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SOUTH AFRICAN FRUIT TRADE FLOW

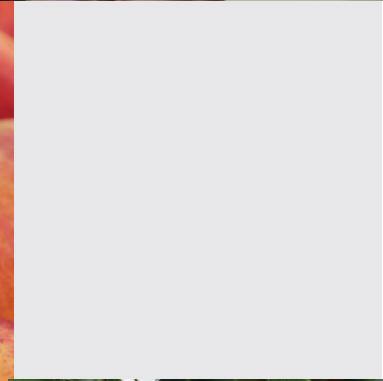
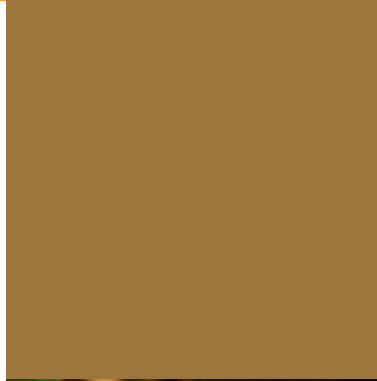
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SOUTH AFRICAN FRUIT TRADE FLOW

Issue No. 57: March 2025



Beautiful country, beautiful fruit

Compiled by Buhlebemvelo Dube, Lesedi Mokoena, Lucas Moswane, Solly Molepo, Thabile Nkunjana, and Bhekani Zondo

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1. Background

South Africa's diverse weather and climatic conditions across provinces enable the country to cultivate and produce a variety of fruits for domestic and international markets. The country is known as a key producer and exporter of citrus, deciduous and subtropical fruits. This final issue of the Fruit Trade Flow Report focuses on litchis, cherries, table grapes, apples and pears, as well as avocados. The report assesses the performance of these fruits in the current season and unpacks factors that allow South Africa to successfully supply both domestic and international markets. Furthermore, it highlights significant international trade shifts that affect fruit exports. The report follows a trend analysis approach, comparing the 2023/24 fruit season with the 2024/25 season.

2. Analysis of South Africa's Litchi Trade Performance and Market Access

By Buhlebemvelo Dube

2.1 Introduction

South Africa is a resilient and robust fruit exporter in Sub-Saharan Africa, and the world at large. Subtropical fruits such as litchis are exported to multiple destinations and they contribute substantially to the South African economy through the generation of export revenue and foreign earnings for the government. There has been notable strides in terms of rejuvenating litchi tree plantings so as to boost domestic production. This also means that more efforts are essential to intensify market access for all market participants, promote the efficiency of the marketing of litchis as well as optimizing export earnings. Despite subtropical fruits having a modest 5% share out of the 35% of all fruits exported by South Africa, these fruits, especially litchis, have great value and encouraging prospects in the long haul.

2.2 Overview of the South African litchi production

South Africa has an average total of 1360ha area of land planted for litchis in 2024/25 which is an increase of 21ha from 1339ha planted in 2023/24 season (SALGA, 2025). This is positive improvement given that dominant producers of litchi in Mpumalanga and Limpopo, also experienced 30ha and 3ha growth respectively in the number of trees planted. **Figure 1** illustrates the regional breakdown of litchi plantings in South Africa. It is noteworthy that smaller regions such as Bushbuckridge, Nelspruit, Levubu,

and Venda have contributed to the growth despite setbacks in dominant regions such as Onderberg and KZN North.

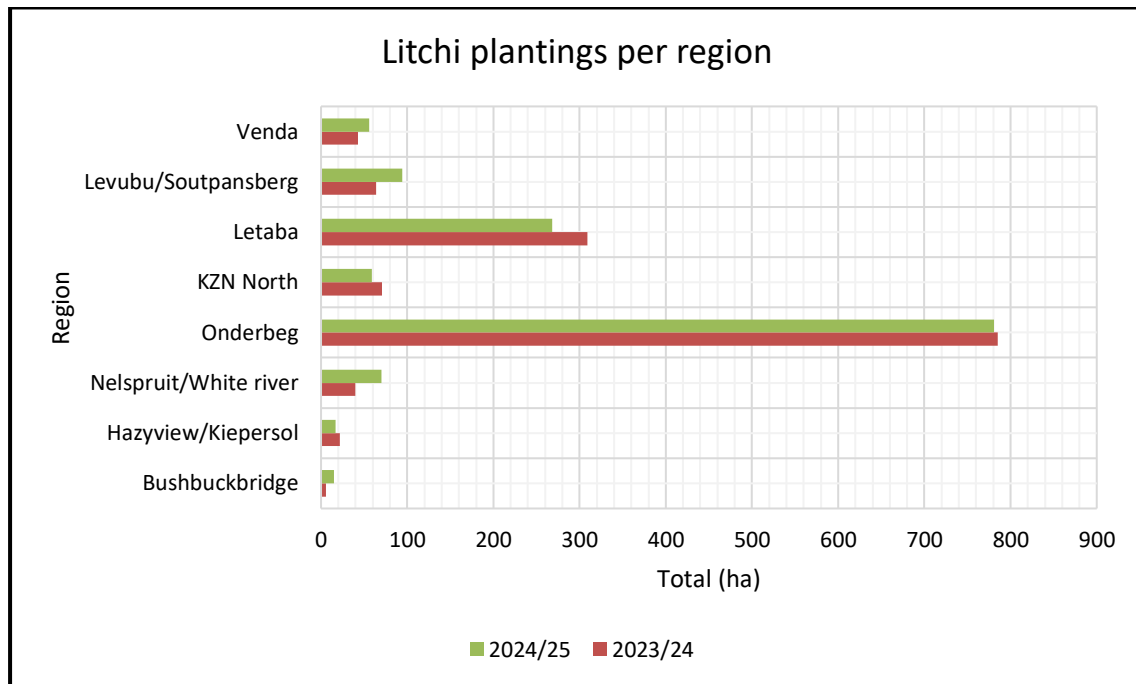


Figure 1: Litchi plantings per region in South Africa

Source: (SALGA, 2025)

2.3 Market access, domestic marketing channels and trade analysis

Significant strides have been made not only to intensify production, but to also ensure that there is sufficient market access for litchis. Market access is the ability to enter into the markets of other countries and supply litchis. More often, there are two major hindrances to market access and these are tariffs and non-tariff measures. The international trade environment is currently volatile due to turbulent geopolitical tensions and there are ongoing shifts which present new opportunities in some markets and potential challenges in traditional markets.

Figure 2 below, illustrates the major export destinations for South African litchis. Netherlands is the most dominant importer of South African litchis with more than 50% export share. The second most dominant market is the United States of America (USA), which imports more than 20% of all South African litchis. Prudently, there is a strong concern that trade relations may be much more worse in the upcoming years due to ongoing diplomatic setbacks globally. Albeit, it is crucial that South Africa maintains its traditional markets in the USA as well as in Europe in its quest to diversify

its export basket. Despite numerous challenges facing the industry, South African litchi exports have been relatively stable. During the 2023/24 season almost 60% of all production was exported, amounting to 2637 tonnes in quantities. Regardless of lower production in 2023/24 season compared to the 2022/23 season, exports remained relatively firm (SALGA, 2025).



Figure 2: Major export destinations for South African litchis

Source: (FPEF, 2025)

2.4. Conclusion and recommendations

South African litchi producers persist to be export driven with a 60% export share of total production compared to the 54% of the previous season. This is despite setbacks in production that have been linked to climatic factors as well as domestic deficiencies such as deteriorating infrastructure. There are budding orchards in several regions that are promising and are forecast to boost South African litchi production and subsequently replace older orchards to upscale yields. Furthermore, market access is key for the industry. The rising tensions with the USA will have a devastating impact for the litchi producers given that USA is the second biggest market for South African litchis, therefore, while the sector ponders upon market expansion into other lucrative markets, it's important to safeguard the interests of litchis exporters in the existing markets, despite looming trade disruptions.

3.Global cherry demand is behind South Africa’s exponential rise in cherry exports

By Thabile Nkunjana

3.1 Introduction

Cherries are still grown in very small quantities when compared to other stone fruits in South Africa, but they are becoming a more significant export commodity. Only about 1,000 tonnes of cherries were produced in South Africa not too long ago, but due to increased demand, mostly from major international markets, both production and exports have increased significantly. Between 2018 and 2022, the amount of land under cultivation increased by at least 75%, from 388 ha to 678 ha. South Africa produced 2 866 tonnes of cherries in 2022, a 146% increase over the 1 165 tonnes produced in 2021. This article examines the growth in production of the cherry industry in South Africa, with a primary focus on the value of cherry exports to other countries (Rand). Trends in exports, to the key markets are analysed and discussed.

3.2. Global cherry imports in value (Rand)

Despite a drop in output from Turkey, the world's largest cherry producer, fresh cherry production is predicted to rise marginally to 5.0 million metric tonnes worldwide in the 2024/25 season (Produce Report, 2024). On the other hand, it is anticipated that global cherry exports would surpass the previous season's record of 759,000 metric tonnes. It is anticipated that China's imports and output will increase to 415,000 metric tonnes and 850,000 metric tonnes, respectively. A trend in the value of fresh sour and fresh cherry imports globally is shown in **Figure 3**. Fresh cherries are the most traded cherries in the world, as seen in **Figure 3**, although fresh sour cherries have also been growing over the last ten years.

Global fresh cherry imports

Imports of fresh cherries increased from R12.8 billion in 2012 to R87.0 billion in 2023. Over the course of the monitoring period, this indicates a 578% rise. China is the largest importer of fresh cherries in the world, accounting for over 55% of global imports in 2023, or R47.7 billion. Hong Kong (11%), Germany (4%), Korea, Republic (3%), and the United States (3%), in order of precedence, followed China. With a 53% market share in value (Rand) in 2023, Chile leads the world in fresh cherry exports, followed by the United States (12%), Hong Kong (11%), Turkey (5%), and Spain (4%),

according to Trade Map data (2025).

Global fresh sour cherry imports

On the other hand, imports of fresh sour cherries increased by 47% between 2012 and 2023, from R681.6 million to R1.0 billion (TradeMap, 2024). With a 16% market share in 2023, Germany is the world's largest importer, followed by Singapore (9%), Estonia (8%), Italy (8%), Russia (8%), the Netherlands (8%), and Malasia (6%). With a 19% market share in 2023, Spain was the top exporter of sour fresh cherries, followed by the USA (12%), Serbia (11%), Hungary (9%), and Italy (9%), according to Trade Map data (2024). In 2023, South Africa was the eighth-largest exporter of fresh sour cherries globally, followed by Moldova at number nine.

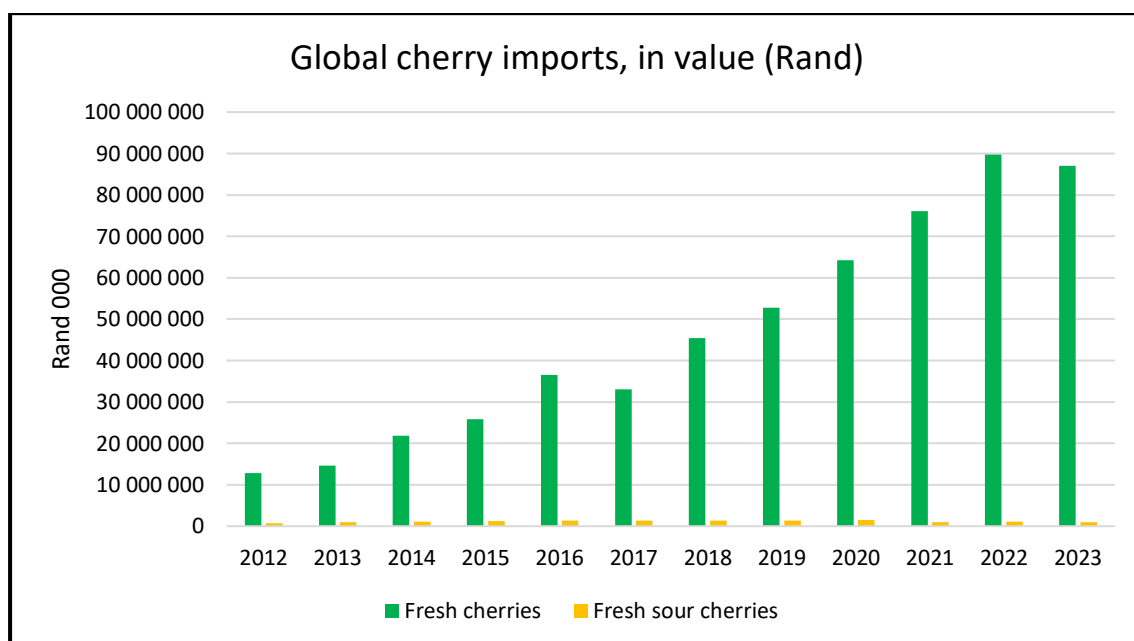


Figure 3: Global cherry imports from 2012 to 2023 in value (Rand)

Data source: Trade Map, 2024

South Africa's cherry exports in value (Rand)

Although fresh cherries account for the majority of exports, South Africa also produces and exports fresh sour cherries. South Africa was ranked eighth in the world for exporting fresh sour cherries in 2023, and twenty-second for exporting fresh cherries (Trade Map, 2025). **Figure 4** shows the value of South Africa's cherry exports from 2013 to 2024. **Figure 4** shows that fresh cherry exports are the most common. South Africa's fresh cherry exports, which were only worth R3.8 million in 2013, skyrocketed to R104.4 million in 2024. This was a 2600% increase at the very least. Exports of sour cherries also increased exponentially, rising from R1.3 million in 2013 to R42.1

million in 2024—a 3000% increase (Trade Map, 2025). By far the largest market for both varieties of cherries that South Africa exports is the United Kingdom (UK). The UK accounted for 56% of South Africa's global fresh sour cherry exports in 2024, with the United Arab Emirates (UAE) (11%), Netherlands (4%), Malaysia (3%), and Mauritius (3%), following behind. Germany, Russia, and France each held a 2% stake. In 2024, the UK accounted for 42% of fresh cherry exports, with the Netherlands (20%), UAE (9%), Singapore (6%), and Malaysia (5%) following closely behind (Trade Map, 2025).

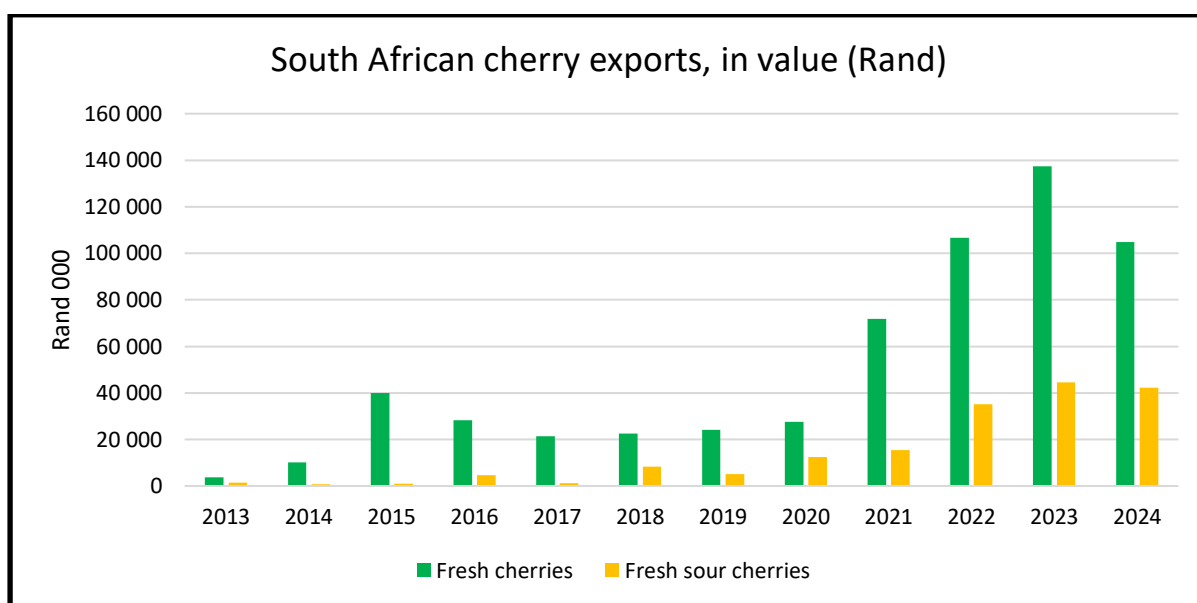


Figure 4: South Africa’s cherry exports from 2012 to 2023 in value (Rand)
Data source: Trade Map, 2024

3.3. Conclusion and Recommendations

South Africa's cherry exports have increased simultaneously like global imports. Cherry exports are likely to increase as long as the global demand continues rising. In the 2024/25 season, China the world leading importer of cherries is forecast to import 415,000 metric tonnes of fresh cherries, marking the tenth straight year of increase. The industry is not anticipated to be impacted by worries about China's economic decline. Chile's export advantage is also unlikely to alter anytime soon, as it is the only country in the Southern Hemisphere to rank among the top 15 producers of cherries.

4. Positive prospects for South Africa's table grape 2024/25 season

By Bhekani Zondo

4.1. Introduction

South Africa is among the major global players in terms of table grapes industry, ranked eighth in terms production and fifth in terms of exports. The industry comprises of about 310 producers with production spanning over five regions in an area under production of approximately 19 488 hectares (ha) in 2024 (SATI, 2024a; USDA, 2024a). In addition, the industry supports nearly 100 000 jobs in the entire table grape sector. The Hex River is the largest producing region accounting for a share of 32% of the total area under production, followed by the Orange River (29%), Berg River Valley (23%), Northern Provinces (10%), and Olifants River (6%). New cultivars coming into full production, favorable weather conditions, enabling infrastructure and port efficiencies are amongst the key factors enabling the industry to successfully supply both the domestic and international markets.

4.2. Global performance of the table grape industry

Figure 5 below illustrates the production and trade performance of table grapes globally. The global production of table grapes is forecast to increase by approximately 1 million tons to 28.9 million metric tons (MT) in the current 2024/25 season. This expected increase is attributed to high production volumes in other major producing countries such as China, India, and the United States (US) which are set to offset losses experienced by the European Union (EU). The forecasted growth reflects a year-on-year growth rate of approximately 3%, 27.9 million MT in the 2023/24 season. Over the past five year, global table grape production recorded a significant 13% growth rate. In terms of trade, both imports and exports are also expected to increase notably in the current season, growing by 8% and 10% respectively compared to the previous season. Currently, the US is the leading importer of table grapes.

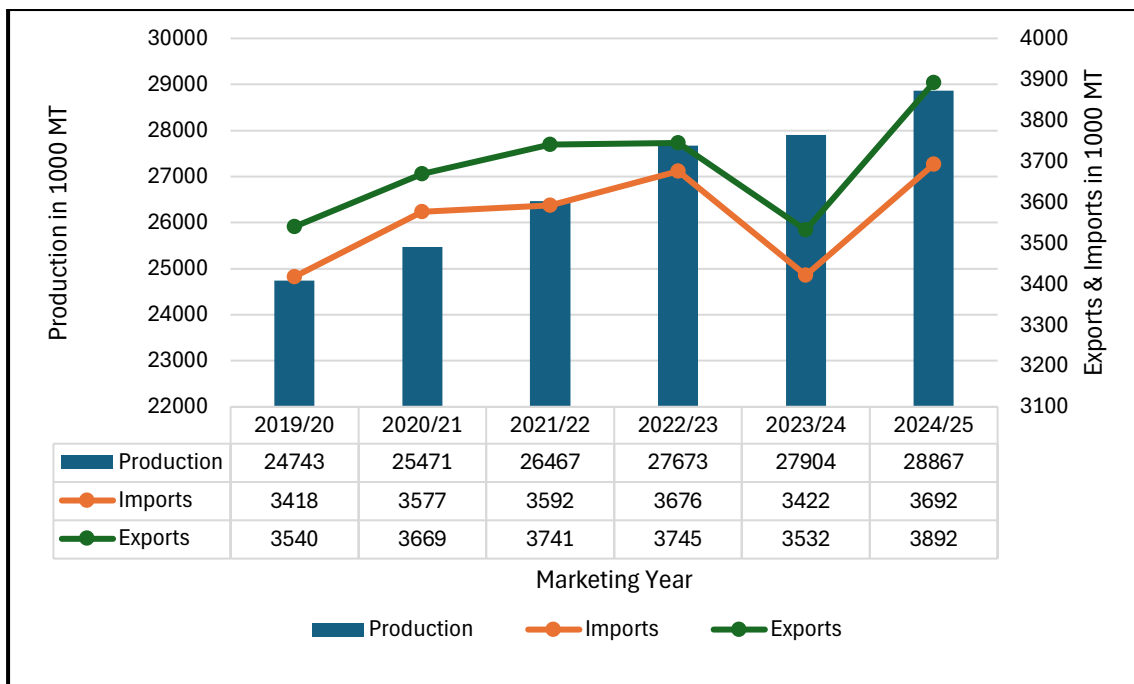


Figure 5: Global production and trade of table grapes

Source: USDA (2024b)

The South African Table Grape Industry forecasts that the 2024/25 table grape season will yield roughly 76.4 million cartons, with an increase of 1% in comparison to the 2023/24 season. This is more than the five year average of approximately 72 million cartons. The top and lower limits are projected to be approximately 78.7 and 74.1 million cartons, respectively. Furthermore, the latest vine census reveals that white seedless varieties continue to thrive, demonstrating South Africa’s adherence to demands in the international markets (SATI, 2024a).

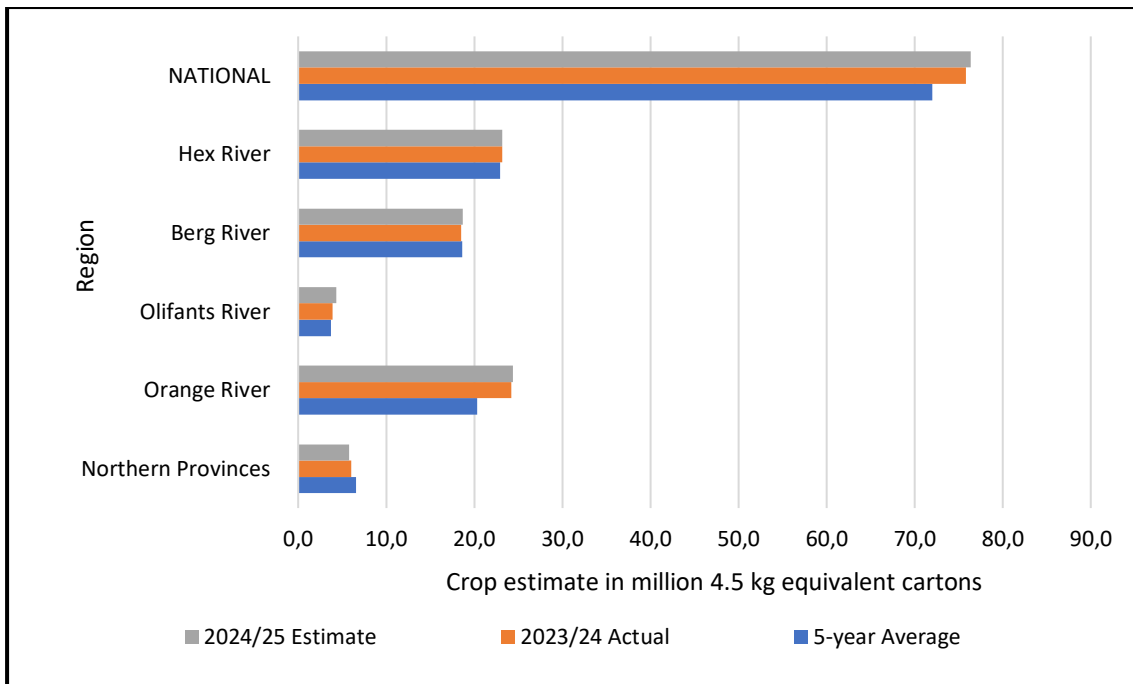


Figure 6: First Crop Estimate for 2024/25 season (million 4.5 kg equivalent cartons).

Source: SATI (2024a)

Presented in **Figure 7** below is the distribution of South Africa's table grapes export by destination. The EU and UK are currently the leading export markets for South Africa's table grapes with shares of 57% and 20%, respectively. Other key markets, although accounting for smaller shares are Canada (6%), South East Asia (3%), Middle East(3%), Israel (2%), USA (2%) and Russia (2%), respectively.

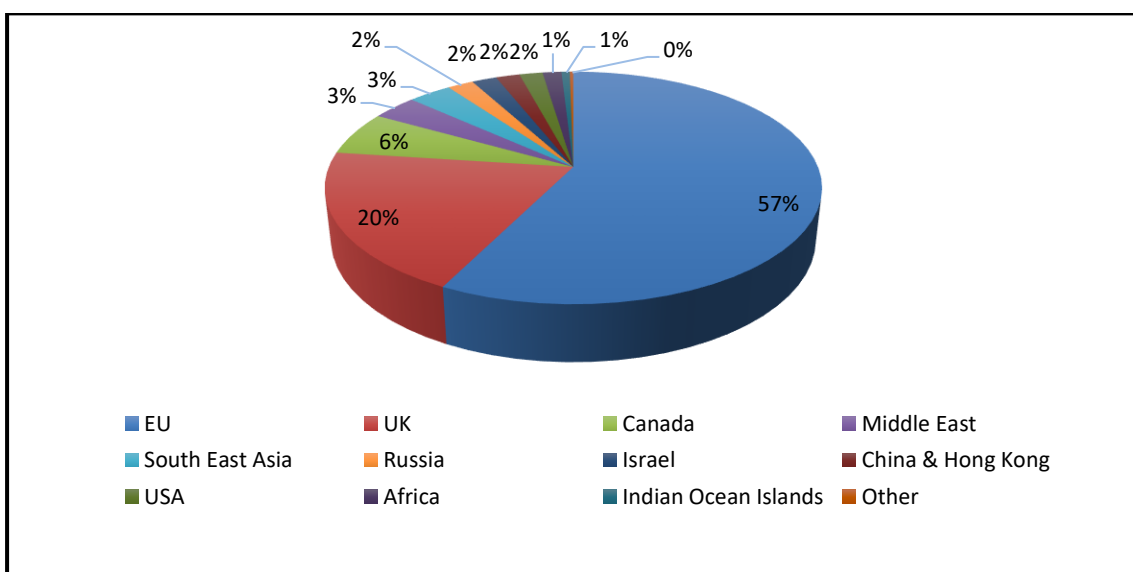


Figure 7: South Africa's exports of table grapes by region, 2023/24.

Source: SATI (2024b)

4.3. Conclusion and recommendations

South Africa's table grape industry is set for a promising 2024/25 season, with production forecasted at 76.4 million cartons, recording a 1% increase compared to the previous season. The domestic and global performance of the industry remains crucial given the industry's significance in providing jobs thus safeguarding food security, as well as, generating foreign earnings. Improved infrastructure, logistical operations and new cultivar development remains key for the country to continuously support strong domestic and global demand. The EU and UK remains South Africa's key export destinations for table grapes exports. However, other significant markets such as Canada, Russia, the USA, the Indian Ocean Islands also show continued growth potential. With a stable production outlook and increasing trade volumes, the industry is well-positioned for sustained success.

5. A Fruitful 2025 ahead: South Africa's Apple and Pear industry on the rise

By Lesedi Mokoena

5.1. Introduction

Nestled between rolling orchards and crisp mountain air, South Africa's apple and pear industry thrives in the cool climate of the Western Cape, producing world-class fruit enjoyed across the globe. As the 2025 harvest season begins, projections indicate promising growth in both production and exports.

5.2. Overview of the South African apple and pear market

Apple harvest in South Africa kicks off in late January and extends through May, with each variety reaching peak ripeness at different times. Below is an overview of the key apple varieties and their optimal harvest periods:

Table 1: Harvest timeline of key apple varieties

Early Varieties (Jan-Mar)	Mid-Season Varieties (Mar-Apr)	Late-Season Varieties (Apr-May)
Royal Gala	Pink Lady	Braeburn
Golden Delicious	Fuji	Cripps Red (Sundowner)

Source: (USDA, 2024)

The 2024 apple export season concluded with a remarkable 12% increase totaling 48.6 million cartons. Building on this momentum, projections for 2025 anticipate a further 5% rise in apple exports, reaching approximately 51 million cartons. This upward trajectory is attributed to young orchards reaching maturity, the adoption of higher-yielding varieties, and a rebound from the 2023 hail and flood impacts. Red bi-colored apple varieties are leading this upward trend, with notable growth forecasts. Royal Gala/Gala projected to increase by 6%, Cripps Pink/Pink Lady by 7%, Bigbucks/Flash Gala significant rise due to increased planting, Cripps Red/Joya anticipated 9% increase, driven by new hectares coming into production and excellent fruit quality (Fresh Fruit Portal, 2025).

5.3. South African apples and pears trade dynamics

After a 16-year suspension, South Africa has resumed apple exports to Thailand. The first shipment, consisting of Joya apples was dispatched from the Bella Frutta Packhouse in Ceres, Western Cape, and is expected to arrive in Bangkok by mid-March 2025. The export market to Thailand had been closed to South African apples since January 2008 due to changes in import requirements. The reopening of this market is anticipated to create significant employment opportunities across various sectors, including farming, packing, logistics, and transportation (SA Government, 2025).

Table 2: Fresh Apple (HS 080810) export trends to Asia

Year	World Export Value (\$)	Asia Aggregated Export Value (\$)	Share of Exports to Asia (%)
2019	373 954	131 736	35.23
2020	408 975	128 199	31.35
2021	484 955	160 650	33.31
2022	488 572	186 928	38.26
2023	486 651	206 240	42.38
2024	575 138	238 803	41.52

Source: (Trade Map, 2025)

Table 2 above, indicates that as of 2023 the Asian region accounts for just over 40% of South Africa’s fresh apple exports. The renewed access to Thailand is expected to

further strengthen South Africa’s footprint in the region, with a focus on supplying premium-quality fruit to meet trade requirements and consumer preferences.

Pear harvest begins slightly earlier than apples, running from mid-January to late April, with variety-dependent peak times. The table below outlines the key pear varieties and their peak harvest periods:

Table 3: Harvest timeline of key pear varieties

Early Varieties (Jan-Feb)	Mid-Season Varieties (Feb-Mar)	Late-Season Varieties (Mar-Apr)
Bon Chretien (Williams Pear)	Forelle	Abate Fetel
Rosemarie	Packham’s Triumph	Beurre Bosc

Source: (USDA, 2024)

New blushed pear varieties, such as Cape Blush and Cheeky are being introduced, with Cape Blush being one of the earliest, harvested just before or shortly after the New Year. The production of summer pears, including Cheeky, Celina, Rosemarie, and Sempre, is expected to see an overall increase compared to the previous season. The early harvest of Bon Chretien, Celina, and Rosemarie is already underway with reports indicating exceptional fruit quality and very minimal wind blemishes.

Similarly, pear exports are forecast to rise by 4% aiming for 21.1 million cartons in 2025. Favorable weather conditions, particularly cooler nights, have enhanced fruit growth and color development, contributing to this positive outlook (Fresh Fruit Portal, 2025). Efforts to enhance logistical operations are bearing fruit. Transnet has initiated the strategic replacement and refurbishment of equipment and machinery at the Cape Town Port, contracted maintenance services, and recruited additional staff. These measures have led to productivity improvements and significantly reduced wind delays, bolstering confidence in a smooth export process for the 2025 season.

5.4. Conclusion and recommendations

As the South African apple and pear industry gears up for the 2025 season, the outlooks remain highly optimistic. With increased production, improved export opportunities, and enhanced logistical capabilities, the sector is well-positioned for another year of growth. The renewed access to the Thai market and rising demand from Asia further cements South Africa’s role as a key global supplier of premium-

quality apples and pears.

6. South Africa's Avocado Exports Reach All-Time Highs Due to Global Demand in 2024

By Thabile Nkunjana

6.1. Introduction

The 2025 avocado market season in South Africa is just a few weeks old, and according to latest forecasts, exports should continue their upward trajectory as long as volume permits. The market for avocados has expanded significantly in recent years. The global avocado market is projected to grow from USD19.37 billion in 2024 to USD30.85 billion in 2029, per the business research business's 2025 report. Increased knowledge of the health advantages of nutrient-dense, low-calorie foods, rising demand for organic products, the expansion of the infant food market, and shifting eating patterns are all factors contributing to the observed growth. Over time, South Africa's avocado exports and production have increased dramatically. For instance, the production of avocados increased from 80 466 tonnes to 154 949 tonnes between 2003 and 2023. For this time frame, this amounted to a 92.6% gain. Exports had followed the same pattern. This article examines the performance of South Africa's avocado exports globally by analyzing market share in value for 2024, taking into account both domestic and international developments. Figure 8 presents South Africa's avocado production as shown by subtrop. The largest avocado producing province is Limpopo accounting for 54% of the country's total avocado, followed by Mpumalanga 22%, KwaZulu Natal 18%, Western Cape 5% and Eastern Cape 1% for commercial purposes.

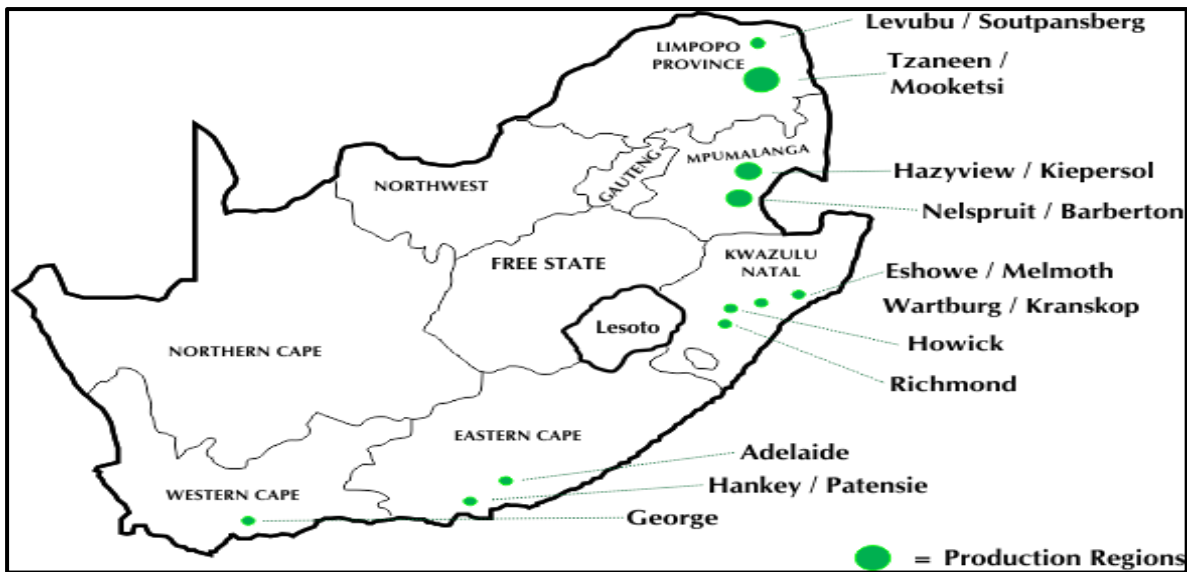


Figure 8: Presents South Africa’s avocado production by province and region

Source: Subtrop, 2025

6.2. South Africa’s avocado exports to the world in 2024

The value proportion of South Africa's avocado exports to the global market in 2024 is shown in **Figure 8**. South Africa raised its avocado exports to the world in 2024 from 70 938 tonnes in 2023 to 82 784 tonnes, a 16.7% annual rise, and from R2.7 billion (USD144,6 million) to R3.7 billion (USD203.8 million), a 40.6% increase.

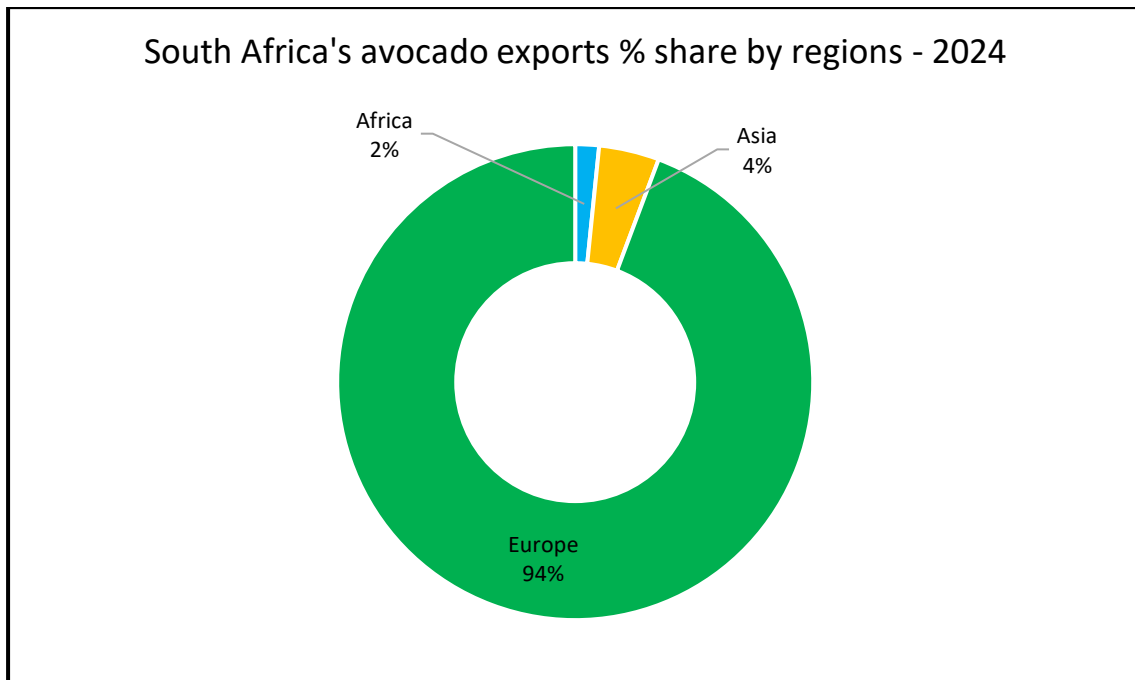


Figure 8: presents South Africa’s avocado exports to the world in value share in 2024

Source: ITC, 2025

Europe

As has been the case since South Africa started exporting avocados to the world, this market is by far the biggest, accounting for at least 94% of all avocados exported by South Africa to the world in 2024, valued at R3.5 billion. With 75% of the total, or R2.6 billion, coming from the Netherlands, the UK came in second with 14% (or R48.4 million), Russia with 6% (or R201.3 million), and Germany with 2% (or R85.8 million). Belgium (R5.1 million), France (R8.4 million), Portugal (R37.2 million), and Spain (R62.1 million) are other noteworthy markets.

Asia

The second-largest market for South Africa's avocado exports, with a 4% market share and exports of R153.5 million in 2024, was Asia, which includes Middle Eastern countries. With a market share of 62% of all avocados sent to Asia by South Africa, valued at R94.5 million, the Philippines was the top market. The United Arab Emirates (27%) (R41.5 million), Saudi Arabia (4%) (R5.7 million) and Turkey (3%) (R4.0 million) were next in line. Small amounts were sent to nations with 1% shares, including China, India, Israel, and Japan.

Africa

At least 2% of South Africa's avocado production—worth R60.3 million—was exported to the African market in 2024. With exports worth R22.1 million (37%) Namibia was South Africa's biggest African market, followed by Botswana (R15.7 million) (26%), Mauritius (14%) (R8.2 million), Morocco (R3.0 million) (5%), and Lesotho (R2.5 million) (4%). Other notable markets in 2024 were Ghana, Zambia, Eswatini, and Mozambique.

6.3. Conclusion and recommendations

South Africa negotiated a few new avocado market agreements for the 2023–2024 period. These include Japan, a country that eats avocados, and China, one of the world's biggest markets. A bilateral agreement in 2024, which resulted in the export of at least 21,000 tonnes of avocados to Japan value at R1 million. About 22,000 tonnes, worth R860 thousand, were exported to China in the same year. Based on global avocado developments, It's anticipated that South Africa's avocado exports will rise along with the industry's revenue and employment support due to the country's increased local avocado production, growing demand, and expanding markets.

7. Changing Fruit Flow Patterns Between South Africa and the USA

By Buhlebemvelo Dube & Lucas Moswane

7.1. Background

This section gives an analysis on the dynamic fruitflow patterns that are developing between South Africa and the USA. It is crucial to note that according to FPEF (2024), fresh fruits accounted for at least 35% of all agricultural exports. This signals that fruit exports are important to the agricultural sector as well as economic growth of the South African economy. The fruit value chain comprises of farmers, orchards, packhouses, cold storages, haulers, ports, vessels, exporters, importers, and retailers. Throughout the value chain there are numerous jobs created and governments as well as private sector generate revenues through export earnings. Thus, recent trade concerns between South Africa and the USA have an impact on South African fruitflow and the profitability of the industry because the USA is an important market for the fruit industry. Moreover, the African Growth Opportunity Act (AGOA) has historically played an instrumental role in opening up the USA markets, and this has been a contributor to the strong growth in fruit exports from South Africa to the USA.

7.2. South African fruit exports

Figure 9 depicts the dominant importers of South African fruits. South African fruit exports value was approximately \$4.9 billion in 2024 which was a slight increase from the \$4.4 billion in 2023 (Trade Map, 2025). This upward trajectory in fruit exports signals the resilience, rigid, and organised efforts of the fruit industry. This growth was despite ongoing tariff and non-tariff measures applied by some major markets to South Africa, infrastructure challenges, as well as climate related challenges such as floods and droughts. Citrus, grapes, apples, pears, berries, dates, and apricots are some of the important fruits that we continue to export successfully. There has been a 7% growth in export value for the past five years, despite the 2% decrease in export value between 2022 and 2023, thus, South African fruits are compelling in their strong demand.

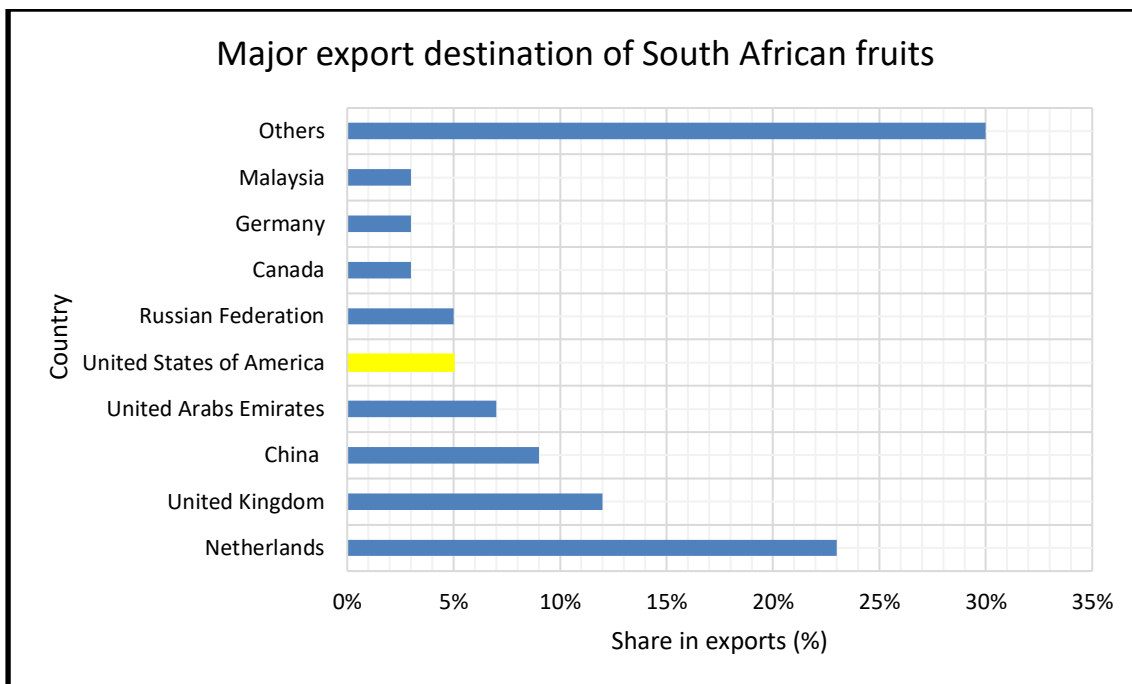


Figure 9: Dominant importers of South African fruits

Source: (Trade Map, 2025) & NAMC Calculation

Figure 9 above indicates that the USA has a 5% share of all South African fruit exports which indicates that it's an important market, following Netherlands, UK, China, and UAE respectively. Amongst the major fruit markets, it's vital to note that most fruits face little market access issues in the USA and the possibility of increased tariffs may be an obstacle to the flow of fruits. Tariffs can be specific, *ad valorem* or mixed. Specific tariffs are an amount based on the weight, volume, or quantity of product, whereas *Ad valorem* tariffs refer to the tax levied as a percentage of value. Tariffs as a financial charge in the form of tax imposed on merchandised imports tend to discourage trade. Therefore, the possibility of tariff increase would make it costly to access the US market and less profitable for the fruit industry which would decrease South African fruit exports.

Figure 10 depicts dominant fruits exported to the USA. The value of fruit exports to the USA is approximately \$234.6 million from \$226 million in 2023 which indicates growth in bilateral trade in the context of fruits.

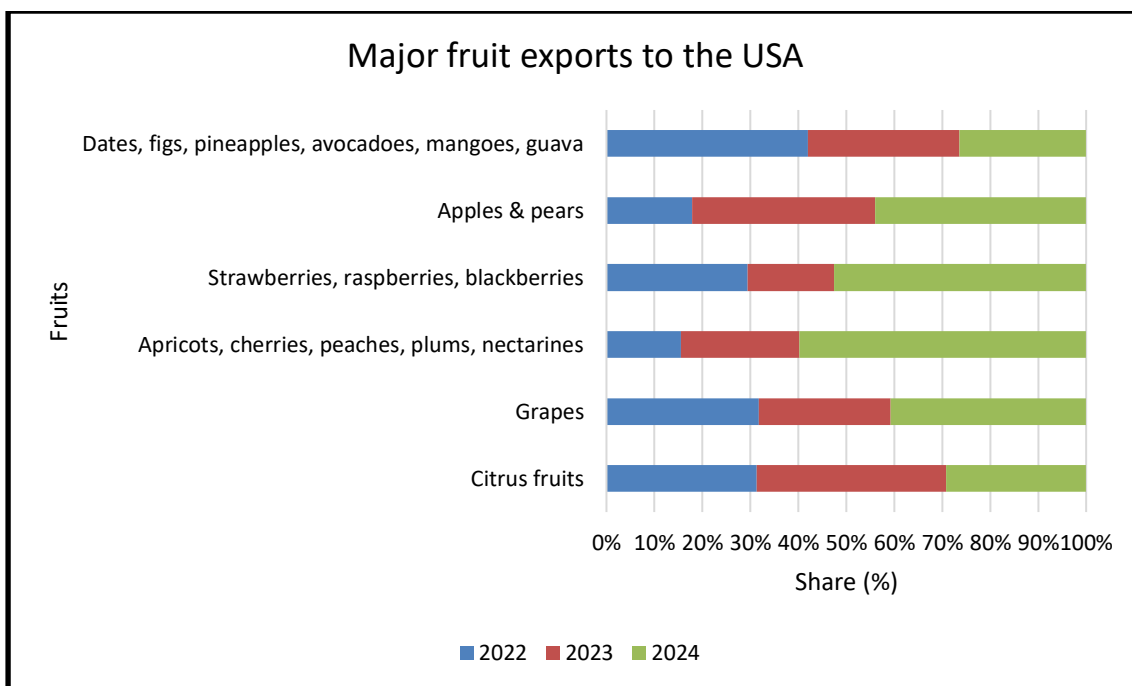


Figure 10: South African fruit exports to the USA

Source: (Trade Map, 2025), & NAMC Calculation

There has been a changing pattern in the fruit share exported to the USA over the past few seasons. Citrus remain the most valuable fruits exported to the USA with an export value of \$99 million, despite its relatively decreasing share in the market. Berries, on the other hand, have steadily gained traction in the American market from \$4 million to \$7 million in 2024. Moreover, the 5% decline in export value for apples and pears is linked to climate related events such as hailstorms in key production regions like Ceres and Langkloof, which normally disrupts production and exported quantities.

Table 4: Bilateral trade between South Africa and United States of America

Fruit commodity	Export value in 2024 (\$' 000`	Equivalent ad valorem tariffs	Share in South Africa`s exports (%)	Annual growth in value (2019-2023) % p.a
Citrus	99 361	0	7	24
Grapes	44 337	0	4	39
Apricots, cherries, peaches,	9899	0	3	948

nectarines, plums				
Fresh strawberries, raspberries, blackberries	7307	0	1	67
Apples & pears	1218	0	0	-5
Dates, figs, pineapples, avocados, guavas, mangoes	608	0	0	-6

Source: NAMC Calculations & (Trade Map, 2025)

7.3. Conclusion and recommendations

Recent international trade shifts as well as volatile trade relationship between the USA and South Africa are a concern for South African fruits since the USA is a considerable export destination. There is a need to intensify engagements as well as negotiations to ensure that any potential fruit trade risks are mitigated. The possible use of tariffs and non-tariff measures such as quantitative restriction would be negative for the agricultural sector given that its export driven and measures must be put in place to insulate the industry from such. Therefore, more needs to be done to maintain and leverage existing trade opportunities. Moreover, its also strategic to accelerate diversifying the export basket of South African fruits to ensure that any trade shocks are absorbed efficiently by the South African fruit exporters who heavily rely on the USA at the moment.

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Useful Links

Agrihub	www.agrihub.co.za
Bureau for Food and Agricultural Policy (BFAP)	www.bfap.co.za
Citrus Growers' Association (CGA)	www.cga.co.za
Department of Agriculture, Forestry and Fisheries (DAFF)	www.daff.gov.za
Food and Agriculture Organisation (FAO)	www.fao.org/docrep
Fresh Produce Exporters' Forum (FPEF)	www.fpef.co.za
Hortgro Services	www.hortgro.co.za
National Agricultural Marketing Council (NAMC)	www.namc.co.za
Perishable Products Export Control Board (PPECB)	www.ppecb.com
Quantec Easy Data	www.quantec.co.za
South African Subtropical Growers' Association (Subtrops)	www.subtrop.co.za
South African Table Grape Industry (SATGI)	www.satgi.co.za



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