

IFPA Commodity Profiles

Berries

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:***

80% of consumers like berries because they are healthy.

Almost 40% of consumers describe berries as healthier than other produce.

35% of consumers describe berries as something that they crave.

60% of consumers would be motivated to buy more berries if there was a sale, deal or promotion.

Production Quantities by Country*

Berry Type	Country	Australia	Canada	Chile	Mexico	New Zealand	Peru	USA
Blueberry	Volume (tonnes)	6,192	146,551	122,795	66,482	3,680	227,971	351,130
Raspberry		666.58	5,562	15,934	165,677	40	—	81,150
Cranberry		—	156,575	—	—	—	—	320,870

Fresh Cranberries, Bilberries and Other Vaccinium

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

Peru	\$1.4B	Chile	\$509M	USA	\$308M	Mexico	\$247M	Canada	\$189M
USA	\$703M	USA	\$235M	Canada	\$288M	USA	\$238M	USA	\$185M
Netherlands	\$310M	Netherlands	\$113M	Korea Republic	\$5M	Japan	\$7.4M	Netherlands	\$1.2M
China	\$139M	UK	\$41M	Japan	\$5M	Canada	\$1.3M	UK	\$504K
Hong Kong	\$78M	China	\$40M	Mexico	\$3M	Singapore	\$263K	Japan	\$296K
UK	\$71	Korea Republic	\$24M	Taipei Chinese	\$1M	Thailand	\$151K	Taipei, Chinese	\$225K

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	5,513,501	5,824	13	14	100	0.17
USA	1,926,252	5,558	12	9	34.9	0.32
Netherlands	692,215	5,494	22	29	12.6	0.25
Germany	435,315	5,820	10	13	7.9	0.17
UK	372,507	6,144	1	6	6.8	0.16
Canada	316,513	5,428	10	8	5.7	0.29
China	306,687	7,158	23	26	5.6	0.72
Spain	218,014	5,023	17	26	4	0.6
Hong Kong, China	153,807	6,012	24	21	2.8	0.39
Poland	136,405	5,514	32	29	2.5	0.17
Russian Federation	80,553	6,833	47	55	1.5	0.24
France	77,087	5,302	7	8	1.4	0.25
Italy	73,801	5,635	15	21	1.3	0.25