Juice grew by 2% from the previous year. During the 2016-2020 period, however, the export value dropped by 33.5%.

**Total Export Value of HS Code 200820 Pineapples, prepared or preserved (2011-2020)**



**Chart 1.** Source: ITC Trade Map, Tridge

**Total Export Value of HS Code 200949 Pineapple Juice (2011 - 2020)**



**Chart 2.** Source: ITC Trade Map, Tridge

# Contents

---

## **Part I - Product Information** ..... 5

### **1.1 Value Added Forms**

### **1.2 Canned Pineapple**

- Types

- Grades

### **1.3 Pineapple Juice**

- Grades

## **Part II - Global Market Dynamics** ..... 17

### **2.1 Canned or Pulp Pineapple**

- Imports

- Exports

- Thailand

- The Philippines

- Indonesia

### **2.2 Pineapple Juice**

- Imports

- Exports

- The Philippines

- The Netherlands

- Thailand

## **Part III - Sources** ..... 33

## Part I

# Product Information

---

1.1 Value Added Forms

1.2 Canned Pineapple

1.3 Pineapple Juice

# Product Information

Pineapples are one of the most popular agricultural products to be processed and distributed to all parts of the world. Fresh pineapples can be produced in various forms in terms of canned or processed juice for exporting and are known for their long shelf life and convenience in transporting.

## Value Added Forms


There are three main forms of value-added products in the pineapple industry:

- 1. In liquid form (bottled or canned fruit drinks)
- 2. Solid form (can, fresh fruit)
- 3. Dry form


### 1. Liquid

Canned pineapple drink	
Pineapple fruit juice	

## 2. Solid

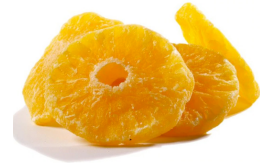
Vacuum Packed	
Canned Pineapple	

## 3. Dried

Dry packed fruit	
------------------	---



Dehydrated dry fruit

**Significance of value added pineapple processing:**

- Allows prolonging the shelf life of products.
  - Emphasizes the strength of brands that promote commodities.
  - Helps firms increase their unit selling price (USP) for extra income.
  - Allows the product to achieve higher competitiveness.
  - Allows products to be more convenient for handling by the producer and the consumers.
  - Allows the product to become more attractive to the consumer (buyer).
  - Allows producers to cater to the specification and taste of the consumer.
- 

## Canned Pineapple

---

Canned pineapples are prepared from fresh, frozen, or previously canned, mature pineapples and from which the peel and core have been removed, packed with water or another suitable liquid medium; it may be packed with nutritive sweeteners, seasonings, or other ingredients appropriate for the product; and properly processed by heat before or after being sealed in a container, to prevent spoilage.

## Types of Canned Pineapple

There are different styles of canned pineapple:

Grades	Characteristics
Whole	Consists of whole fruit peeled and cored into reasonably symmetrical pineapple cylinders with both ends cut perpendicular to the cylinder axis.
Slices	Consist of uniformly cut circular slices or rings cut across the axis of the peeled, cored pineapple cylinders.
Half slices	Consist of uniformly cut, approximately semi-circular halves of slices.
Broken slices	Consist of arc-shaped portions which are not required to be uniform in size and/or shape.
Spears	Consist of predominantly 65 mm (2.5 in), or longer, slender sectors cut radially and lengthwise from peeled cored pineapple cylinders.
Tidbits	Consist of predominantly 8 mm (0.31 in) to 13 mm (0.51 in), reasonably uniform wedge-shaped sectors cut from slices or portions thereof.
Chunks	Consist of short, thick units cut from slices and/or from peeled, cored pineapple, are predominantly more than 13 mm (0.51 in) in both thickness and width, and less than 38 mm (1.5 in) in length.
Cubes	Consists of reasonably uniform, cube-shaped units, predominantly 14mm (0.55 in) or less in the longest edge dimension.
Crushed	Consists of finely cut, finely shredded or grated, or small diced pieces of canned pineapple.



## Grades of Canned Pineapple

**U.S. Grade A** is the quality of canned pineapple that meets the applicable requirements of Tables IV and VII (Below).

**U.S. Grade B** is the quality of canned pineapple that meets the applicable requirements of Tables IV and VII.

**U.S. Grade C** is the quality of canned pineapple that meets the applicable requirements of Tables V and VI (Below).

**Substandard** is the quality of canned pineapple that fails to meet the requirements for U.S. Grade B or U.S. Grade C, as applicable for the style

The grade of a lot of canned pineapple is based on evaluation and analysis of the product for the following scorable quality, and non-scorable quality and analytical factors:

- Color
- Uniformity of size and shape (except crushed style)
- Defects
- Character
- Flavor and odor
- Tartness

**TABLE IV  
CANNED PINEAPPLE - WHOLE, SLICES, SPEARS  
TIDBITS, CHUNKS, CUBES**

Quality Factors	Factor Description	Grade	Score Point Range
Color	Good	"A"	27 - 30
	Reasonably Good	"B"	24 - 26 1/
	Poor	"SStd"	0 - 23 2/
Uniformity of Size and Shape	Practically Uniform	"A"	18 - 20
	Reasonably Uniform	"B"	16 - 17 1/
	Poor Uniformity	"SStd"	0 - 15 2/
Defects	Practically Free	"A"	18 - 20
	Reasonably Free	"B"	16 - 17 1/
	Excessive	"SStd"	0 - 15 2/
Character	Good	"A"	27 - 30
	Reasonably Good	"B"	24 - 26 1/
	Poor	"SStd"	0 - 23 2/
Total Score (Range)		"A"	90 - 100 points
		"B"	80 - 89 points
		"SStd"	0 - 79 points
Flavor and Odor		"A"	Good
		"B"	Fairly Good
		"SStd"	Off Flavor
Tartness		"A"	Not Excessively Tart
		"B"	Not Excessively Tart
		"SStd"	Excessively Tart

Table 1. Source: USDA

## Part. I

## Product Information

TABLE V  
CANNED PINEAPPLE - BROKEN SLICES

Quality Factors	Factor Description	Grade	Score Point Range
Color	Good	"C"	27 - 30 1/
	Reasonably Good		24 - 26 1/
	Fairly Good		21 - 23 1/
	Poor	"SStd"	0 - 20 2/
Uniformity of Size and Shape	Not Uniform	"C"	14 - 15 1/
	Poor Uniformity	"SStd"	0 - 13 2/
Defects	Practically Free	"C"	18 - 20 1/
	Reasonably Free		16 - 17 1/
	Fairly Free		14 - 15 1/
	Excessive	"SStd"	0 - 13 2/
Character	Good	"C"	27 - 30
	Reasonably Good		24 - 26 1/
	Fairly Good		21 - 23 1/
	Poor	"SStd"	0 - 20 2/
Total Score Range 3/		"C"	73 - 100 points
		"SStd"	0 - 72 points
Flavor and Odor		"C"	Good
			Fairly Good
		"SStd"	Off Flavor
Tartness		"C"	Not Excessively Tart
			Not Excessively Tart
		"SStd"	Excessively Tart

Table 2. Source: USDA

TABLE VI  
CANNED PINEAPPLE - HALF SLICES

Quality Factors	Factor Description	Grade	Score Point Range
Color	Good	"C"	27 - 30 1/
	Reasonably Good		24 - 26 1/
	Fairly Good		21 - 23 1/
	Poor	"SStd"	0 - 20 2/
Uniformity of Size and Shape	Practically Uniform	"C"	18 - 20 1/
	Reasonably Uniform		16 - 17 1/
	Fairly Uniform		14 - 15 1/
	Poor Uniformity	"SStd"	0 - 13 2/
Defects	Practically Free	"C"	18 - 20 1/
	Reasonably Free		16 - 17 1/
	Fairly Free		14 - 15 1/
	Excessive	"SStd"	0 - 13 2/
Character	Good	"C"	27 - 30 1/
	Reasonably Good		24 - 26 1/
	Fairly Good		21 - 23 1/
	Poor	"SStd"	0 - 20 2/
Total Score Range		"C"	70 - 100 points
		"SStd"	0 - 69 points
Flavor and Odor		"C"	Good or Fairly Good
		"SStd"	Off Flavor
Tartness		"C"	Not Excessively Tart
		"SStd"	Excessively Tart

Table 3. Source: USDA

TABLE VII			
CANNED PINEAPPLE - CRUSHED			
Quality Factors	Factor Description	Grade	Score Point Range
Color	Good	"A"	27 - 30
	Reasonably Good	"B"	24 - 26 1/
	Poor	"SStd"	0 - 23 2/
Defects	Practically Free	"A"	18 - 20
	Reasonably Free	"B"	16 - 17 1/
	Excessive	"SStd"	0 - 15 2/
Character	Good	"A"	27 - 30
	Reasonably Good	"B"	24 - 26 1/
	Poor	"SStd"	0 - 23 2/
Total Score (Range) 3/		"A"	90 - 100 points
		"B"	80 - 89 points
		"SStd"	0 - 79 points
Flavor and Odor	"A"	Good	
	"B"	Fairly Good	
	"SStd"	Off Flavor	
Tartness	"A"	Not Excessively Tart	
	"B"	Not Excessively Tart	
	"SStd"	Excessively Tart	

Table 4. Source: USDA

For more information, please visit <https://www.ams.usda.gov/>

## Pineapple Juice

Pineapple juice is the juice produced for direct consumption obtained from the mechanical process from the flesh or parts thereof, with or without core materials. The juice may have been obtained by a fruit concentrate and later reconstituted with water that is suitable to maintain the essential composition and quality. Pineapple juice may contain insoluble solids, but it does not contain pieces of seeds, shells, or other coarse substances or excess pulp. It may be sweetened with any safe and suitable dry nutritive carbohydrate sweetener.

The product is divided into two categories:

**Pineapple juice:** If the juice is prepared from a non-concentrated and/or diluted with water.

**Pineapple juice from concentrate:** If the juice has been made from

pineapple juice concentrate.

Styles of Juice:

- Unsweetened.
- Sweetened

## Pineapple Juice

### Grades for Pineapple Juice

**U.S. Grade A** is the quality of pineapple juice or pineapple juice from concentrate that meets the applicable requirements of Table I or Table II.

**U.S. Grade B** is the quality of pineapple juice or pineapple juice from concentrate that meets the applicable requirements of Table I or Table II.

**Substandard** is the quality of pineapple juice or pineapple juice from concentrate that fails to meet the requirements for U.S. Grade B.

TABLE I - PINEAPPLE JUICE

FACTORS	GRADE A		GRADE B	
Quality:				
Color:	Very good		Good	
Score points:	17 to 20		14 to 16 1/2	
Defects:	Practically free		Reasonably free	
Score points:	34 to 40		28 to 33 1/2	
Flavor:	Very good		Good	
Score points:	34 to 40		28 to 33 1/2	
Total score (minimum):	85 points		70 points	
Analytical:	Unsweetened	Sweetened	Unsweetened	Sweetened
Brix (minimum):	12.0°	12.5°	10.5°	11.0°
Acid (maximum):	1.10g/100mL	1.10g/100mL	1.35g/100mL	1.35g/100mL
Soluble pineapple juice solids (percent by weight of finished product prior to addition of sweetener - minimum):		12.0		10.5
Brix/acid ration (minimum):	12.0:1	12.0:1	12.0:1	12.0:1
Finely divided insoluble solids (percent by volume):	5 to 26%	5 to 26%	5 to 30%	5 to 30%

Table 5. Source: USDA

## Part. I

## Product Information

TABLE II - PINEAPPLE JUICE FROM CONCENTRATE				
FACTORS	GRADE A		GRADE B	
Quality:				
Color:	Very good		Good	
Score points:	17 to 20		14 to 16 1/2	
Defects:	Practically free		Reasonably free	
Score points:	34 to 40		28 to 33 1/2	
Flavor:	Very good		Good	
Score points:	34 to 40		28 to 33 1/2	
Total score (minimum):	85 points		70 points	
Analytical:	Unsweetened	Sweetened	Unsweetened	Sweetened
Brix (minimum):	12.8°	13.0°	12.8°	13.0°
Acid (maximum):	1.10g/100mL	1.10g/100mL	1.35g/100mL	1.35g/100mL
Soluble pineapple juice solids (percent by weight of finished product prior to addition of sweetener - minimum):		12.8		12.8
Brix/acid ration (minimum):	12.0:1	12.0:1	12.0:1	12.0:1
Finely divided insoluble solids (percent by volume):	5 to 26%	5 to 26%	5 to 30%	5 to 30%

Table 6. Source: USDA

For more information, please visit <https://www.ams.usda.gov/>



## Part II

# Global Market Dynamics

---

2.1 Canned or Pulp Pineapple

2.2 Pineapple Juice

# Global Market Dynamics

## Canned or Pulp Pineapple

Pineapples are one of the most widely traded tropical fruits in processed form. Although only a third of its output is used for processing, pineapple products account for more than two-thirds of traded pineapples in terms of value.

### Imports

In 2020, a total of USD 1.1 billion processed or preserved pineapples were imported. The biggest consumption market for value-added pineapple is the US, which accounts for 30.3% of global imports. The second biggest importer is Germany (8.5%), Spain (5.2%), and Russia (4.7%).

#### Leading Importers of processed or preserved pineapple

Unit: USD Thousands

Import-ers	Value imported in 2020 (USD thousand)	Trade balance in 2020 (USD thousand)	Quantity imported in 2020	Quantity Unit	Unit value (USD/ unit)	Annual growth in value between 2016-2020 (%)	Annual growth in quantity between 2016-2020 (%)	Annual growth in value between 2019-2020 (%)	Share in world imports (%)
World	1100403	-37228	0	No quantity		-7	-5	12	100
United States of America	333314	-330341	252704	Tons	1319	-7	-5	8	30.3
Germany	93411	-72641	72373	Tons	1291	-7	-3	42	8.5
Spain	56991	-50115	38175	Tons	1493	-10	-6	12	5.2
Russian Federation	51172	-49459	47964	Tons	1067	2	1	19	4.7
United Kingdom	42398	-40023	28360	Tons	1495	-5	-5	18	3.9
Netherlands	40832	6261	29163	Tons	1400	-11	-8	9	3.7
France	39442	-34450	23828	Tons	1655	-4	-5	25	3.6
Japan	39384	-39371	29091	Tons	1354	-4	-3	11	3.6

Table 7. Source: ITC Trade Map

**Import trends of the top 10 importers of processed or preserved pineapple (2013-2020)**

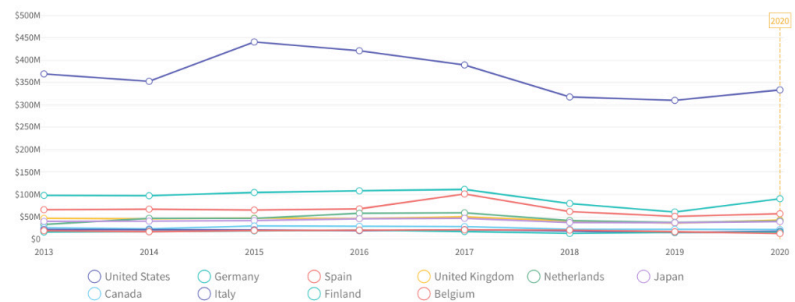


Chart 3. Source: Tridge

### Import Trends

- In 2020, the EU imported 285K tons of canned pineapples, accounting for nearly 33% of the total global trade, with a total value of USD 377 million, making the EU the largest import region.
- In 2020, the US imported 294K tons of canned pineapple, accounting for 33.4% of the total global trade, with a total value of USD 329 million, an increase of 2.5% year-on-year, and 22% in terms of volume.
- By 2020, the Philippines had become the largest supplier of canned pineapples in the United States, displacing Thailand as the main supplier.

### Exports

Global exports of value-added pineapple in 2020 reached USD 1.06 billion. Thailand was the leading supplier with 32.5% of the export share with the Philippines the second largest at 22.1%, then Indonesia (21.9%), followed by Kenya (6.7%), and the Netherlands at 4.4%. More than 76% of the canned pineapple export share is from Southeast Asia. (Trade Map, 2020).

## Leading Exporters of processed or preserved pineapple

Unit: USD Thousands

Importers	Value exported in 2020 (USD thousand)	Trade balance in 2020 (USD thousand)	Quantity exported in 2020	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2016-2020 (%)	Annual growth in quantity between 2016-2020 (%)	Annual growth in value between 2019-2020 (%)	Share in world exports (%)
World	1063175	-37228	0	No quantity		-9	-8	21	100
Thailand	345235	341079	290524	Tons	1188	-15	-13	2	32.5
Philippines	235246	235042	267135	Tons	881	-11	-9	29	22.1
Indonesia	232319	232285	185707	Tons	1251	7	9	43	21.9
Kenya	70703	70660	0	No quantity		-5	-4	33	6.7
Netherlands	47093	6261	22640	Tons		-1	-3	24	4.4
Viet Nam	27339	27080	0	No quantity	2080	-7		103	2.6

Table 8. Source: ITC Trade Map

## Export trends of the top 10 exporters of Value Added Pineapple (2013-2020)

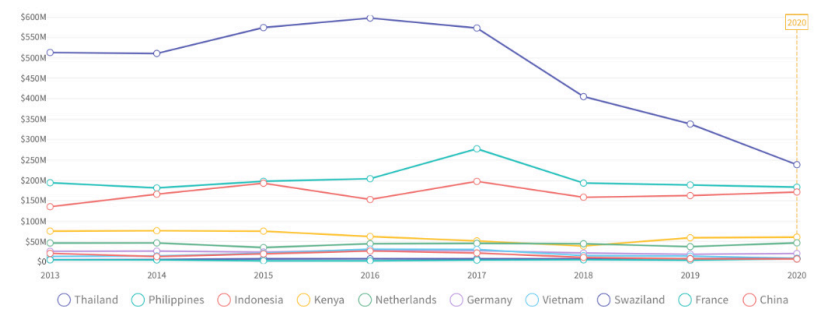


Chart 4. Source: Tridge

## Export Trends

Exports of canned pineapple witnessed a change in their global share since 2013 when the Philippines and Indonesia entered the market. While Thailand is currently the leader in the world market, its market share has decreased from 46% in 2013 to 37% in 2019.

Thailand was a key exporting country in 2019 recording an export volume of 412K tonnes, 49% of total exports.

From 2008 to 2018, the most notable growth rate in terms of export prices was recorded in the Philippines.

## Thailand

It is estimated that 80% of pineapple production in Thailand is processed in value-added form, mainly for canning.

Thailand is the leading exporter of processed or preserved pineapples with USD 345 million in export value in 2020. The US is Thailand's biggest buyer, with 35% of the import share and accounting for USD 120.5 million in 2020. Exports to the US decreased by 12% over the 2016-2020 period. Thailand's pineapple production in 2020 is thought to be close to 1 million tons, lower than in previous years. Russia follows as the second-largest buyer with 6.4% of the share, then Germany (5.2%), which has also decreased its imports by 22% over the 2016-2020 period.

### Thailand's Main Export Destinations

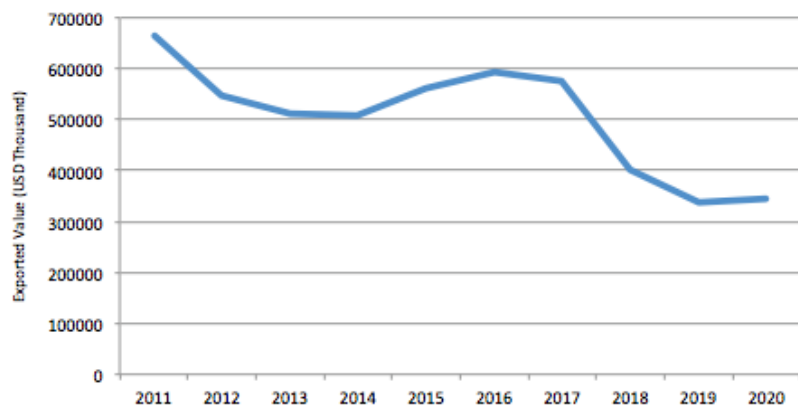
Unit: USD Thousands

Im- port- ers	Value ex- ported in 2020 (USD thou- sand)	Trade bal- ance 2020 (USD thou- sand)	Share in Thai- land's ex- ports (%)	Quan- tity ex- ported in 2020	Quan- tity unit	Unit value (USD/ unit)	Growth in ex- ported value between 2016- 2020 (% p.a.	Growth in ex- ported quan- tity be- tween 2016- 2020	Growth in ex- ported value be- tween 2019- 2020 (%, p.a.)	Rank- ing of part- ner coun- tries in world im- ports	Share of part- ner coun- tries in world im- ports (%)
United States of Amer- ica	120815	120815	35	92530	Tons	1306	-12	-10	0	1	30.3
Rus- sian Feder- ation	21988	21988	6.4	18433	Tons	1193	4	3	19	4	4.7
Ger- many	18006	18006	5.2	16890	Tons	1066	-22	-20	14	2	8.5
Poland	11536	11536	3.3	10236	Tons	1127	-7	-5	37	13	1.7
Japan	11397	11397	3.3	8978	Tons	1269	-15	-12	-6	8	3.6
Can- ada	10536	10536	3.1	10405	Tons	1013	-14	-7	-1	11	2
United Arab Emir- ates	9733	9733	2.8	8332	Tons	1168	-20	-18	-3	18	1
Saudi Arabia	9644	9644	2.8	9314	Tons	1035	-2	-3	57	39	0.4
Aus- tralia	9011	9011	2.6	8427	Tons	1069	-11	-7	9	9	2.7

Table 9. Source: ITC Trade Map

Thailand's exports have decreased over the years, recording a 5% decrease in export value between 2016 and 2020. 2020, however, recorded a 2% increase rate in terms of value compared to the previous year.

**Exported Value of Thailand (2011-2020)**



**Chart 5.** Source: ITC Trade Map, Tridge

## The Philippines

The production of pineapples in the Philippines for 2020 was about 2.5 million tons, of which 900K to 1 million tons will be used to process canned pineapples. The output in 2021 is expected to be the same as the previous year.

The Philippines is the second-largest exporter of processed or preserved pineapples with USD 235 million in export value in 2020, 22.1% of the global export share. The US is also the main importer of Philippine exports with 49,2% of the share, followed by China (6.3%), and Japan (6%). Over the 2016-2020 period, there was a decrease of 11% in exports to the US while exports to Spain and Germany increased by 11% and 32% respectively.

## The Philippines' Main Export Destinations

Unit: USD Thousands

Im- port- ers	Value ex- ported in 2020 (USD thou- sand)	Trade bal- ance 2020 (USD thou- sand)	Share in Philip- pines's ex- ports (%)	Quan- tity export- ed in 2020	Quan- tity unit	Unit value (USD/ unit)	Growth in export- ed value between 2016- 2020 (% p.a.	Growth in ex- ported quan- tity be- tween 2016- 2020	Growth in ex- ported value be- tween 2019- 2020 (%, p.a.)	Rank- ing of part- ner coun- tries in world im- ports	Share of part- ner coun- tries in world im- ports (%)
United States of Amer- ica	115854	115854	49.2	130939	Tons	885	-11	-17	23	1	30.3
China	14810	14810	6.3	18679	Tons	793	4	27	100	10	2.4
Japan	14106	14106	6	16300	Tons	865	-7	-3	77	8	3.6
Spain	14067	14067	6	11222	Tons	1254	11	24	-3	3	5.2
Korea, Re- public of	11949	11891	5.1	13868	Tons	862	-12	-3	45	12	1.7
Ger- many	11616	11616	4.9	14071	Tons	826	32	44	38	2	8.5
United King- dom	8076	8076	3.4	8390	Tons	963	0	6	10	5	3.9
Can- ada	6022	6022	2.6	7869	Tons	765	-10	-6	15	11	2

Table 10. Source: ITC Trade Map

The Philippines has increased its market share considerably over the last five years. While the country's market share was about 4.8% of global exports in 2014, by 2020 the share increased to 22.1% as the second-largest exporter of canned pineapples.

## Exported Value of the Philippines (2011-2020)

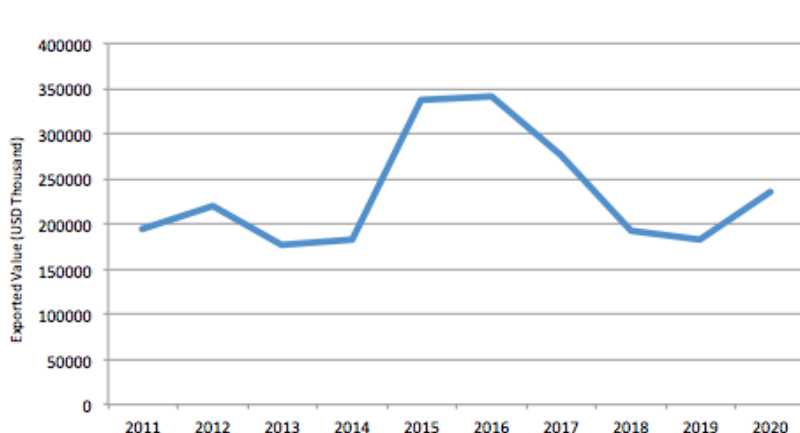


Chart 6. Source: ITC Trade Map, Tridge



## Indonesia

Indonesia's pineapple production in 2020 is expected to be 750K tons, similar to the previous year.

Indonesia is the third-largest exporter of processed or preserved pineapple with USD 232 million in export value in 2020. In 2020, the product accounted for 21.9% of the global export share. The US is also the main importer of Indonesia's exports with 33.5% of the share, followed by Spain (10.8%), the Netherlands (8.8%), and Germany (4.4%). Among the top exporters, Indonesia has witnessed the biggest growth in export value with a 7% increase during the 2016-2020 period.

### Indonesia's Main Export Destinations

Unit: USD Thousands

Im- port- ers	Value ex- ported in 2020 (USD thou- sand)	Trade bal- ance 2020 (USD thou- sand)	Share in Indo- nesia's ex- ports (%)	Quan- tity export- ed in 2020	Quan- tity uni	Unit value (USD/ unit)	Growth in export- ed value between 2016- 2020	Growth in ex- ported quan- tity be- tween 2016- 2020)	Growth in ex- ported value be- tween 2019- 2020	Rank- ing of part- ner coun- tries in world im- ports	Share of part- ner coun- tries in world im- ports (%)
United States of Amer- ica	77767	77767	33.5	61043	Tons	1274	13	14	70	1	30.3
Spain	25153	25153	10.8	18797	Tons	1338	3	7	40	3	5.2
Neth- er- lands	20366	20366	8.8	17304	Tons	1177	-1	4	24	6	3.7
Ger- many	10329	10329	4.4	9118	Tons	1133	6	10	39	2	8.5
Japan	8103	8103	3.5	6032	Tons	1343	5	6	35	8	3.6
Aus- tralia	8081	8081	3.5	6127	Tons	1319	18	22	18	9	2.7
Singa- pore	6855	6855	3	7211	Tons	951	-12	-8	42	22	0.9
Italy	5915	5915	2.5	4918	Tons	1203	0	4	81	14	1.6
China	5900	5900	2.5	5346	Tons	1104	38	40	-44	10	2.4

Table 11. Source: ITC Trade Map

The growth in Indonesia's exports is reflected mainly in the surge of exports to China, Australia, and Mexico. It is estimated that Indonesia's exports grew 30% in 2020 compared to the previous year.

Exported Value of Indonesia (2011-2020)

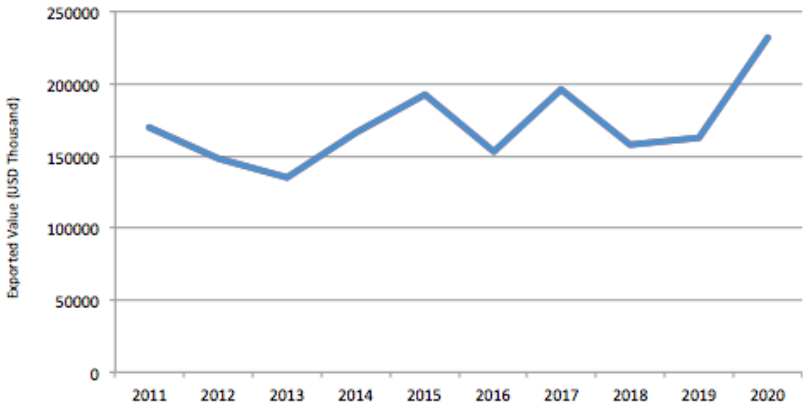


Chart 7. Source: ITC, Trade Map, Tridge

## Pineapple Juice

### Imports

A total of USD 355 million worth of pineapple juice was imported in 2020. The biggest import country for pineapple juice is the Netherlands, which accounts for 17.5% of global imports. The second biggest importer is the US at 16.8%, followed by Spain (6.7%) and Japan (4.8%). The EU region is the biggest consumption and import market region-wise.

### Main Importers of pineapple juice

Unit: USD Thousands

Importers	Value imported in 2020 (USD thousand)	Trade balance in 2020 (USD thousand)	Quantity imported in 2020	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2016-2020 (%)	Annual growth in quantity between 2016-2020 (%)	Annual growth in value between 2019-2020 (%)	Share in world imports (%)
World	355083	73528	0	No quantity		-14		23	100
Netherlands	62293	13285	46833	Tons	1330	-14	2	40	17.5
United States of America	59575	-55588	140014	Cubic meters	425	-14	-7	32	16.8
Spain	23800	-20414	15826	Tons	1504	-17	-2	6	6.7
Japan	16899	-16893	10245	Tons	1649	4	22	65	4.8
Italy	16666	-11617	12288	Tons	1356	-17	0	30	4.7
Nigeria	15941	-15941	9849	Tons	1619	65		319	4.5
France	14248	-12844	10196	Tons	1397	-17	-3	10	4
Germany	12705	-9735	8663	Tons	1467	-16	4	8	3.6
United Kingdom	9246	-7207	4957	Tons	1865	-20	-14	18	2.6
Russian Federation	9231	-8986	6337	Tons	1457	1	20	-3	2.6

Table 12. Source: ITC Trade Map

### Import trends of the top 10 importers of processed or preserved pineapples (2013-2020)

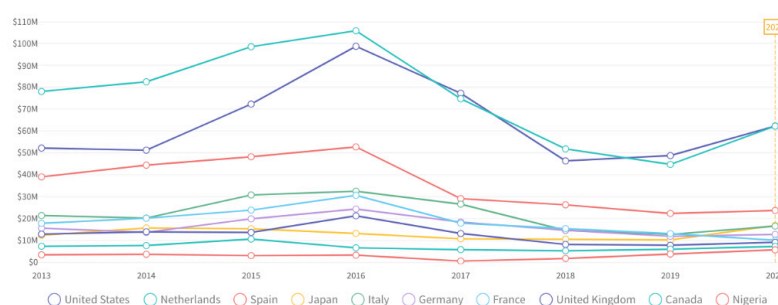


Chart 8. Source: Tridge

## Import Trends

- In 2019, the pineapple juice import price in the European Union amounted to USD 528 per metric ton.
- The EU is the largest market for pineapple juice with more than 50% share of total world imports. Re-exports of pineapple juice are dominated by the Netherlands.
- Over the last five years, exports of pineapple juice have increased by 11% in value despite decreasing by 4% in quantity.
- Countries that are not leading importers of pineapple juice but which showed significant import growth over the last 5 years are Cyprus (13% average annual growth), Lithuania (8%), and Denmark (6%).

## Exports

Global exports of pineapple juice in 2020 reached USD 428.6 million. The Philippines is the leading supplier of pineapple juice with 27.9% of the global share, followed by the Netherlands (17.6%), Thailand (14.7%), and Costa Rica at 11%. Around 52% of the global share is from Southeast Asia.

### Export trends of the top 10 exporters of Pineapple Juice (2013-2020)

Unit: USD Thousands

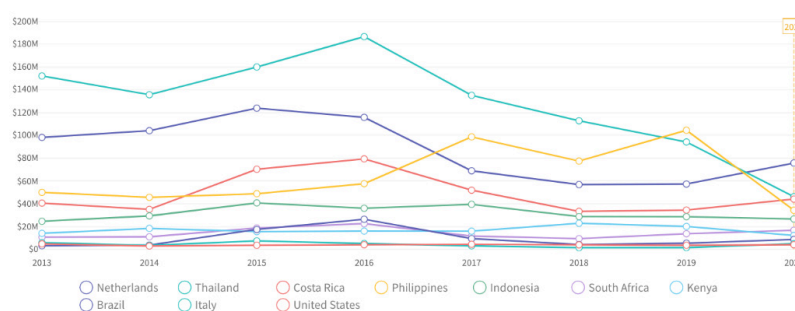


Chart 9. Source: Tridge

## Leading Exporters of Pineapple Juice

Unit: USD Thousands

Exporters	Value exported in 2020 (USD thousand)	Trade balance in 2020 (USD thousand)	Quantity exported in 2020	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2016-2020 (%)	Annual growth in quantity between 2016-2020 (%)	Annual growth in value between 2019-20 (%)	Share in world imports (%)
World	428611	73528	0	No quantity		-10		14	100
Philippines	119495	119442	178079	Tons	671	7	2	19	27.9
Netherlands	75578	13285	52988	Cubic meters	1426	-10	4	33	17.6
Thailand	62975	62511	39235	Tons	1605	-22	-16	-31	14.7
Costa Rica	46965	46581	40993	Tons	1146	-13	1	42	11
Indonesia	37937	37901	23180	Tons	1637	-1	12	33	8.9
South Africa	16491	16010	14124	Tons	1168	-3	6	18	3.8
Kenya	13505	13474	0	Tons		-5		38	3.2
Brazil	12008	11909	7744	Tons	1551	-18	-6	120	2.8
Italy	5049	-11617	2636	Tons	1915	-9	8	399	1.2

Table 13. Source: ITC Trade Map

## Export Trends

- In 2019, The Philippines took over Thailand as the leading exporter of pineapple juice for the first time. Overall, pineapple juice exports have been decreasing since 2016, when Thailand was the leading exporter, followed by the Netherlands and Costa Rica. The Philippines is the only exporting country that has increased its exports since 2016.
- In 2019, The Netherlands was the fastest-growing in terms of pineapple juice exports.

## The Philippines

The Philippines has been the leading exporter of pineapple juice since 2019 when its export value reached USD 100 million. In 2020, the Philippines exported USD 119.5 million with 27.9% of the global market share. The US is the main importer of Philippine exports with 71.3% of the share, followed by the Netherlands (9.1%), then Japan (4.5%), and Canada (2.2%).

## The Philippines' Main Export Destinations

Unit: USD Thousands

Im- port- ers	Value ex- ported in 2020 (USD thou- sand)	Trade bal- ance 2020 (USD thou- sand)	Share in Philip- pines's ex- ports (%)	Quantity exported in 2020	Quan- tity uni	Unit value (USD/ unit)	Growth in ex- ported value be- tween 2016- 2020	Growth in ex- ported quan- tity be- tween 2016- 2020	Growth in ex- ported value be- tween 2019- 2020	Rank- ing of part- ner coun- tries in world im- ports	Share of part- ner coun- tries in world im- ports (%)	Total imports growth in value of partner coun- tries be- tween 2016- 2020
United States of Amer- ica	85175	85152	71.3	139253	Tons	612	5	-2	24	2	16.8	-14
Neth- er- lands	10909	10881	9.1	12529	Tons	871	55	65	-6	1	17.5	-14
Japan	5344	5344	4.5	5082	Tons	1052	70	79	105	4	4.8	4
Can- da	2656	2656	2.2	4286	Tons	620	-7	-11	6	11	2.1	2
Saudi Arabia	1632	1632	1.4	2502	Tons	652	29	33	103	17	1.2	-35
Korea, Re- public of	1606	1606	1.3	1283	Tons	1252	17	16	30	19	1	-3
Spain	1595	1595	1.3	1266	Tons	1260	20	17	13	3	6.7	-17
United Arab Emir- ates	1417	1416	1.2	2232	Tons	635	35	56	36	15	1.5	6
Aus- tralia	1297	1297	1.1	1259	Tons	1030	47	35	196	12	2	-25

Table 14. Source: ITC Trade Map

Philippine exports saw a 24% growth rate from 2019 to 2020 and a 5% growth rate over the 2016-2020 period. This is due to a surge in exports to the Netherlands and Japan since 2010, when pineapple juice companies started to change their production sites to the Philippines, especially to the Mindanao region.

## Exported Value of the Philippines (2011-2020)

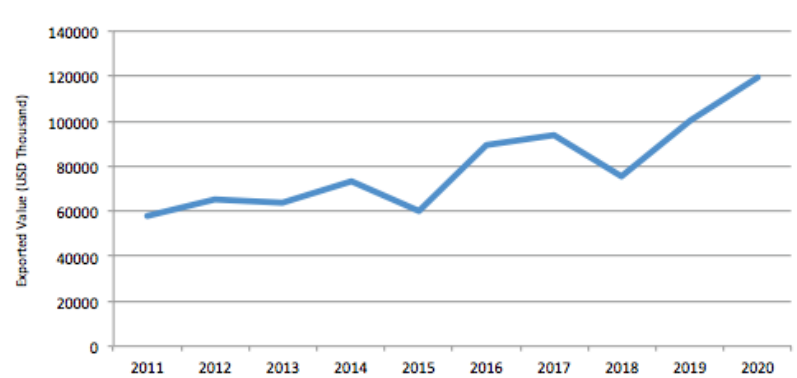


Chart 10. Source: ITC Trade Map, Tridge

## The Netherlands

In 2020, the Netherlands was the second-largest exporting country of pineapple juice, reaching an exported volume of USD 75.5 million and accounting for 17.6% of the global market share. Italy is the country's main exporting market with 18.1% of the share, followed by Germany with 15.9%, then France (12.7%), and Spain (9.4%).

### The Netherlands' Main Export Destinations

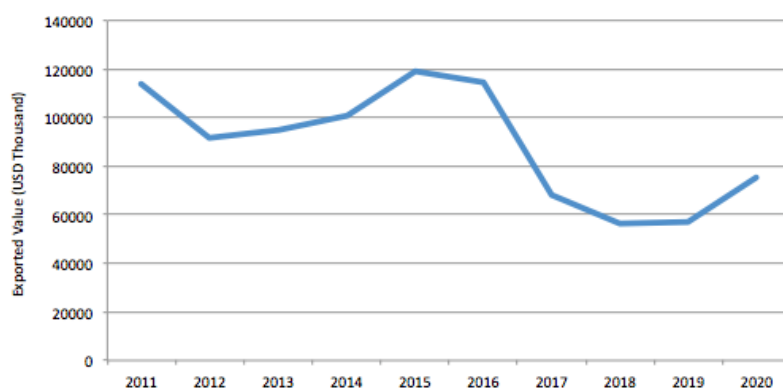
Unit: USD Thousands

Importers	Value exported in 2020 (USD thousand)	Trade balance 2020 (USD thousand)	Share in Netherlands's exports (%)	Quantity exported in 2020	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2016-2020	Growth in exported quantity between 2016-2020	Growth in exported value between 2019-2020	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
Italy	13697	13228	18.1	10162	Tons	1348	-2	15	28	5	4.7
Germany	12045	9623	15.9	7725	Tons	1559	-12	3	12	8	3.6
France	9617	7892	12.7	8049	Tons	1195	-15	-2	6	7	4
Spain	7081	6900	9.4	4909	Tons	1442	-26	-14	40	3	6.7
Nigeria	5722	5722	7.6	3689	Tons	1551	245	245	1770	6	4.5
United Kingdom	3864	3685	5.1	2701	Tons	1431	-9	8	78	9	2.6
Poland	2858	2585	3.8	2070	Tons	1381	-6	1	15	20	0.8
Russian Federation	2481	2481	3.3	1730	Tons	1434	1	20	104	10	2.6
Ireland	2464	2464	3.3	1570	Tons	1569	24	47	264	18	1
Austria	2014	1970	2.7	1233	Tons	1633	-11	6	-26	14	1.9
Saudi Arabia	1712	1712	2.3	1087	Tons	1575	-16	-8	75	17	1.2

Table 15. Source: ITC Trade Map



Exported Value of the Netherlands (2011-2020)



**Chart 11.** Source: ITC Trade Map, Tridge

### Thailand

In 2020, Thailand was the third-largest exporting country of pineapple juice, reaching an exported volume of USD 63 million and accounting for 14.7% of the global market share. The US is the main export market for Thailand with 25.4% of the share, followed by the Netherlands (20.5%), then Iran (11.3%), and Japan (6.7%).

## Thailand's Main Export Destinations

Unit: USD Thousands

Importers	Value exported in 2020 (USD thousand)	Trade balance 2020 (USD thousand)	Share in Netherlands's exports (%)	Quantity exported in 2020	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2016-2020	Growth in exported quantity between 2016-2020	Growth in exported value between 2019-2020	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
United States of America	15992	15992	25.4	10879	Tons	1470	-21	-13	-23	2	16.8
Netherlands	12893	12893	20.5	7628	Tons	1690	-25	-19	-40	1	17.5
Iran, Islamic Republic of	7098	7098	11.3	3186	Tons	2228	-10	-4	2	13	2
Japan	4230	4230	6.7	2979	Tons	1420	-2	15	58	4	4.8
Spain	3000	3000	4.8	1941	Tons	1546	-18	-10	-53	3	6.7
United Arab Emirates	2552	2552	4.1	1200	Tons	2127	11	19	139	15	1.5
Italy	1840	1840	2.9	1142	Tons	1611	-32	-22	7	5	4.7
Australia	1577	1577	2.5	813	Tons	1940	-42	-40	-48	12	2
Korea, Republic of	1295	1295	2.1	707	Tons	1832	-22	-33	-9	19	1
United Kingdom	1031	1031	1.6	552	Tons	1868	-22	-14	-32	9	2.6
Israel	819	819	1.3	484	Tons	1692	-34	-26	500	24	0.7
Chile	813	813	1.3	488	Tons	1666	-45	-38	148	16	1.3

Table 10. Source: ITC Trade Map

Thailand's exports have been decreasing over the years, with a 22% decrease in export value during the 2016-2020 period. In terms of volume, there was a 16% decrease in exported quantity over the same period.

Exported Value of Thailand (2011-2020)

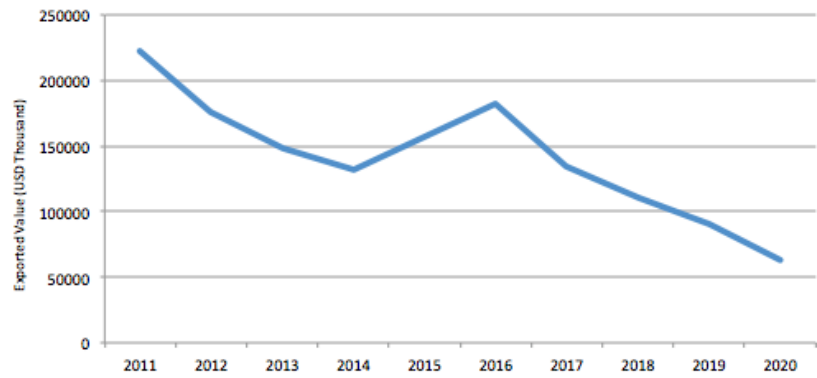


Chart 12. Source: ITC Trade Map, Tridge

## Sources

---

Tridge. Trade Data

ITC Trade Map. HS Codes 200820 and 200949

USDA. Grades of Canned Pineapple

USDA. Grades of Pineapple Juice

Global Trade. "The EU pineapple juice market lacks to gain momentum."

Global Trade. "Asia's canned pineapple market-Thailand holds the lion's share of exports."

Foodmatenet. "Global trade in canned pineapple increases by 19% in 2020."