Food and Agriculture Organization of the United Nations

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# BANANA

Market Review Preliminary results 2023



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# **NOTE ON METHODOLOGY**

This preliminary report describes expected full year results for developments in global banana trade in 2023. The analysis contained herein is based on provisional full-year estimates that were compiled and constructed from the following sources: country responses to the 2023 questionnaire of the FAO Intergovernmental Sub-Group on Bananas; data from the UN Comtrade database; and secondary data and information from desk research. The findings incorporate preliminary monthly trade data as well as information from industry sources as available up to the end of October 2023. Due to the customary lag in the reporting of monthly trade data of approximately 40 days, full-year estimates in this report were built on monthly export data by country as reported up to June/July 2023, and on monthly import data as reported up to August/September 2023. FAO is continuously monitoring global trade flows of bananas and will update these results in the second quarter of 2024 when official full year data have been released and validated.

All datasets refer to global trade of fresh bananas, excluding plantains, as covered by HS code 080390 under the harmonized tariff nomenclature system of the World Customs Organization. Data on the import volumes of the European Union exclude the United Kingdom of Great Britain and Northern Ireland since February 2020.

All data in this report should be considered as provisional.

## FOREWORD

The *Banana Market Review Preliminary Results* are issued on an annual basis to Members and Observers of the Subgroup on Bananas of the Intergovernmental Group on Bananas and Tropical Fruits, which is a subsidiary body of the Committee on Commodity Problems (CCP).

They are prepared by the *Team on Responsible Global Value Chains*, Markets and Trade Division, Food and Agriculture Organization of the United Nations (FAO), Rome, and the tables contained bring together the information available to FAO, supplemented by data obtained from other sources in particular with regard to preliminary estimates.

The *Team on Responsible Global Value Chains* provides research and analyses on global value chains for agricultural commodities, and economic data and analyses on tropical fruits. Regular publications include market reviews, outlook appraisals and projections for bananas and tropical fruits. The team also provides assistance to developing countries in designing and implementing national policies regarding responsible value chains in agriculture.

The report is available at the following FAO website:

https://www.fao.org/markets-and-trade/commodities/bananas/en



## **DEVELOPMENTS AT A GLANCE**

- Global export quantities of bananas displayed modest growth during the first half of 2023, pointing to a possible recovery from the relatively strong decline seen in 2022.
- Preliminary full-year estimates indicate that first semester conditions persisting global export quantities would grow by some 0.3 percent from their 2022 level, to approximately 19.2 million tonnes in 2023.
- However, developments in the first half of 2023 show strongly diverging trends among key global banana exporting countries, with most suppliers affected by negative growth and only a few seeing large increases.
- Meanwhile, demand remained firm in most key global import markets, driven in part by the relative affordability of bananas compared to other fruits.
- Against this background, key factors affecting trade in 2023 have been reported as:
  - Production shortages caused by adverse weather conditions in several key supplying countries
  - High costs for fertilizers in 2022 and early 2023, which hampered the productivity and quality of banana cultivation in the first half of the year
  - Losses and additional expenditures stemming from the spread of plant diseases, importantly the Banana Fusarium Wilt Tropical Race 4
  - Losses and additional expenditures stemming from cases of placement of illegal substances into banana containers originating in some exporting countries in Latin America
- These difficulties affected the ability of producers and exporters to supply bananas in adequate quantities and to the quality standards expected in export markets in several key regions.
- Developments on the import side were accordingly hindered by low supplies, which, combined with generally firm demand, caused prices to increase substantially, notably in the European Union and the United States of America.
- The outlook improved in the second half of the year, with the profitability of the sector benefiting from lower fertilizer prices and transportation costs, alongside higher export and import unit values.

# Preliminary results on developments in global banana trade 2023

According to preliminary data and information on developments over the first six to nine months of 2023, global trade in bananas displayed signs of recovery from the more severe supply shortages experienced in the previous two years. However, developments appeared to be significantly divergent among key global trade partners, as weather conditions and the economic backdrop proved to be beneficial to some, and adverse to others. Higher supplies were reported from Ecuador and Guatemala during the first eight months of the year, where production growth was seen on the back of favourable climatic conditions related to the El Niño weather phenomenon. Conversely, excessive rainfall, flooding and the passing of tropical storms reduced supplies available for export from Colombia, Mexico, Costa Rica and the Dominican Republic. While world fertilizer prices displayed a downward tendency throughout the year, returning closer to their pre-Ukraine-war levels by July 2023 (Fig. 1), industry sources reported that the reduced application by farmers in 2022 continued to hamper the productivity and quality of banana cultivation in the first half of

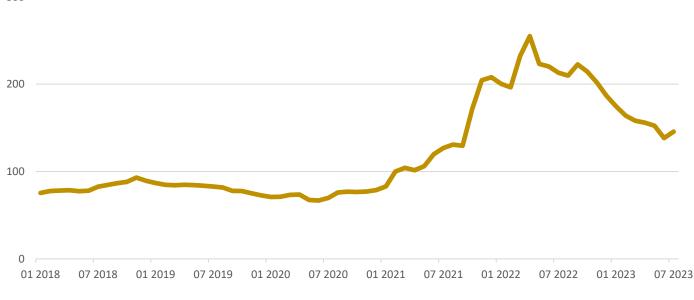


Figure 1. World Bank fertilizers index, January 2010 = 100

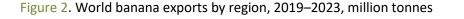
2023. The spread of plant diseases, importantly the devastating spread of the Banana Fusarium Wilt Tropical Race 4 (TR4) disease in the Philippines and its alarming presence in Peru and the Bolivarian Republic of Venezuela, further continued to cause production losses as well as financial strain from the substantial costs associated with disease prevention. Suppliers in some Latin American countries were additionally impacted by losses and mitigation expenditures stemming from cases of placement of illegal substances into banana containers.

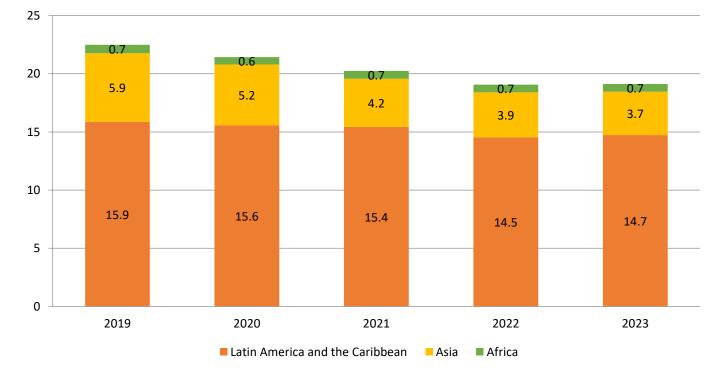
Import demand for bananas, meanwhile, remained reportedly firm in most key markets. Amid inflationary pressures, bananas continued to benefit from their relative affordability compared to other fruits, which supported their popularity among consumers in both the European Union and the United States. Average import unit values accordingly displayed increases ranging from some 8 to 15 percent over the first nine months of 2023 in most key markets. Importers to the European Union further stated that the appreciation of the Euro against the United States Dollar as well as lower freight costs, which returned to near prepandemic levels by September 2023, resulted in improved profitability. The outlook for 2024 thereby looks more positive than in the previous two years, provided that price variations in real terms will continue to be favourable and price increases at the export and import stages can be passed on to producers.

### **Exports**

First semester conditions persisting, preliminary estimates indicate that global exports of bananas, excluding plantain, may experience a moderate increase of 0.3 percent in quantity terms in 2023, marking a more positive performance than the 6 percent decrease experienced in 2022. Total export quantities are thereby estimated to reach some 19.2 million tonnes in 2023. However, preliminary data on developments in the first half of 2023 show strongly diverging trends among global banana exporting countries, with most suppliers seemingly affected by declines, in several cases even at double-digit rates, and only a few seeing large increases.

Against this background, shipments from **Latin America and the Caribbean** (LAC), the world's leading exporting region, are expected to grow by an estimated 1.3 percent in 2023, to a total of approximately 14.7 million tonnes – some 200 000 tonnes higher than their 2022 level. Ecuador, the largest exporter of bananas globally, registered some 7 percent growth in shipments in the first eight months of 2023, meaning that over the full year, total exports from the country would rise to approximately 6.2 million tonnes. Industry sources reported that production in the country increased by nearly 10 percent year-on-year in the first half of 2023, alleviating the difficulties stemming from the production shortages experienced in 2022. Furthermore, lower shipping freight rates, which returned to near pre-pandemic levels, reduced the costs of importing bananas from Ecuador to the European Union, thereby additionally facilitating growth. The country also benefited from higher demand for organic bananas from the United States of America, with available data showing a 10-percent year-on-year increase in shipments of organic bananas from Ecuador to the US between January and August 2023. However, despite these positive developments, pressure on Ecuadorian growers continued to be present, as profit margins reportedly remained tight amid high production costs and low minimum prices. Additional expenditures stemming from the necessity to maintain rigorous TR4 mitigation measures in view of the outbreaks of TR4 in neighbouring Colombia and Peru added further difficulty. Cases of placement of illegal substances into banana containers also continued to be of concern for exporters of bananas from Ecuador, with reports citing yearly expenses of around USD 100 million





accruing to the sector as a whole for the implementation of preventative measures.<sup>1</sup>

Shipments from Guatemala, the second largest exporter from the LAC region in 2022 and the leading exporter to the United States, registered growth of nearly 10 percent over the first eight months of 2023, pointing to a full-year estimate of 2.4 million tonnes. Favourable production conditions and prior investments in production expansion supported the ample availability of low-priced supplies from which facilitated Guatemala, export growth particularly to the United States, the main destination for Guatemalan bananas. At an average export unit value of 380 United States Dollar per tonne, bananas from Guatemala continued to be among the cheapest bananas available in global markets. Preliminary monthly trade data by destination for the period January to August 2023 indicate that shipments to the United States increased by 8 percent year-on-year in quantity terms. Amid inflationary pressures, demand for bananas in the United States continued to be supported by the fruit's relative affordability. A reported 2-percent year-on-year decline in average export unit values for Guatemalan bananas destined for the United States over the period January to August 2023 further enabled growth in volumes. However, market news in October 2023 reported that political unrest and road blockages in the country were threatening to temporarily impede the export of bananas, causing concern to growers and exporters.

Meanwhile, exports from Colombia, the third leading supplier of bananas in the LAC region in 2022, were hindered by heavy rainfall during the first half of the year, which reportedly impeded both the quantity and quality of supplies for export. Preliminary monthly trade data disseminated by the Colombia National Customs Office show a year-on-year decline of nearly 30 percent over the period January to August 2023, accompanied by a 12-percent increase in the average export unit value. Shipments to both key destinations, the United States and the European Union, were seemingly heavily affected. Over the full year, banana exports from Colombia are thereby expected to drop to just below 2 million tonnes, an estimated decrease of 12 percent from 2022. According to market sources, aside from the detrimental weather conditions in 2023, the banana export industry in Colombia continued to be impacted by higher costs stemming from the implementation of TR4 disease mitigation strategies as well as from the preventative

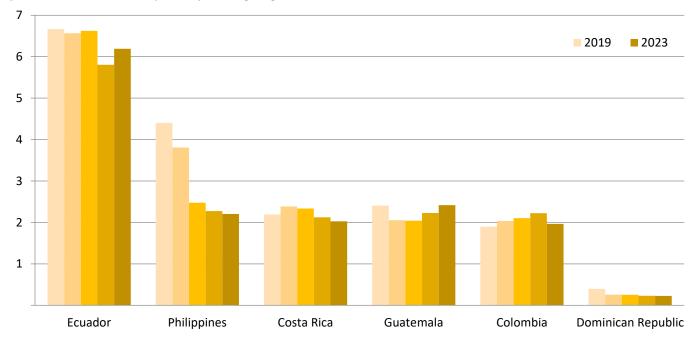


Figure 3. World banana exports by leading origins, 2019–2023, million tonnes

<sup>&</sup>lt;sup>1</sup> https://www.freshplaza.com/europe/article/9557223/ecuador-s-banana-industry-invests-more-than-100-million-dollars-a-year-in-security/

measures to combat the trafficking of illegal substances in banana shipments.

Costa Rica, another significant exporter from the region and third leading supplier to the European Union, similarly continued to be affected by production shortages in the first half of 2023, which largely resulted from less favourable weather conditions as well as the backlog of insufficient fertilizer application in 2022 impeding the productivity of plants. Monthly export data from the Costa Rica National Institute of Statistics up to June 2023 show a year-on-year decline of 8.5 percent in quantity terms over the first six months of the year. However, as demand in the European Union and the United States, the two key import markets for Costa Rican bananas, remained firm, the average export unit value of bananas shipped from Costa Rica to world markets increased by 7.8 percent over this period. For the full year, banana exports from Costa Rica are thereby expected to drop by some 5 percent in quantity terms, to approximately 2 million tonnes, while continuing to benefit from higher prices.

Provisional estimates indicate that shipments from Mexico will fall by approximately 13 percent in 2023, to 440 000 tonnes. On average, some 80 percent of Mexican supplies are destined for the United States, with the remainder primarily going to Japan. While Mexico continues to be a comparatively small exporter in global banana markets, the country emerged as the second leading supplier of organic bananas to the United States in recent years, behind Ecuador. In the first half of 2023, production in Mexico reportedly affected by adverse weather was conditions, high production costs and an unfavourable exchange rate with the United States Dollar. These factors resulted in a reduction in supplies for export markets and a 6-percent year-onyear increase in the average export unit value of bananas shipped to the United States.

Available partner data and information indicate that exports from the **Caribbean** sub-region may fall by an estimated 3 percent over the full year 2023, to some 230 000 tonnes. A reduction in shipments from the Dominican Republic, which accounts on average for some 95 percent of banana supplies from the Caribbean, would be the key reason behind this. While at the time of writing, direct monthly data on trade quantities from the Dominican Republic were not obtainable, banana production in the Dominican Republic was reportedly affected by heavy rainfall and flooding that occurred at the beginning of the year. In addition to these difficulties, the Dominican Republic was affected by the passing of Hurricane Franklin in August 2023, with the estimated damage of plantations further reducing growth prospects for shipments from the country for the remainder of 2023. In view of low supplies, the government of the Dominican Republic issued a temporary export ban on bananas in September 2023 to stabilize domestic banana prices.<sup>2</sup>

According to provisional data, banana exports from Asia may contract by some 4 percent in 2023, to some 3.7 million tonnes. This would mark the fourth year of consecutive declines in shipments from the region, following drastic falls on account of COVID-19-related difficulties and the impact of TR4 from 2020 to 2022. The main exporter from the region continues to be the Philippines, which supplies some 60 percent of Asian banana shipments on average but has seen production severely affected by the spread of TR4 in the country. According to information released by the Pilipino Banana Growers and Exporters Association in April 2023, approximately 15 000 plantations in the Philippines are affected by TR4, causing grave concern about the prospects for the country's banana industry in 2023 and beyond. Based on available data and information, banana shipments from the Philippines are estimated to fall by some 3 percent over the full year, to 2.2 million tonnes. Reported logistical difficulties affecting the quality of Filipino bananas imported to Japan caused additional concern to the industry.<sup>3</sup>

Import demand from China and from some emerging importers in the Middle East, meanwhile, continued to drive investments in banana plantations in Viet Nam and India, two rising banana exporters from the region. Full-year estimates thereby expect banana

<sup>&</sup>lt;sup>2</sup> https://dominicantoday.com/dr/economy/2023/09/16/dominican-republic-suspends-banana-exports-seeks-to-ensure-price-stability/

<sup>&</sup>lt;sup>3</sup> https://businessmirror.com.ph/2023/10/24/exec-logistics-woes-crimp-banana-shipments-to-japan/

exports from India to rise to some 450 000 tonnes in 2023, a rise of approximately 25 percent from 2022, and those from Viet Nam to grow to some 420 000 tonnes, which would mark an increase of 3 percent from 2022. Banana exports from Cambodia, another emerging supplier to China, meanwhile, were affected by adverse weather conditions in the first half of 2023, with low profit margins in this sector causing farmers to switch to alternative crops. Export quantities from Cambodia are accordingly expected to decline by nearly 30 percent in 2023, to approximately 280 000 tonnes.

Based on first semester developments, exports from Africa<sup>4</sup> may register an estimated expansion of 2 percent in quantity terms in 2023, reaching some 670 000 tonnes. An expected 4-percent growth in supplies from Côte d'Ivoire, to some 340 000 tonnes, would be the main reason behind this. Shipments from Côte d'Ivoire primarily go to the European Union, mainly France, which typically receives 50 to 60 percent of quantities every year. Available trade data by destination show that shipments from Côte d'Ivoire to France expanded by some 11 percent yearon-year from January to August 2023, accompanied by a 13-percent increase in the average export unit value. In November 2020, Côte d'Ivoire signed an Economic Partnership Agreement with the United Kingdom, which encompasses tariff-free trade of bananas between the two partners. Monthly export data for the period January to August 2023 show some 20 000 tonnes of bananas exported from Côte d'Ivoire to the United Kingdom, more than double the quantity traded between the countries over the same period in 2020.

Supplies from Cameroon, meanwhile, declined by some 11 percent in the first half of 2023, pointing to a full-year estimate of approximately 190 000 tonnes. Cameroon ranks as the second largest banana exporter from the region behind Côte d'Ivoire, accounting for an approximate quantity share of 31 percent over the 2017 to 2021 period. In 2023, supplies from Cameroon were reportedly once again impeded by a deteriorating security situation in the country. While at the time of writing, direct export data from Cameroon could not be obtained, available partner data from the European Commission's EuroStat show a decrease in imports from Belgium, the largest recipient of bananas from Cameroon, by 7 percent over the first seven months of 2023, to some 77 000 tonnes. Monthly trade data from the United Kingdom HM Customs for the period January to July 2023, meanwhile, indicate that shipments from Cameroon to the United Kingdom registered a drop of 29 percent compared to the same period of the previous year, down to some 24 000 tonnes.

### Imports

Preliminary monthly trade data for the period January to July 2023 suggest that global net import quantities of bananas would grow by 1 percent in 2023, to some 18.7 million tonnes. While demand in most import markets remained firm, higher growth in quantities over the first seven months of the year was hindered by a reduced availability of export supplies from key producing countries, especially from Costa Rica, Colombia and the Philippines. These lower availabilities particularly affected the level of import quantities received over this period by the European Union, Japan, the United Kingdom and China, which together account for nearly 50 percent of global imports.

Available monthly trade data show that net imports by the **European Union**, the largest importer of bananas globally, remained relatively stagnant over the first seven months of the year, pointing to a full year estimate of 5 million tonnes in 2023. The total import level would thereby remain some 10 percent below its pre-pandemic level. Supply shortages in some of the main exporters to the European Union, importantly in Costa Rica, Colombia, and the Dominican Republic, were the main factors impeding further expansion. Industry sources meanwhile reported that consumer demand displayed a tendency to increase in most European Union markets, supported not only by the convenience factor and nutritional characteristics of bananas but also by their relative affordability. On the back of firm demand against low supplies, average import unit values rose substantially in most of the key European Union destinations over the first seven months of 2023, notably at rates of 10-15 percent year-on-year in the Netherlands, Belgium, Germany,

<sup>&</sup>lt;sup>4</sup> Data in this market review exclude intra-African trade.

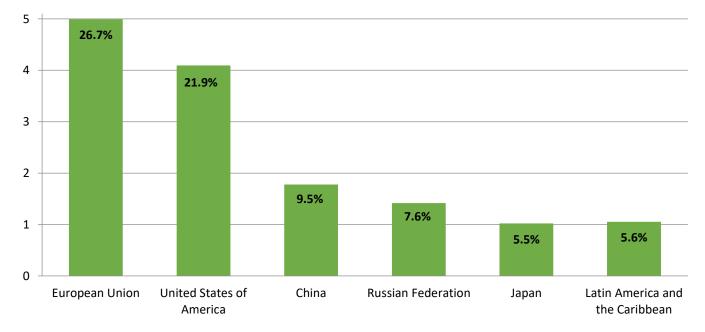
Italy and France. On the other hand, prolonged hot temperatures were quoted as impeding demand in European Union markets during the summer months, leading to temporary conditions of oversupply and depressed prices, and causing a reduction in margins for importers and ripening facilities and some product losses.

European banana production was estimated to grow to 661 487 tonnes in 2023, an approximate 13 percent increase from 2022.<sup>5</sup> On average, over 90 percent of European Union banana production takes place in the oversea territories of Spain and France, namely in the Canary Islands and the French West Indies. Supplies from Spain, which typically accounts for over 50 percent of European Union banana production alone, had been heavily affected by an 85-day lasting volcano eruption on the island of La Palma in 2022, a key cultivating area of the Canaries. Industry sources reported that in the first ten months of 2023, production in Spain had shown strong signs of recovery from this adverse event. Provisional estimates provided by the European Commission in October 2023 accordingly expect banana production in Spain to expand by some 25 percent in 2023, equivalent to an increase of some 90 000 tonnes from the previous

year. Quantities produced in France, meanwhile, are estimated to fall by 5 percent year-on-year, reportedly on account of a drop in yields in the country's two production areas, Guadeloupe and Martinique, where plantations have been affected by the black Sigatoka fungus disease. Estimates by the European commission assume a total of 196 058 tonnes of bananas produced in France in 2023, an approximate drop of 10 000 tonnes from the previous year. The average unit value of banana supplies from France in 2023 is predicted to range between EUR 710 and 730/tonne, while that from Spain is expected to remain slightly higher at EUR 790/tonne.<sup>6</sup> In comparison, the average unit value of bananas supplied by Latin American origins to the European Union over the first eight months of 2023 ranged between EUR 620 and 660/tonne, tariffs included.

Net imports into the **United States** grew by 1.5 percent over the first eight months of the year and are thereby estimated to reach a full-year total of approximately 4.1 million tonnes in 2023. Consumer demand for bananas in the United States continued to be driven by the fruit's relative affordability, with import growth further supported by adequate availabilities of export supplies in key origins. Preliminary monthly import

Figure 4. Distribution of global net imports by market, 2023, million tonnes and share in global imports



<sup>&</sup>lt;sup>5</sup> Provisional estimates provided by the European Commission in October 2023.

<sup>&</sup>lt;sup>6</sup> Data refer to the estimated average unit value of European Union green bananas based on average selling prices at the stage of delivery at the 1st port of unloading, as reported by the European Commission in October 2023.

data show that shipments from Guatemala, from which the United States obtains some 40 percent of total procurements, showed year-on-year growth of 2 percent in quantity terms over the period January to August 2023, while imports from Costa Rica and Ecuador increased by 10 percent and 7 percent, respectively. In particular, shipments of organic bananas from Ecuador registered a strongly positive performance over this period, with monthly trade data showing a year-on-year increase of 21 percent over January to August 2023. As this general increase in supply was more than offset by demand growth, United States import and wholesale prices displayed a strong tendency to rise over the first nine months of the year, respectively averaging some 8 percent and 6 percent higher than over the same period of the previous year. Prices at the retail level, meanwhile, remained virtually unchanged from the previous year, highlighting the fierce competition in the United States of America retail market and the role of bananas as a loss leader product in United States of America retail outlets.

Net imports by **China** declined by 9 percent year-onyear in quantity terms over the period January to August 2023, according to data obtained from China Customs Statistics in October, driven by lower supplies. Over the full year, total imports by China are thereby estimated to fall below 1.8 million tonnes. Nevertheless, the country is likely to retain its position as the third largest importer of bananas globally, at an expected quantity share of 9 percent of global imports in 2023. Available information suggests that imports into China were hindered by supply shortages experienced in the Philippines, Cambodia and the Lao People's Democratic Republic, from where China procured some 50 to 60 percent of banana imports combined in recent years. Preliminary monthly trade data show that Chinese imports of Filipino bananas dropped by 7 percent year-on-year over the first eight months of 2023, while those from Cambodia and the Lao People's Democratic Republic declined at rates of 28 percent and 45 percent, respectively. Chinese import demand, meanwhile, reportedly remained firm, supported further by a limited and decreasing availability of high-quality domestically produced bananas as production in the country was impacted by adverse weather events in the first half of 2023. In view of the shortages experienced both domestically and in

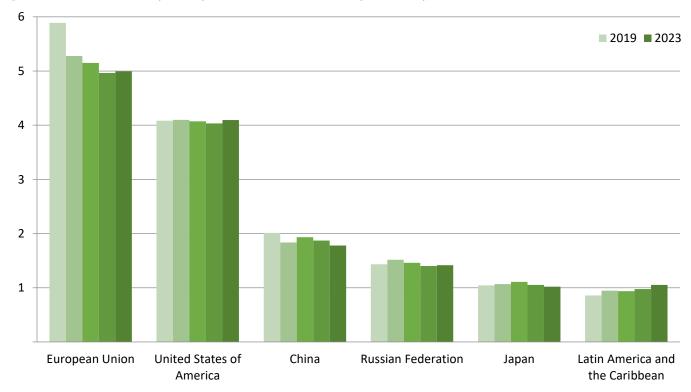


Figure 5. World banana imports by destination, 2019–2023 (preliminary), million tonnes

key supplying countries, imports into China from Ecuador expanded by some 20 percent year-on-year over the first eight months of 2023, to some 200 000 tonnes, despite featuring a relatively high average import unit value of 710 USD/tonne over this period. Chinese imports from Viet Nam, an emerging supplier to China, grew by 2 percent year-on-year over this period, to some 400 000 tonnes, at an average import unit value of 491 USD/tonne.

Available partner data indicate that net imports by the **Russian Federation** may again remain virtually unchanged from the previous year, at an estimated 1.4 million tonnes in 2023. However, it is important to note that at the time of writing, direct monthly import data from the Russian Federation could not be obtained for any month of 2023, rendering a precise assessment of recent developments difficult. The Russian Federation imports bananas almost exclusively from Ecuador via previously agreed contracts, which are settled in United States dollars. Available partner data from Ecuador showed a 1 percent year-on-year

decrease in shipments to the Russian Federation over the period January to August 2023. Industry sources reported that overall growth opportunities continued to be persistently high transportation rates to this destination.

Net imports by Japan are foreseen to decrease by an estimated 3 percent in 2023, to approximately 1 million tonnes. While demand for bananas in the country remained relatively stable, import quantities were reduced by the production shortages experienced in the Philippines, from where Japan typically sources some 75 to 80 percent of its banana imports. Logistical difficulties affecting supplies originating in Ecuador were another obstacle to growth. Available monthly trade data for the first seven months of the year accordingly show year-onyear declines in import quantities into Japan from the Philippines by 2 percent, and from Ecuador by 25 percent. Average import unit values from the Philippines increased by 8 percent over this period, and from Ecuador by 5 percent.



# **Statistical annex**

Table 1 - Banana exports

	2017–2021	2022	2023
	(.		
Latin America and the Caribbean	15 458	14 544	14 728
South America	8 929	8 450	8 603
Colombia	1 933	2 224	1 966
Ecuador	6 496	5 804	6 193
Peru	216	169	141
Central America	6 212	5 858	5 896
Costa Rica	2 300	2 122	2 026
Guatemala	2 247	2 226	2 415
Mexico	552	504	438
Caribbean	317	236	229
Dominican Republic	305	230	227
Asia	4 361	3 867	3 728
Cambodia	149	390	275
Philippines	3 307	2 272	2 206
Viet Nam	224	405	419
Africa	710	656	665
Cameroon	218	216	192
Côte d'Ivoire	340	326	340
Least Developed Countries	361	623	464
Low Income Food Deficit Countries	821	754	753
World	20 577	19 118	19 174

#### Table 2 - Banana imports

	2017–2021	2022	2023
	(		
Latin America and the Caribbean	855	976	1 054
Argentina	464	470	516
Chile	220	236	258
Uruguay	54	51	56
Asia	4 999	4 709	4 673
China	1 704	1 871	1 779
Japan	1 042	1 053	1 021
Africa	414	420	485
South Africa	146	209	187
Europe	8 293	7 780	7 753
European Union	5 617	4 963	4 993
United Kingdom		862	801
Russian Federation	1 502	1 401	1 416
Ukraine	285	195	200
Northern America	4 732	4 606	4 685
Canada	591	572	589
United States of America	4 141	4 034	4 096
Oceania	91	81	83
New Zealand	91	81	83
Least Developed Countries	52	25	30
Low Income Food Deficit Countries	108	198	222
World	19 385	18 572	18 734

## NOTES


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