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News

Avocado exports reach new heights despite the dollar - 10/09/2012

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Australian Avocado exports increased 35 per cent to a record 2,638 tonnes in 12 months to June 2012 with much of the growth occurring in 2012 period. Singapore, Middle East region, Thailand, Malaysia and Hong Kong account for 99 per cent of annual avocado exports.

A strong result in January to June period has catapulted results to 51 per cent ahead of the same period last year. During this first half of 2012 all leading markets contributed to growth. The Middle East region lifted 76 per cent and Hong Kong lifted 137 per cent whilst leading destinations Singapore and Thailand also lifted a strong 36 and 57 per cent resp.

Over the last 10 years Avocado exports have lifted 10 fold from 250 to 2,638 tonnes. The value per kg in AUD though has dipped 12 per cent influenced significantly by the exchange rate and the increasing competition.

Avocados have not been a major market for avocados in Asia compared to Europe and the Americas though times are changing as Asian consumers begin to know the taste of avocados and importantly retailers understand how to handle them to ensure they reach consumers in the best condition.

There were 42,103 tonnes of avocados imported to Asia in 2011 and Japan accounts for 88 per cent of these importing mostly from Mexico. Australia has no access to Japan though trades with a strong market share of the small players. Australia has 94 per cent share of the Thailand market for avocados and 57 per cent share of the Singapore market.

On the import side, avocados were Australia's No 1 fresh fruit imported by value worth A\$63m or 27 per cent of total fresh fruit imports from July to June 2012. Australia imported 17,221 tonnes of avocados all from New Zealand during October to March compared to 8,911 tonnes last year.

Australian Avocados exports were valued at A\$8.1m for the 12 months to June 2012

To view the report 'MT12009 – Export Market Intelligence for Australian Avocado Exports Jan-June 2012' please login into the [Online Reports Centre](#).

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