

WORLD AVOCADO MARKET SUPPLY, DEMAND AND FORECAST

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As it is a very versatile fruit, avocado is used in a number of forms, such as avocado purée, packaged slices and chunks, dehydrated or dried avocado, oil, and even cosmetics made with this fruit.

Forecasts remain positive for the world avocado market in terms of consumption, as well as commercialization. It is expected that Europe will continue to be one of the main destination markets for avocado, given that increasing growth in its consumption is expected in the coming years.

The same outlook applies to the United States, with Peru as an increasingly important supplier. Avocado shipments from Peru to the U.S. are expected to reach 99,790 tons, which is a 53% increase.

With an expected increase in demand for avocado from the major markets, as well as newer markets such as China, growth of exports of this fruit is also forecasted, especially for major suppliers such as Mexico and Peru.

As a result of the foregoing, the avocado market is very attractive, given the opportunities identified with regard to growth in demand; expansion and diversification of markets, which are no longer concentrated in Europe and the United States; vast knowledge about avocado production; and the highly competitive prices at which this interesting fruit is commercialized.