Crisil
a company of S&P Global

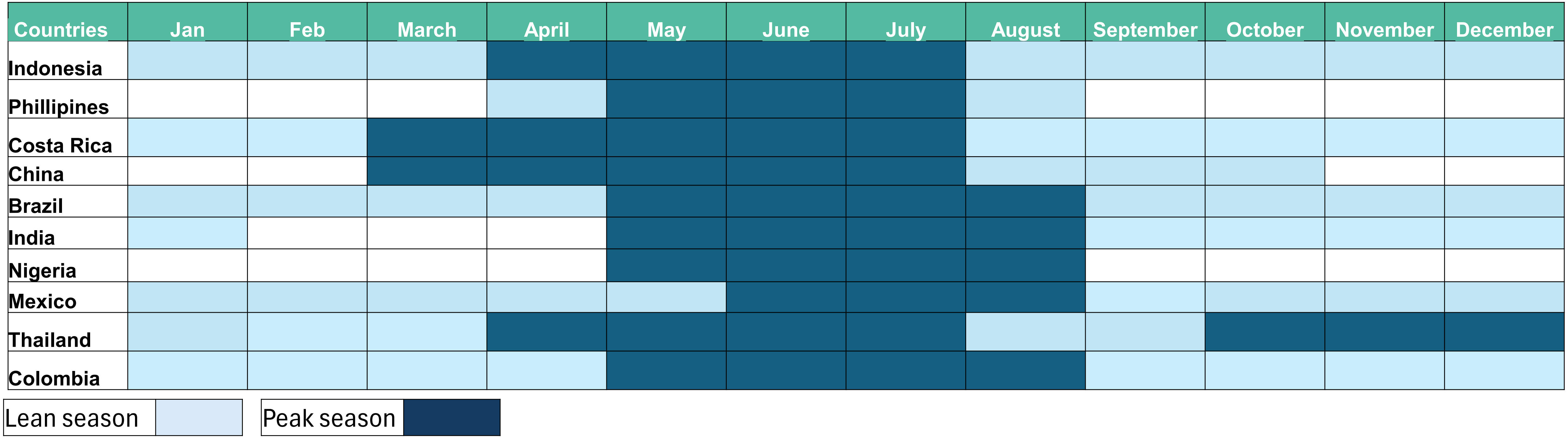
एपीडा
APEDA

Monthly dashboard – Pineapple

Oct 2025

Acreage and production trends

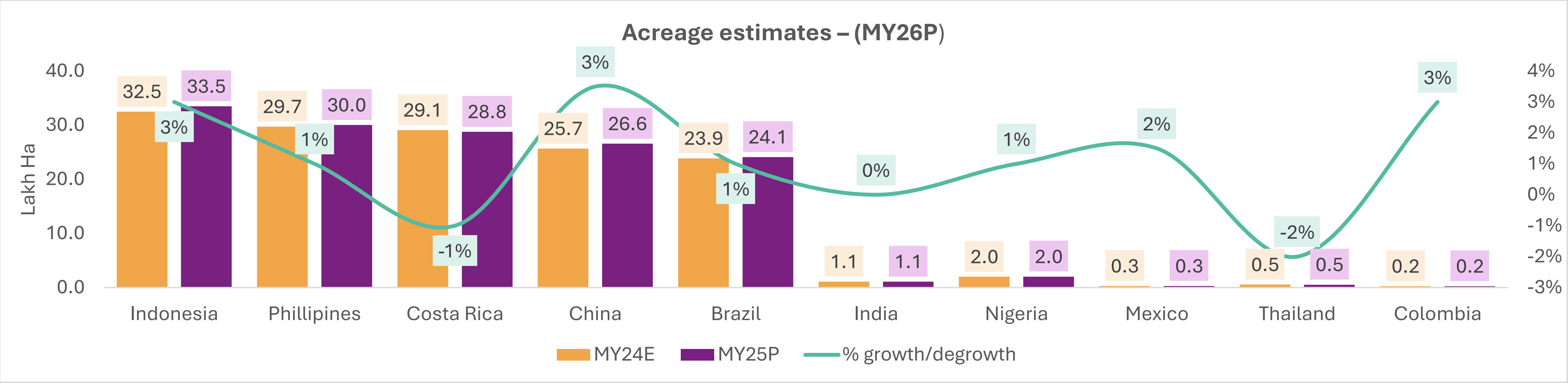
Pineapple crop calendar of major producing countries



- The peak harvesting season for many pineapple-producing countries, including Indonesia, Philippines, Costa Rica, China, Brazil, India, Nigeria, Mexico, Thailand, and Colombia, is between March and August.
- Thailand has two main pineapple harvesting seasons: a summer crop from February to June and a winter crop from October to December.
- Countries like Indonesia, Costa Rica, Brazil, Mexico, India, Thailand, and Colombia have pineapple supplies available almost throughout the year, making them major global suppliers.
- Costa Rica is the leading global producer and exporter of the MD2 pineapple hybrid variety, also known as the golden pineapple, which is the most popular variety in the world.
- The MD2 pineapple variety is characterized by:
  - Uniform size and cylindrical appearance
  - Orange-yellow color; creamy-yellow pulp with a crunchy and juicy consistency
  - High water content and low- calorie count
  - 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

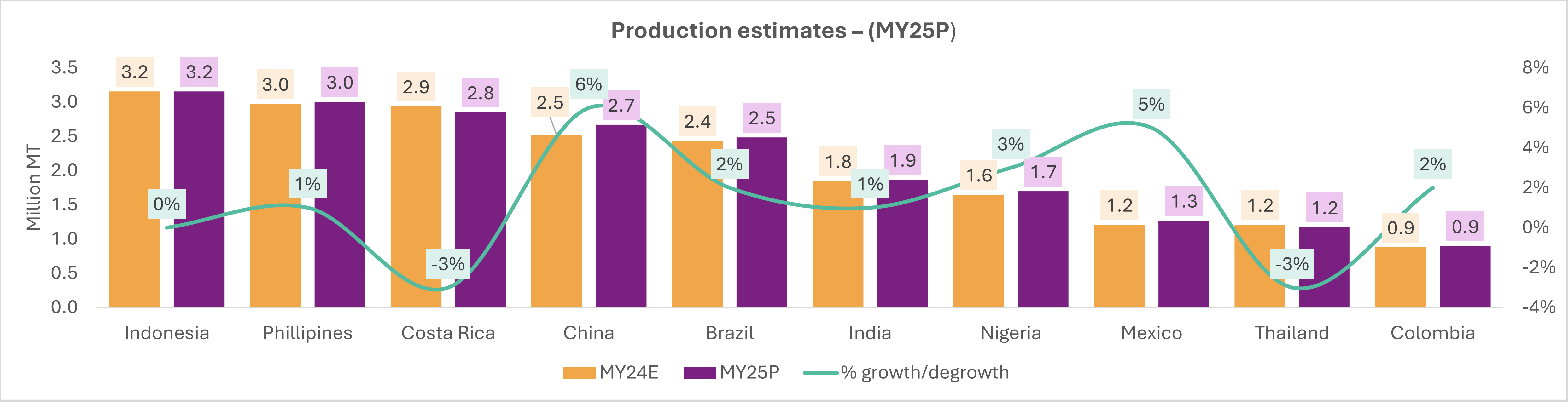


P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart **account for ~60% of global pineapple area**, with global acreage **expected to rise moderately by 0-1% YoY** in MY25P, driven by Indonesia, China, Mexico, Colombia, Philippines, Brazil, and Nigeria
- **Acreage is expected to decline in-**
  - Costa Rica, due to yield challenges from erratic rainfall and temperature patterns
  - Thailand, due to extreme temperature conditions and yield concerns, despite replanting efforts
- **Acreage is expected to remain stable in India,** while countries like **China, will see improved acreage** due to rising export momentum and profitability
- **Mexico, will see increased acreage** due to firm domestic prices and high profitability (over $11,000/ha)
- **Brazil, will benefit from government initiatives like "Agricultural Zoning of Climate Risk**" to improve pineapple cultivation
- Colombia, to see boosted acreages due to favorable temperature and rainfall conditions

Source 1. SIAP, CRISIL Intelligence

Production Estimates of Major Producing Countries

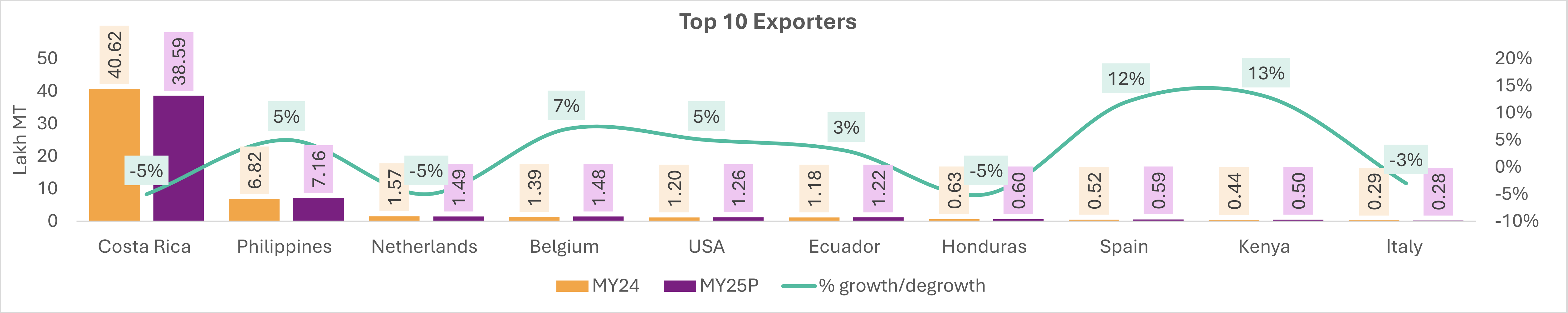


P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart **account for ~70% of global pineapple production**, with production **expected to moderately improve by 0-1% in MY25P**, driven by China, Mexico, Nigeria, Brazil, Colombia, India, and Philippines
- **Production is expected to decline in:**
  - Costa Rica, due to erratic climatic conditions and the transition from El Nino to La Nina
  - Thailand, due to severe drought and heatwaves driven by the El Niño phenomenon
- **Production is expected to remain stable in Indonesia**, despite some drought effects, thanks to initiatives like vertically integrated plantations.
- **Key trends and drivers across key countries-**
  - **Philippines:** increasing demand for MD2 varieties in China and Europe, leading to improved production
  - **China:** favorable weather conditions and improved cultivation techniques in key growing regions like Guangxi, Hainan, and Guangdong
  - **Colombia:** expanding area under MD2 varieties, driven 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%

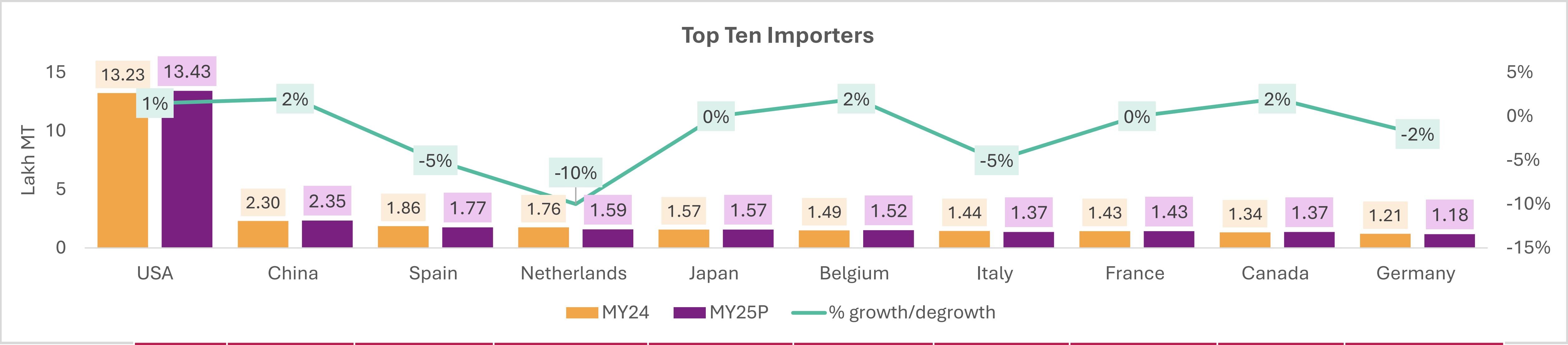
P – Projected value; MY – Marketing year (Jan-Dec)

- Global pineapple exports are **projected to decline by 2-3% in MY25P**, primarily due to declines in Costa Rica, Netherlands, and Honduras.

Key trends and drivers:

- **Costa Rica:** Exports to **decline due to impacted production levels** backed by excess rainfall and record high temperatures**. Plantations in regions such as Río Cuarto and Sarapiquí report delays in planting, plant stress, and increased pest infestations. Lower availability is expected for 2026, which is already driving up international prices.**
- **Philippines: Strong export momentum in MY25**, driven by **growing demand for MD2 varieties** in China, Japan, and South Korea, with **introduction of containerized shipping service** (by Fresh Del Monte)to safeguard quality and command premium prices.
- **Ecuador:** Diversifying export portfolio to **focus on tropical fruits like pineapple supported by demand from European union, US and Chile. Further plans to sign SECA with South Korea** to boost exports as well.
- **Spain** is witnessing strong demand from European countries for colored pineapples over green pineapples due to their appealing appearance and optimal ripening, colored pineapples and are also better suited to current market demands and the sales strategies of distribution chains, which favor visually attractive and fast-moving products.
- **Netherland** has witnessed surplus domestic stock specifically for bigger size pineapples in October 2025 due to low demand from north American countries which often buy crownless bigger size pineapple.

Major Importers of Pineapple

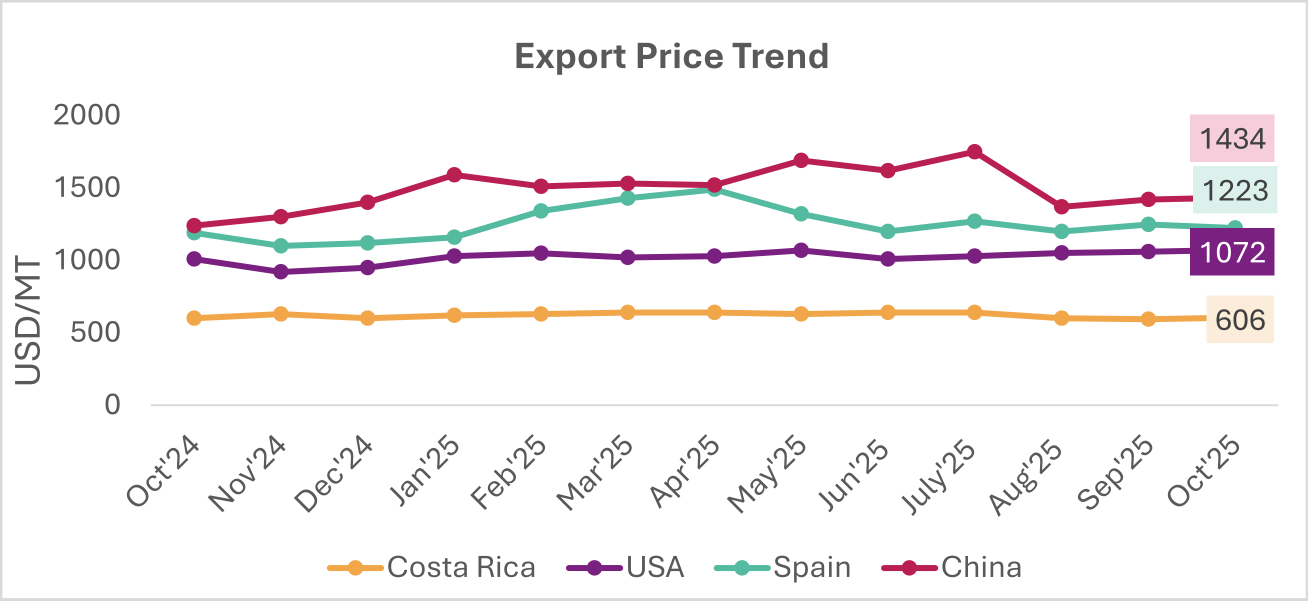


% share of global exports	39%	7%	5%	5%	5%	4%	4%	4%	4%	3%

- **The US has imposed a 15% tariff on Costa Rican pineapples**, which **account for ~90% of US imports**, likely to lower import momentum, but rising demand and insufficient domestic production may offset the decline.
- **France: High import prices and tight supplies in 2025**, exacerbated by logistical issues, expected to keep imports lower on year. October’25 witnessed low demand which is expected to recover towards November.
- **Germany, Spain, and Netherlands: Imports expected to be lower on year** due to impacted production in Costa Rica, with potential shift to other exporting geographies. There is also a varietal shift towards crownless pineapple to reduce transport volume.
- **Japan: Pineapple imports have remained stable over the past 4-5 years**, despite a weakening yen, with strong demand for kiwi and **growing imports from Vietnam for processing.**
- **Netherlands:** Higher stock in market wherein some older stock are also currently present in market against low demand from the importing countries have kept imports subdued.
- **Italy : Low demand** as well lower arrivals from Costa Rica has kept imports lower YoY. Low demand in October’25 as well as logistical delays have kept momentum low in the mentioned month. Demand is expected to pick up from December onwards.

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

Price Trends and Outlook of Key Exporting Nations

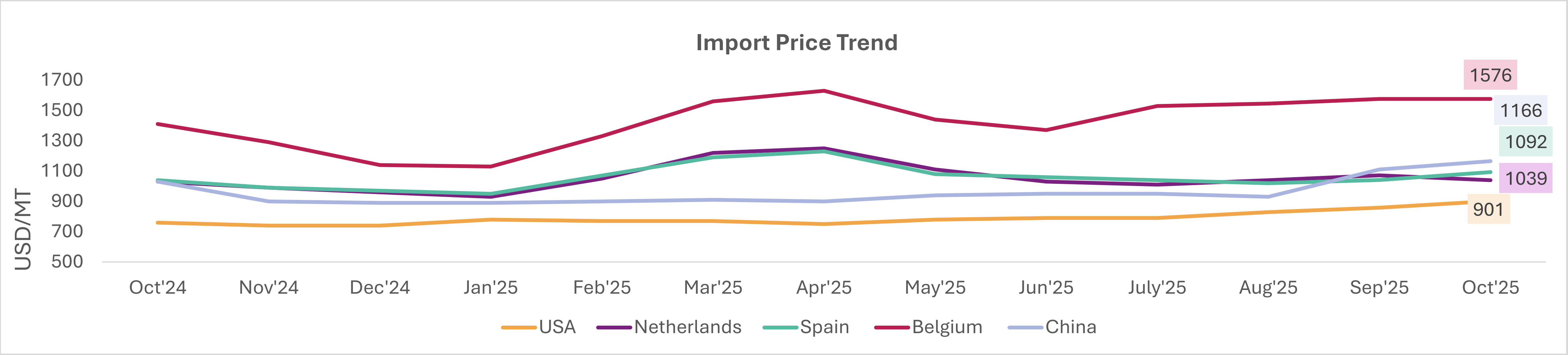


Price outlook for next quarter (NDJ)					
Countries	Oct'25 Price (USD/MT)	Oct'24 Price (USD/MT)	%age change	Price direction	Average price range for NDJ (USD/MT)
Costa Rica	606	600	1%	Bullish	620-640
USA	1072	1010	6%	Bullish	1090-1190
Spain	1223	1190	3%	Bullish	1240-1340
China	1434	1240	16%	Bullish	1500-1800

- **Costa Rica :** While the supply remained low in Aug'25 and first half of Sep'25, the price sentiments remained bearish due to sluggish demand amid competitive bigger Ecuadorian supply. The second half of September'2025 witnessed minor natural bloom which backed by flat demand contributed to a slight sump in the rates. However heavy thunderstorm on harvesting operations and US tariff in place have curtailed exportable volumes in October'2025 which was translated in bullish price sentiments by 1-2% YoY and is expected to remain so.
- **Export prices in USA inched up in October 2025** by 1-2% on month due to impacted supplies from Costa Rica wherein demand have remained strong especially from juice processors for juice grade fruit with smaller sizes which is expected to maintain bullish price sentiments in next quarter as well.
- In the **Spanish market**, pineapple supply has been affected throughout the year by the production situation in Costa Rica. During the summer, the market was impacted by natural flowering, a physiological process that causes spontaneous blooming and leads to a temporary oversupply within a short period. This resulted in downward pressure on prices. After the summer, the situation improved as lower product volumes entered the market, allowing it to stabilize. However, in October and early November, the market showed slower activity due to a slight increase in available volumes and more restrained demand. Prices are expected to firm December onwards due to Christmas wherein retailer typically restock.
- China's export prices eased in Aug–Sep as late-summer domestic supply increased and e-commerce/wholesale channels cleared stock, prompting softer FOB offers. Prices showed a moderate rebound in October as domestic arrivals tightened and overseas buyers advanced year-end bookings. Over the next 3 months (Nov–Jan), export prices are expected to stay firm to firmer, with a potential spike ahead of the Lunar New Year demand.

Source: Crisil Intelligence & ITC trade map
Note : Price forecasting is based on the fundamental analysis. NDJ stand for November, December. And January '26 . Above prices are FOB prices. CAGR mentioned for the time period : MY20-MY25

Price trends of Key Importing Nations



- Key importing countries are experiencing elevated prices due to strong demand from processing and fresh segments, amidst tight supplies, driven by the global shortage of orange juice, which has increased industrial demand for pineapple.
- **Prices have risen in:**
  - USA and China, due to tight supplies in key exporting countries
  - European countries like Spain, with relatively low increases due to a wide range of suppliers
  - Spain with tightened domestic supplies and in anticipation of festive demand
- Challenges in fulfilling trade contracts are being faced by key pineapple-exporting countries, including Costa Rica, Netherlands, Thailand, and Honduras, due to high input costs, rising domestic demand, and adverse weather conditions
- Netherlands due to higher stock in market wherein some older stock are also currently present in market against low demand is keeping prices lower on month
- **Global pineapple prices are expected to remain elevated, potentially through 2026**, due to:
  - **Erratic rainfall and temperature fluctuations** impacting yields in major producing regions
  - **Localized heavy rainfall forecast in Southeast Asia,** potentially disrupting short-term harvest in key suppliers like Thailand and emerging supplier Vietnam

Source: Crisil Intelligence & ITC trade map

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.

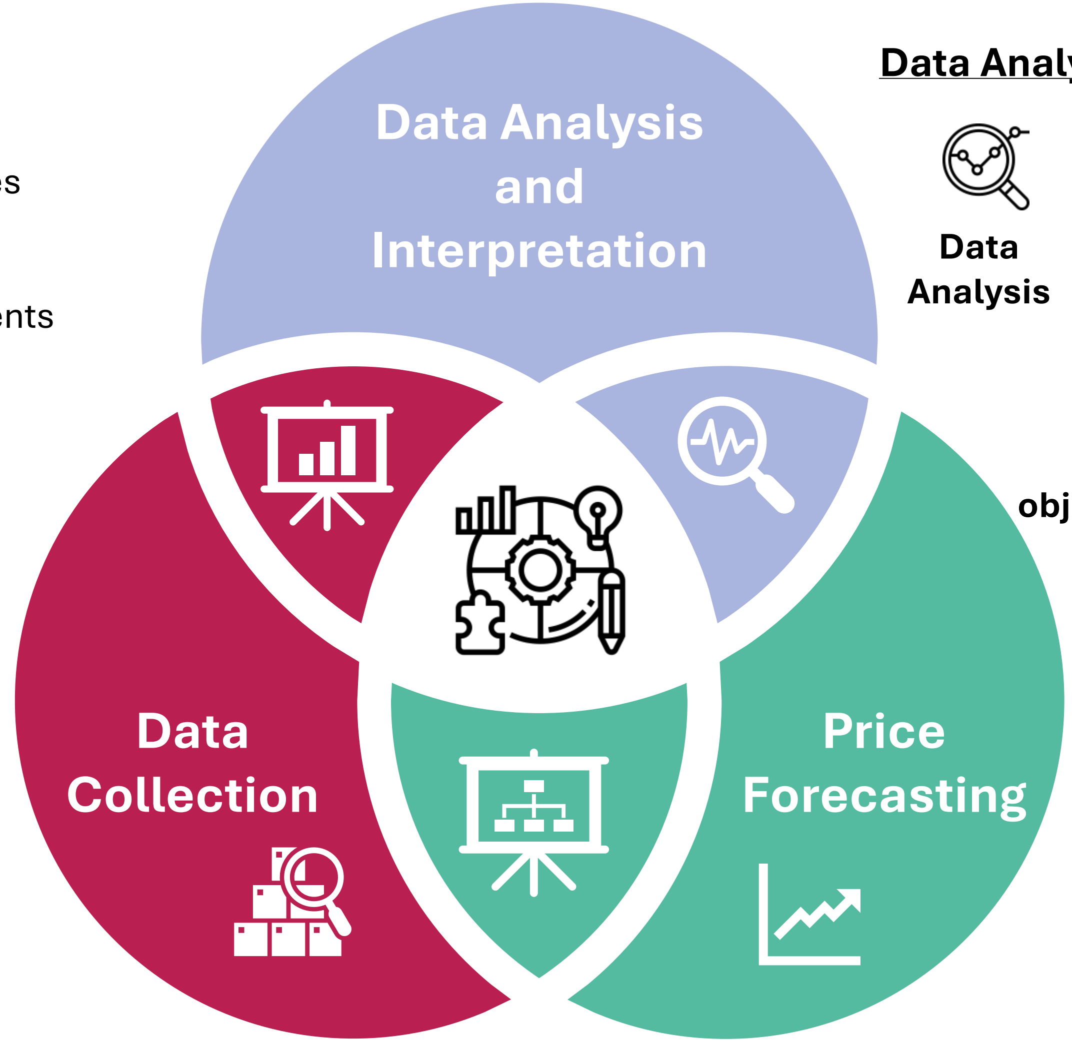
Data Collection

Sources

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

Policy Updates

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



Data Analysis and Interpretation

Data Analysis

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

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.