

Crisil

a company of S&P Global



Monthly dashboard - Pineapple



Acreage and production trends



Pineapple crop calendar of major producing countries

Countries	Jan	Feb	March	April	May	June	July	August	September	October	November	December
Indonesia												
Phillipines												
Costa Rica												
China												
Brazil												
India												
Nigeria												
Mexico												
Thailand												
Colombia												

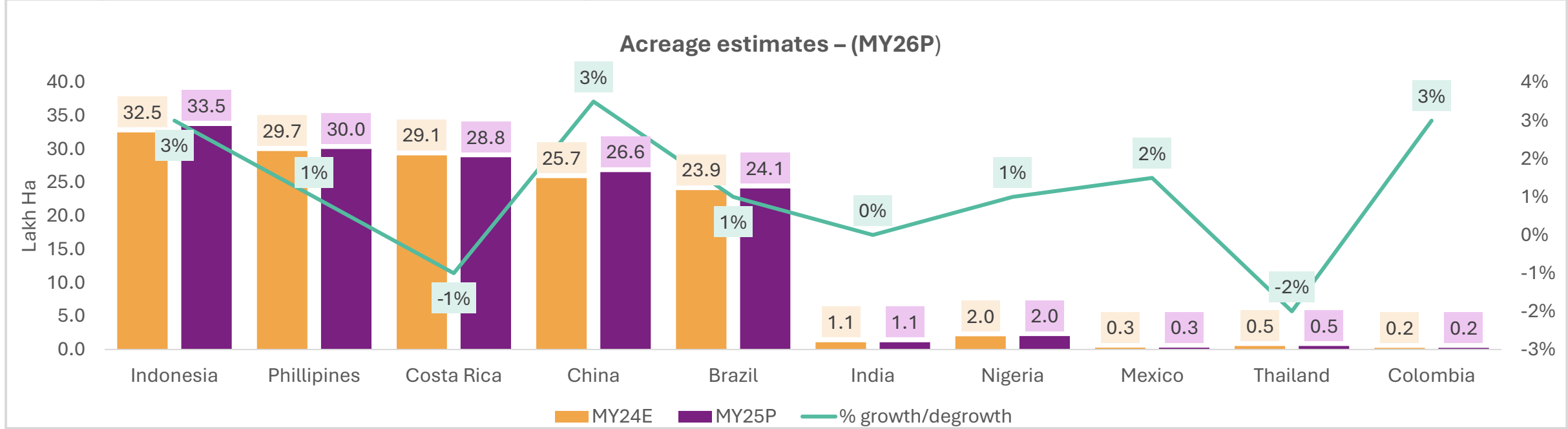
Lean season

Peak season

- Peak harvesting season for countries like Indonesia, Philippines, Costa Rica, China, Brazil, India, Nigeria, Mexico, Thailand and Colombia ranges between March and August.
- In Thailand pineapples are harvested during two main seasons - a summer crop from February to June and a winter crop from October to December.
- In countries like Indonesia, Costa Rica, Brazil, Mexico, India, Thailand and Colombia the pineapple supplies are available almost throughout the year, making them major global suppliers
- Costa Rica is the leading global producer and exporter of pineapple hybrid variety MD2 also known as golden pineapple, the most popular variety in the world. It has an almost uniform size, with a cylindrical appearance and an orange-yellow color. The interior is made up of a creamy-yellow color pulp, the pulp is aromatic with a crunchy and juicy consistency. The pineapple has high water content and is low in calories while being rich in vitamin C and potassium.

Note: Pineapple are harvested throughout year globally with crop calendar varies across the countries. Marketing year is considered as Jan-Dec

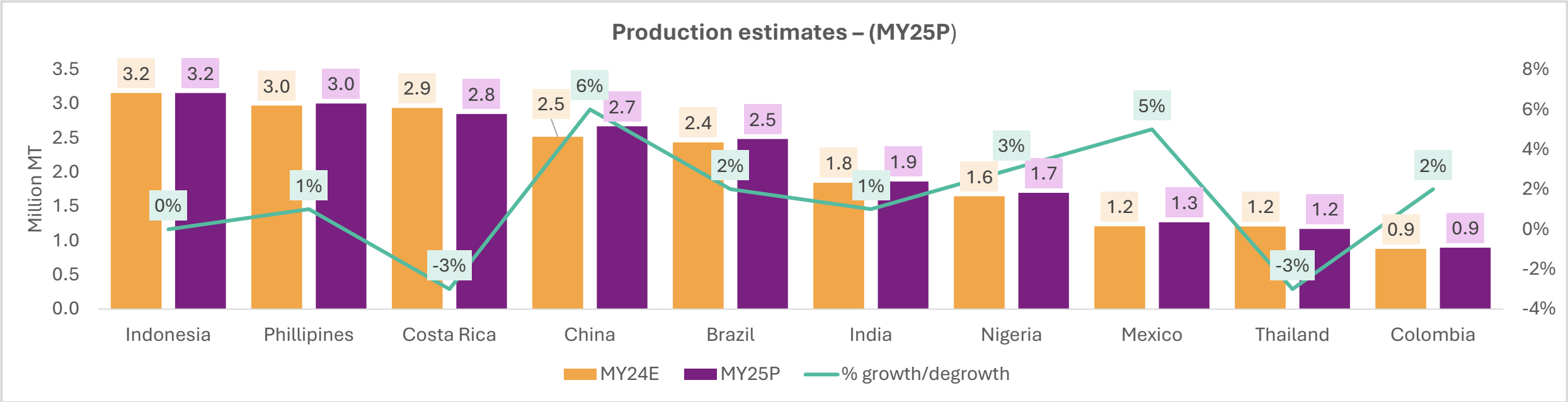
Acreage Estimates of Major Producing Countries



P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart contributes to ~60% of global area. **For MY25P, global acreage is set to rise moderately by 0-1% YoY, led by Indonesia, China, Mexico, Colombia, Philippines, Brazil and Nigeria.**
- **Acreage expected to see downtrend in countries like Costa Rica** due to yield challenges led by erratic rainfall and temperature patterns in recent years while for India it is expected to remain stable on year.
- Extreme temperature conditions in **Thailand** as of 2024, along with lower acreages, have led to lower production levels. In the wake of this, 2025 is witnessing efforts to replant, but the overall **acreages are still expected to be moderately lower year-on-year** due to yield concerns
- **Acreage for pineapple in China is expected to improve** on year backed by rising export momentum (grew at CAGR of 70% (MY20-MY24) **as well as in Mexico** due to firm domestic prices making it a profitable crop with profitability over 11,000 USD/ hectare.¹
- Government impetus on pineapple cultivation in Brazil with introduction of “Agricultural Zoning of Climate Risk” wherein tool classifies risk levels associated with fruit development phases and categorizes available soil water classes, is expected to improve area under the crop in MY25P. Congenial temperature and rainfall conditions to boost acreages under tropical fruits including pineapple in Colombia for MY25P.

Production Estimates of Major Producing Countries



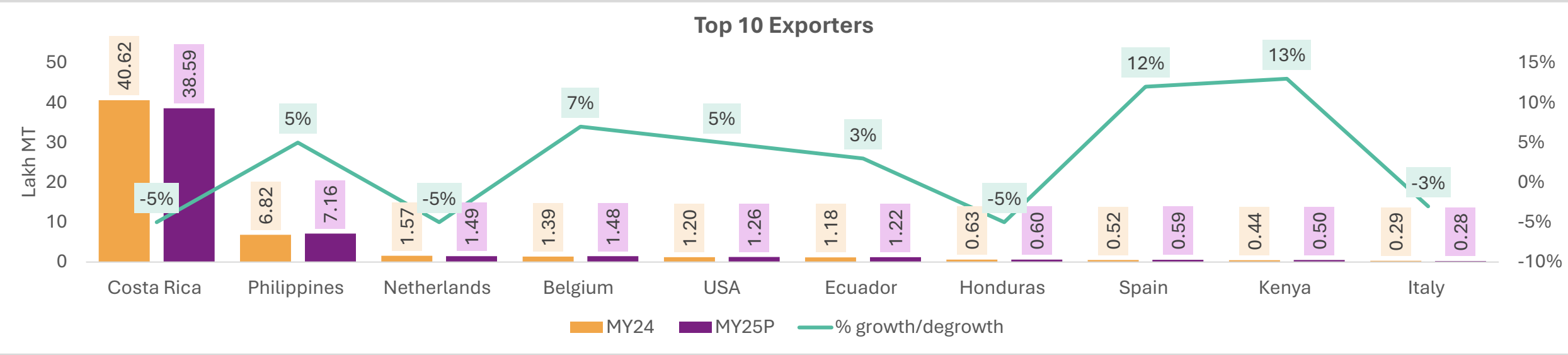
P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart **contributes to ~70% of global production**. The **production for MY25P is expected to moderately improve by 0-1%** led by China, Mexico, Nigeria, Brazil, Colombia, India and Philippines while countries like Costa Rica and Thailand is expected to witness downtrend in production.
- **Costa Rica witnessed erratic climatic conditions in MY25 marked by transition from El Nino to La Nina which is expected to lower production on year.. While in Thailand, severe drought and heatwaves, driven by the El Niño phenomenon to keep production lower on year.**
- **Production for Indonesia to remain at par** on year in 2025, with harvest weighing towards second half of the year. Despite experiencing some drought effects, Indonesia has managed to maintain stable pineapple production, largely thanks to initiatives like **vertically integrated plantations in regions like Lampung Province**.
- Key growing regions in China like Guangxi, Hainan, and Guangdong are witnessing higher output, supported by favorable weather conditions and improved cultivation techniques.
- **Production in Colombia is expected to rise followed by expanding area specifically under MD2 varieties** backed by growing domestic and global demand.



Export trends and price outlook

Major Exporters of Pineapple

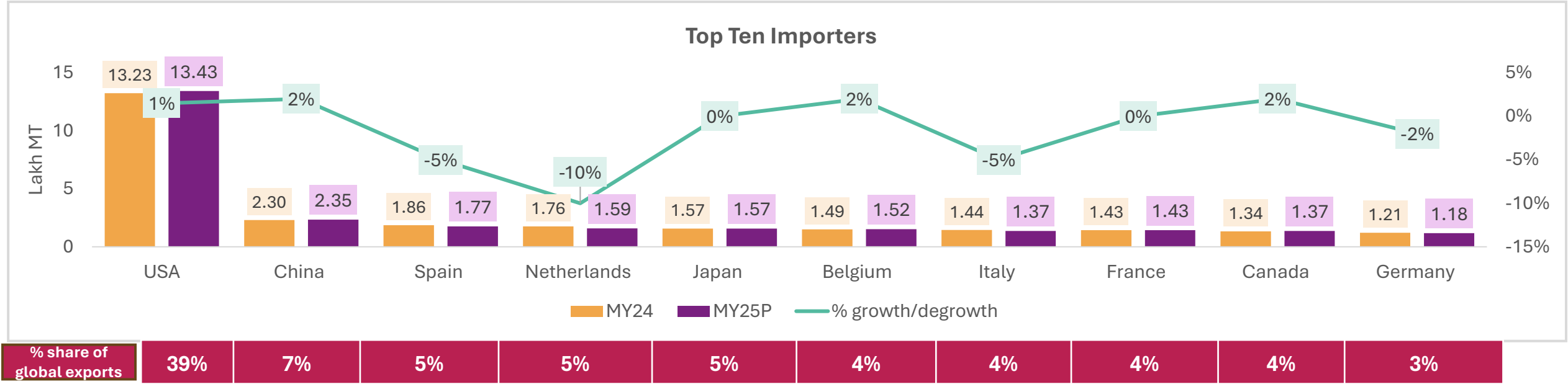


% share of global exports	71%	12%	3%	2%	2%	2%	1%	1%	1%	1%
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P – Projected value; MY – Marketing year (Jan-Dec)

- The countries above account for ~96% of global pineapple exports wherein Costa Rica is the largest exporter with ~70% of share in global export basket.
- Global pineapple exports in MY25P are projected to decline by around 2-3% year-on-year, primarily fueled by a significant decline in export volumes of Costa Rica, Netherlands and Honduras.**
- Costa Rican volumes is expected to see a downtrend in MY25 due to impacted production levels. Costa Rica is a key supplier for North American countries where Mexico has been filling some gap and in countries like USA, Italy, Spain , Netherlands , Germany and France where supply challenges are being witnessed.
- Philippines have remained consistently key exporter globally for about ~15 years. It witnessed strong export growth in 2024 (~14% higher YoY), and the momentum is expected to increase in MY25 backed by growing demand of MD2 varieties in China wherein, Philippines captures a share of ~97% in Chinese import basket. Another key market witnessing traction is Japan and South Korea. According to projections from the OECD and FAO, by 2033, one in every four pineapples grown in the Philippines will be exported.
- Netherland is a re-exporter, where delayed arrivals and reduced volumes have disrupted the supply chain while demand from supermarkets and processing plants remain high. Ecuador's strategic focus on other tropical fruits than banana to diversify their exporting portfolio backed by congenial weather conditions to keep exports higher on year in MY25P

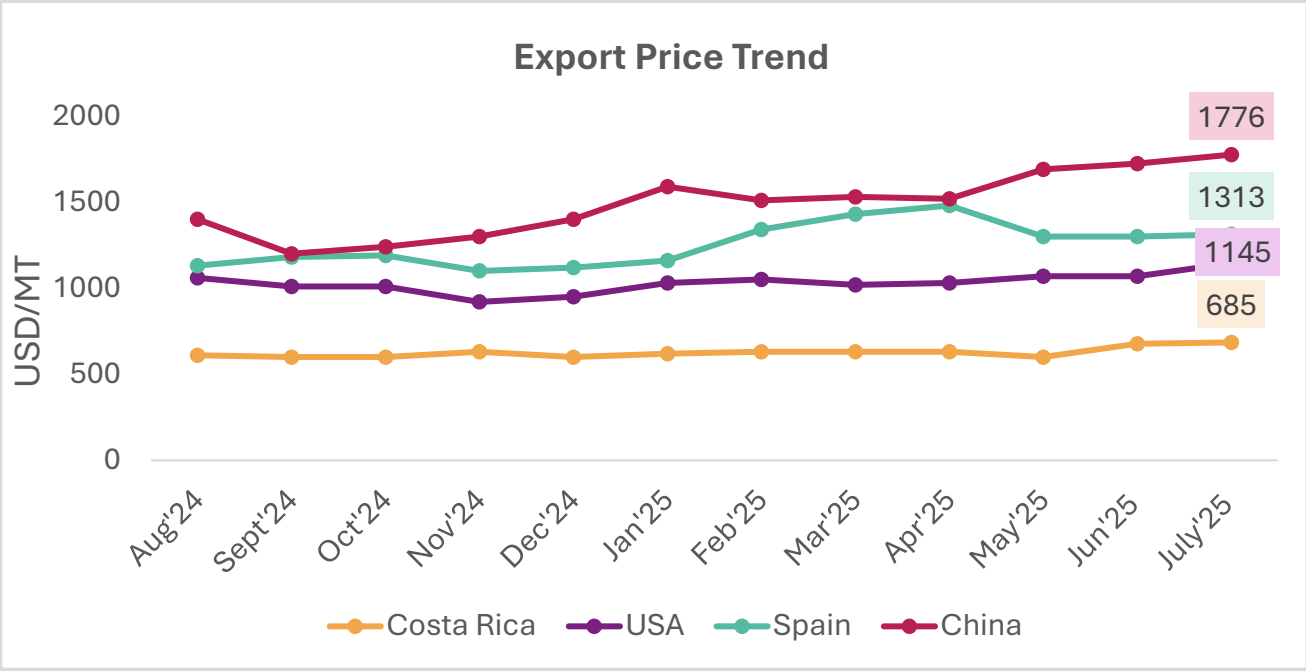
Major Importers of Pineapple



P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart **account for ~81% of global pineapple imports.**
- U.S. puts tariff of ~15% on Costa Rican pineapple which contributes ~90% share in the total import basket. The hike in import duty is expected to lower the import momentum however rising demand without comfortable domestic production to offset any significant decline in imports.
- After the ban of 2019, Chinese government announced (Nov 2024) allowance of imports from Myanmar that meet stipulated phytosanitary requirements which is expected to keep imports volume elevated on year. Previously, Myanmar pineapples were exported to China in large volumes through a duty-free border trade scheme and hence a ban was a significant blow to their pineapple industry.
- In France, the start of 2025 has witnessed high import prices amidst tight supplies which is expected to be further aggravated by logistical issues and is expected to keep imports lower on year in MY25.
- Most of the pineapple supply in Germany, Italy, Spain and Netherland originates from Costa Rica wherein production is estimated to be impacted against high demand which is to keep imports lower on year for these importing countries.
- Shift to other exporting geographies than Costa Rica may be witnessed however amid high demand, global pineapple supply is expected to be impacted.
- Imports of pineapple have remained stable in Japan past four to five years. This is largely due to weakening yen which has impacted all major fruit categories except kiwi wherein the demand remain intact.

Price Trends and Outlook of Key Exporting Nations



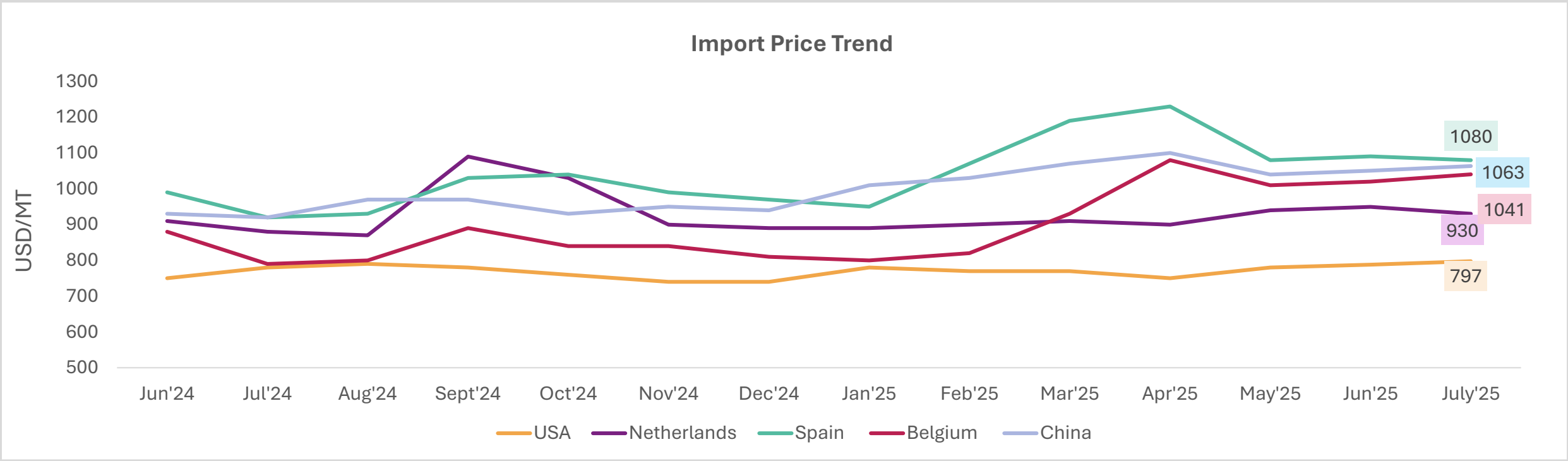
Price outlook for next quarter (ASO)					
Countries	Jul'25 Price (USD/MT)	Jul'24 Price (USD/MT)	%age change	Price direction	Average price range for ASO (USD/MT)
Costa Rica	684	620	10%	Bullish	690-700
USA	1144	1040	10%	Bullish	1160-1180
Spain	1313	1050	25%	Sideways	1310-1320
China	1775	1410	26%	Bullish	1790-1800

- Costa Rica** export prices have remained firm from the year 2024 due to low supply amid strong demand. **Demand from juice industry and retail have risen globally sharply in past two years fueling requirement of both fresh and Quick-Frozen segments.** In addition to its traditional markets in Europe and the United States, **Costa Rican pineapple has also begun to make inroads in new destinations such as Asia (like Japan), the Middle East and Eastern Europe.**
- In the pineapple trade, re-exports have become increasingly important wherein **Spain** and **USA** are two key countries. Spain exports have registered a good demand from Portugal (~40% CAGR), France (~14% CAGR) and Germany (~12% CAGR) while USA exports are getting traction towards **Canada (5-6% CAGR)** and Caribbean Island nations (**20%-40% CAGR**) which is to keep their prices firm higher YoY. (CAGR mentioned for MY20-MY24)
- China’s** canned pineapple production has witnessed a robust demand driven by increased investment in fruit processing facilities and advancements in agricultural practices. The country is positioning itself as a reliable supplier, offering a wide range of canned pineapple products to key markets such as Southeast Asia, Europe, and North America which is expected to **support prices.**

Source: Crisil Intelligence & ITC trade map

Note Price forecasting is based on the fundamental analysis. ASO stand for August, September and October, Above prices are FOB prices. CAGR mentioned for the time period : MY20-MY25

Price trends of Key Importing Nations



- Key importing countries are witnessing elevated prices due to strong demand from processing and fresh segments amidst tight supplies. A significant driver behind these market shifts is the global shortage of orange juice, which has intensified industrial demand for pineapple. Juice processors are now absorbing a growing share of the crop, often offering premium prices that exceed those in the fresh trade. Smaller pineapples, previously channeled into IQF or export markets, are being redirected toward juice production in key importing countries, creating supply gaps for processors and exporters alike.
- In Netherlands, amidst delayed and tight supplies, supermarkets and processing plants are facing supply shortages, hence prices to remain firm.
- Despite relatively stable logistics, several key pineapple-exporting countries including Costa Rica, the Netherlands, Thailand and Honduras are facing challenges in fulfilling existing trade contracts. This is driven by a combination of high input costs, rising domestic demand, and adverse weather conditions such as erratic rainfall and temperature fluctuations, which are impacting yields in major producing regions like Costa Rica and Thailand. As a result, global pineapple prices remain elevated, and this high-price environment is expected to persist, potentially through 2026.

Way Forward for Indian Pineapple Exports

Opportunities for Indian Pineapple Exports

- **Canada** is a key importing country with ~4% share in global import basket and have a registered import demand of ~4% in past five years (MY20-24). India has sent some shipments to Canada in 2024 and 2025 but still remains largely absent from the market. Despite a regulatory approval in 2018 for pineapple and mandarin exports to Canada, strict phytosanitary concerns have caused hiccups in the trade. Canadian buyer have recently been shifting towards newer varieties, for instance Colombian pineapples are getting traction in the country proving openness to new origins wherein India can tap the opportunity.
- **Israel** has registered growth in import volumes at a CAGR of ~26% wherein in 2025 India requested India-Israel market for ten agricultural commodities including pineapple as part of broad agriculture cooperation agenda. Once access is formalized, India can tap Israel which is a growing market with robust retail demand.
- **Japan** and India are already linked with via Comprehensive Economic Partnership (2011) wherein Japan holds a ~5% share in global import basket and remains a high value market. India can tap the market wherein India has failed to leveraged due to strict SPS and MRL standards globally.
- **South Korea** offers a significant opportunity, with pineapple imports growing at 7–8% CAGR over the past five years (MY20–MY24). Despite this, India has no presence in the Korean market yet, largely dominated by Philippine imports under a free trade agreement. India's average export price is nearly 70% lower than major suppliers like the Philippines, China, Vietnam, and Thailand which can be leveraged going ahead.
- In **Australia**, a risk assessment for importing fresh de-crowned pineapples from India is ongoing, with results expected in H2 2025. A positive outcome could open a new market and leverage the existing free trade agreement for competitive advantage.
- India is also pursuing Mutual Recognition Agreements for organic products with both Australia and Korea. Once implemented, these agreements could improve access for Indian pineapples organic and conventional by streamlining certification and enhancing market acceptance.

Thank You


Methodology for Price Forecasting

Our methodology combines comprehensive secondary research, targeted stakeholder consultations, and rigorous analytical techniques to ensure accuracy and actionable insights. The methodology comprises three key stages: Data Collection, Data Analysis & Interpretation, and Price Forecasting.

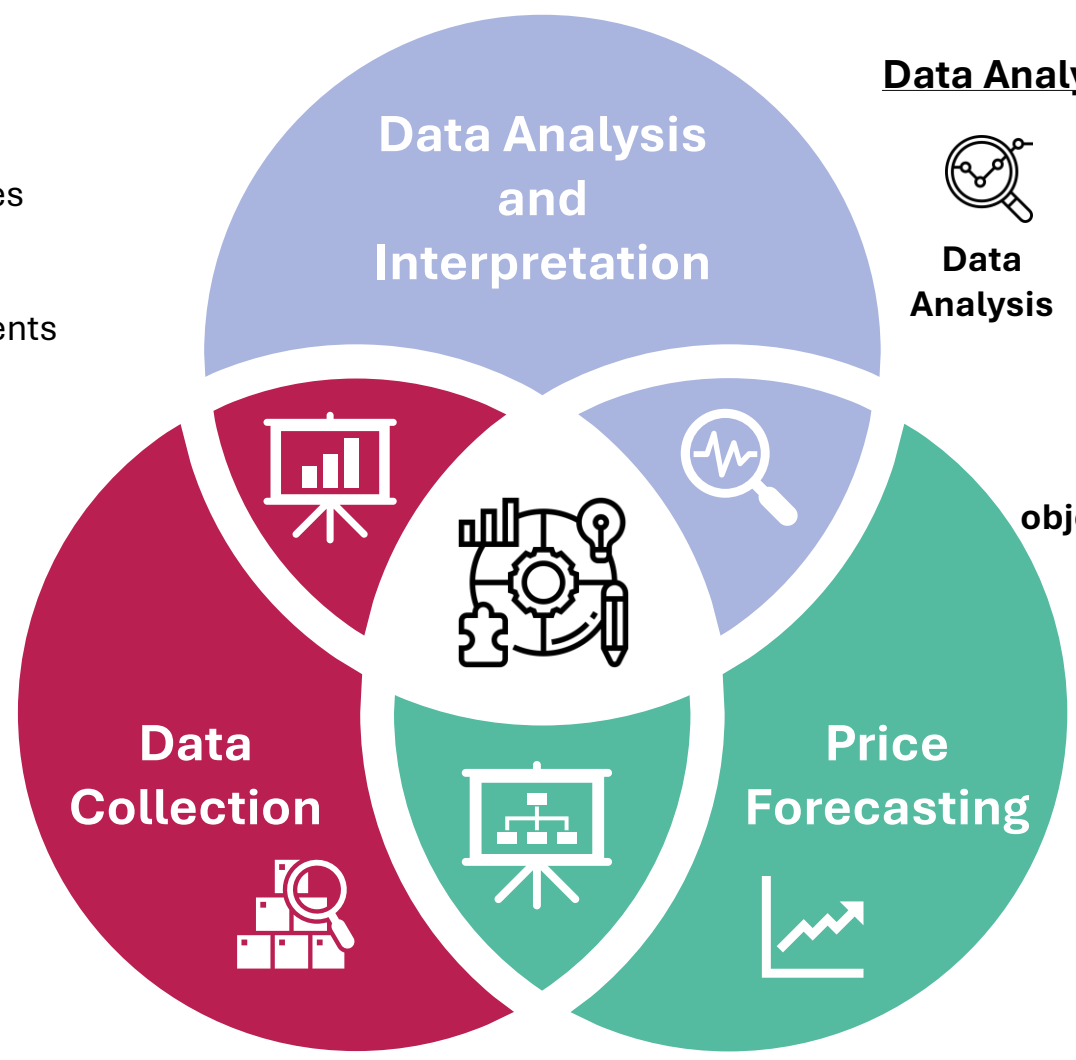
Data Collection

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Sources
- Global agricultural databases (USDA, FAO, etc.)
 - Country-wise statistics from official agriculture departments
 - Industry publications and research reports

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Policy Updates
- Detailed review of Production policies & trade barriers for each country
 - Data from government websites & official publications



Data Analysis and Interpretation

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Data Analysis
- Supply-demand assessment
 - Policy impact analysis
 - Stakeholder consultations

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Key objectives
- Production trends
 - Trade dynamics
 - Policy implications

Price Forecasting

- Historical Trend & Seasonality
 - Macro-Economic & Trade Variables
- Integration of commodity fundamentals to forecast future price ranges.

Structured consultations with Indian exporters and industry associations, cross-verifying secondary data and validating price forecasts to refine production, trade, and policy assessments.