

2025/2026 Fresh Asparagus Category Management Stats & Key Purchasing Trends Report

www.peruvianasparagusimportersassociation.com



Peruvian Asparagus



Importers Association

2022-2024 Import Landscape Recap



Quantity in Pounds

<u>Country</u>	<u>2022 (lbs)</u>	<u>2023 (lbs)</u>	<u>2024 (lbs)</u>	<u>YOY Variance</u>
Mexico	359,459,309	339,004,159	349,776,165	3%
Peru	214,040,196	163,213,503	154,960,939	-5%
Canada	4,450,471	6,056,980	7,756,303	28%
Import Total	580,098,161	510,819,879	515,397,778	1%

Source: USDA/Department of Commerce/FAS

2022-2024 Import Landscape Recap



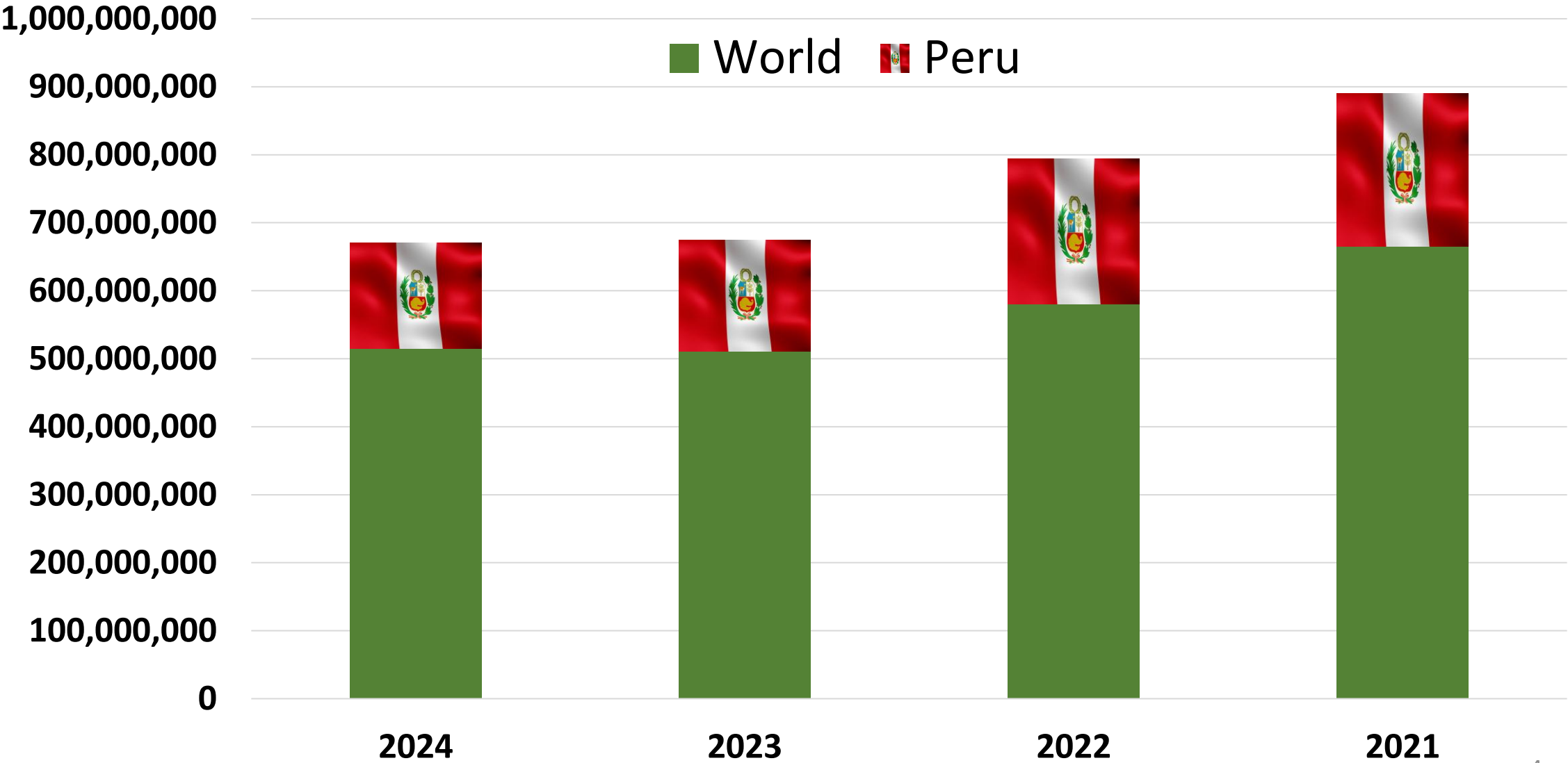
Value in Thousands of Dollars

<u>Country</u>	<u>2022 (\$\$\$)</u>	<u>2023 (\$\$\$)</u>	<u>2024 (\$\$\$)</u>	<u>YOY Variance</u>
Mexico	362,072	360,208	365,982	2%
Peru	248,335	260,675	264,477	1%
Canada	8,284	12,272	14,445	18%
Import Total	619,855	634,511	646,779	2%

Source: USDA/Department of Commerce/FAS

Peru a Significant Supplier of Fresh Asparagus to USA

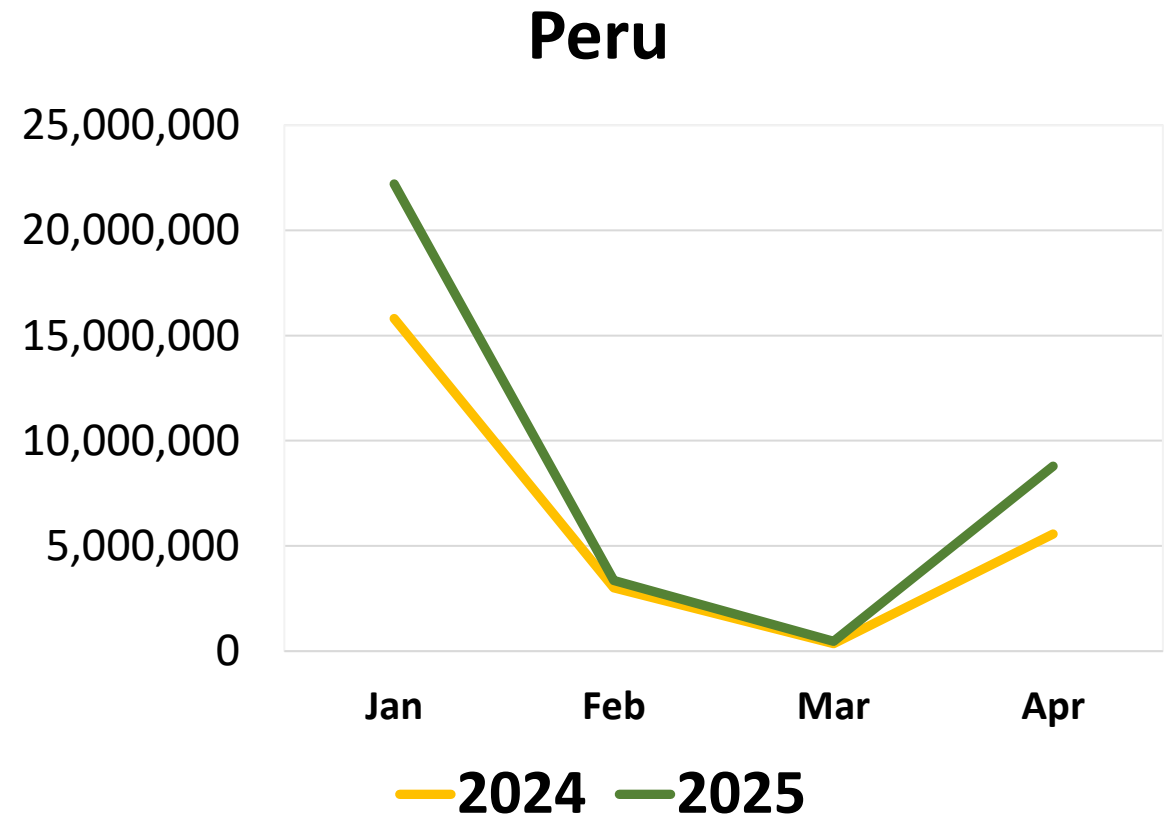
Year over Year



Source: USDA/Department of Commerce/FAS

2024-2025 Import Noteworthy Overview

- According to PAIA, projected volumes from **Peru** for the third and fourth quarters of 2025 are expected to rise compared to the previous year.
- Importers and industry stakeholders are anticipating a stable supply of **Peruvian** asparagus for the remainder of the year, with particular attention on the peak season from October to December.
- To date, **Peru** has increased year-over-year in quantity by 29% January through April. (see side graph)



2024 Imports / Month over Month

Quantities in pounds:

	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
Peru	15,807,805	3,010,853	357,589	5,562,703	12,691,571	9,810,791	14,289,922	17,185,033	14,719,383	18,772,141	22,765,374	19,987,990
Mexico	17,354,789	74,258,744	74,720,833	35,620,749	14,981,733	19,050,585	25,035,474	18,415,653	17,568,858	21,634,623	18,109,872	13,024,689
Canada					4,272,558	3,248,952	234,792					
World	33,830,595	77,273,125	75,093,194	41,208,365	32,043,307	32,747,905	40,087,755	35,606,198	32,311,390	40,525,813	40,920,882	33,749,465

Source: Statistics, USDA/Department of Commerce/FAS

According to Fresh Trends 2025, 36.9% of consumers said that they bought asparagus in the previous 12 months.

2025 Fresh Trends / Consumer Preferences

PAIA Responds to Preferences

Fresh
Trends
2025

Fresh Trends states “Consumers are looking for 5–15-minute prep time.”

PAIA

PAIA states “Fresh asparagus is a huge time saver in meal prep and is the perfect vegetable for those with limited time wanting to prepare a tasty and healthy meal.”

Fresh
Trends
2025

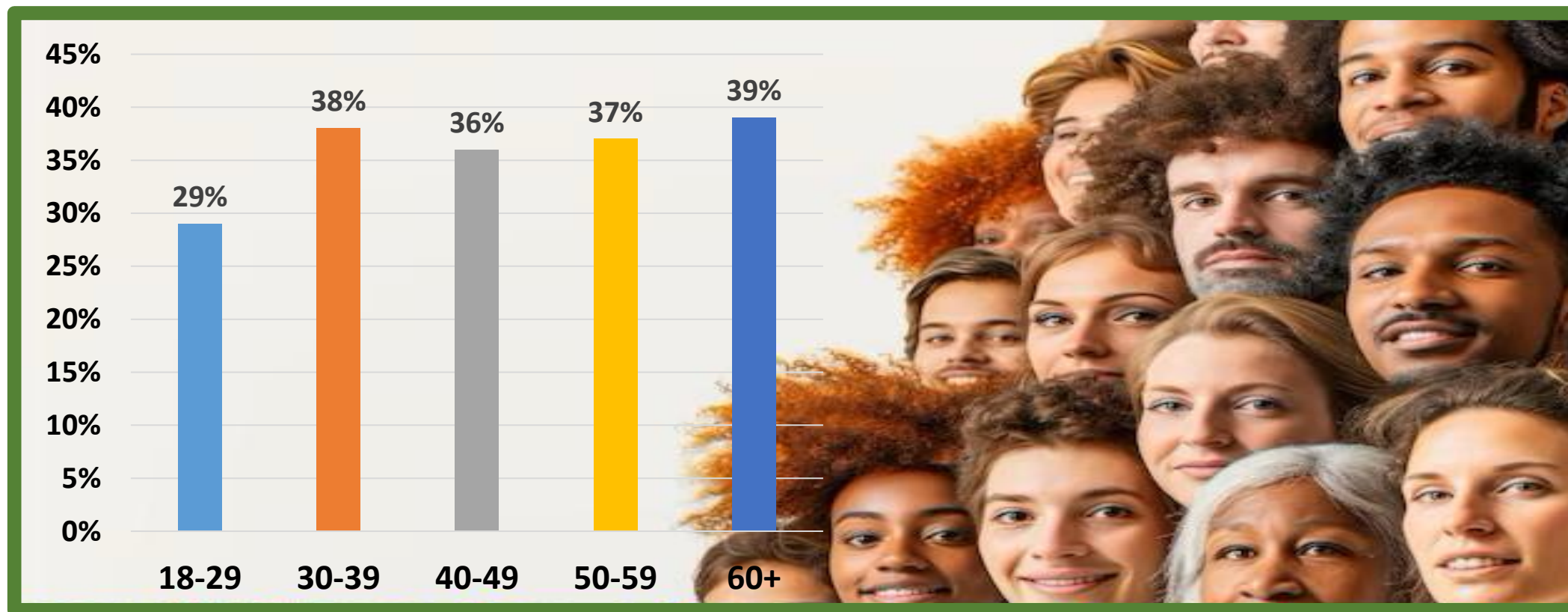
Fresh Trends asks consumers “What new produce items were they buying now that they weren’t buying two years ago?” Asparagus by 21%

PAIA

PAIA states “Fantastic! According to PMG 2025, asparagus offers many health benefits, especially several micronutrients that offer big benefits. Asparagus contains glutathione, which is a cancer-fighter. Rutin, which helps to strengthen blood vessels, is plentiful in asparagus. Asparagus has the most folacin of any vegetable. The U.S. FDA has approved the following nutrient content descriptors for asparagus: fat-free, saturated fat-free, sodium-free, cholesterol-free, low in calories, a good source of vitamin C and high in folate

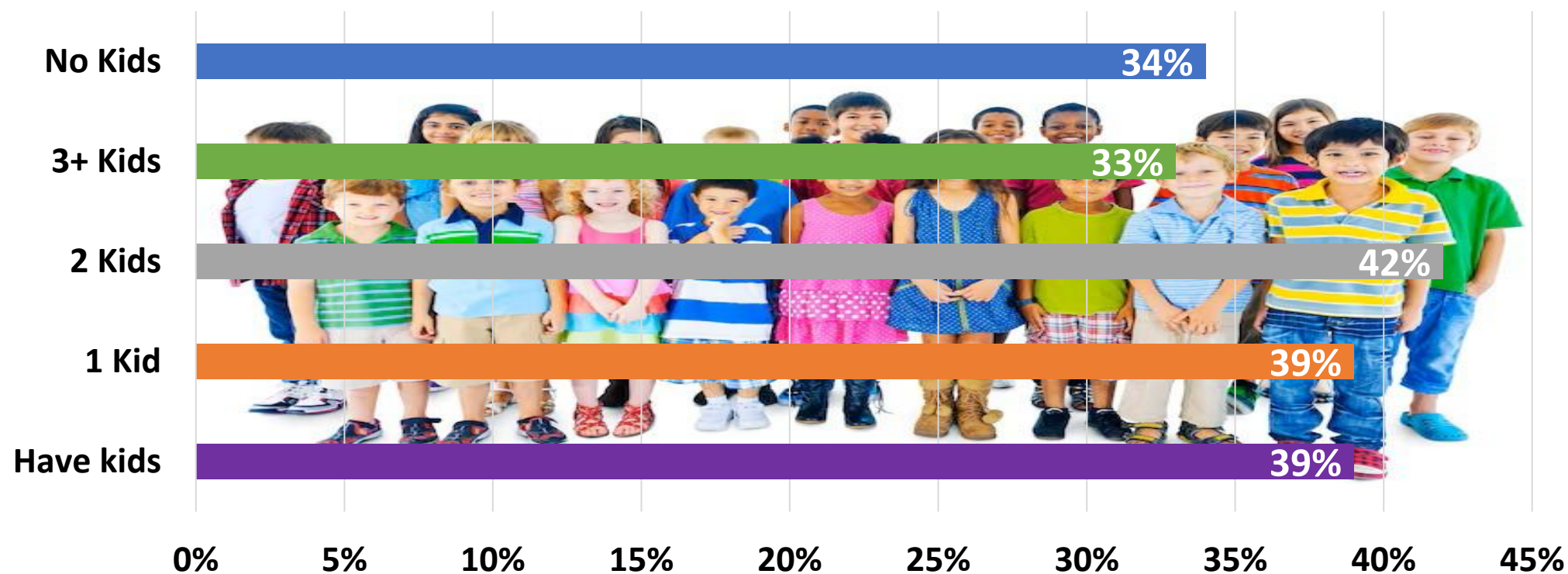
2025 Key Purchasing Trends – Fresh Asparagus

Likelihood of purchase based on age:



2025 Key Purchasing Trends – Fresh Asparagus

Likelihood of purchase based on presence children:

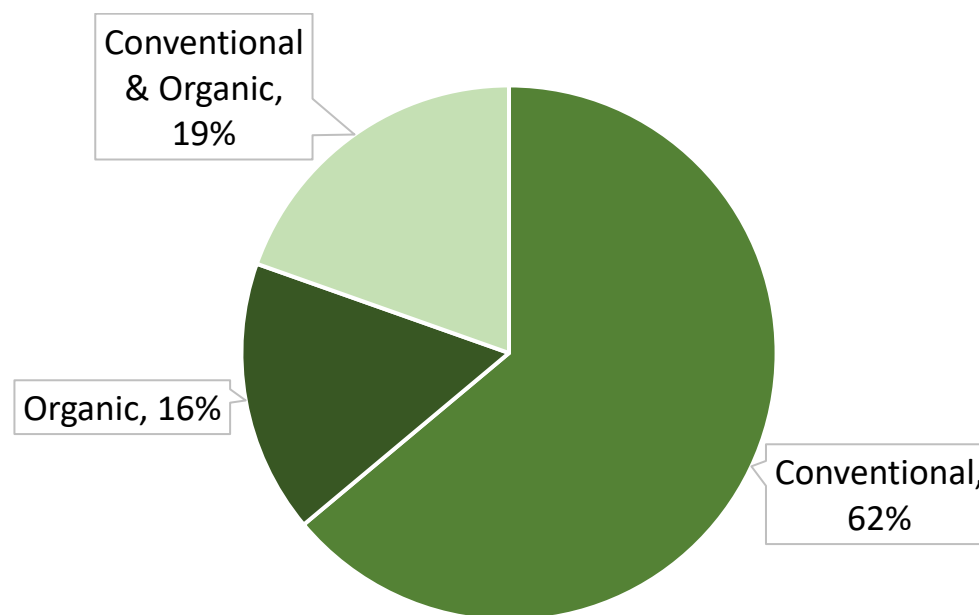


2025 Key Purchasing Trends – Fresh Asparagus

Likelihood of purchase based on household income:

Less than \$25K	18%
\$25K-49.9K	30%
\$50K-99.9K	41%
\$100K+	48%

Conventional vs. Organic



2025 Key Purchasing Trends – Fresh Asparagus

