

2023/2024

Fresh Asparagus

Category Trends, Stats &
Demographics

June 2024



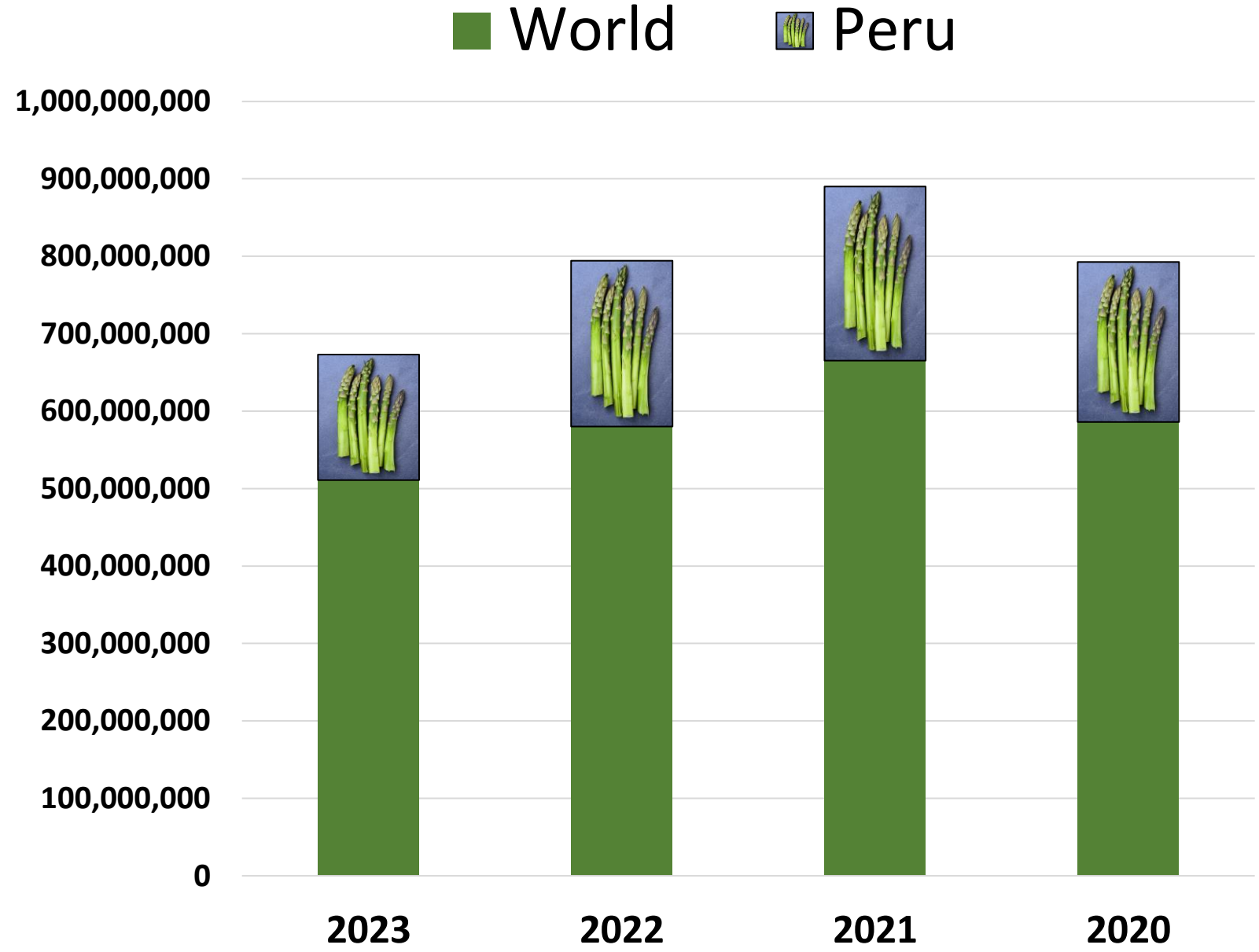
2023 Import Landscape Recap

Source: USDA/Department of Commerce/FAS

<u>Country</u>	<u>Quantity (lbs)</u>	<u>YOY Variance</u>
Mexico	338,992,915	-6%
Peru	162,112,294	-24%
Canada	6,056,980	36%
Ecuador	2,437,871	20%
Import Total	580,098,602	-12%

Peru a Significant Supplier of Fresh Asparagus to USA

Year over Year








Market Summary 2 Year Import Quantity

Points to Consider:

- YOY volumes have declined from principal countries of import.
- Major weather issues have contributed to decline in YOY.
- Lack of water/rain.
- Labor shortages have attributed to the decline.

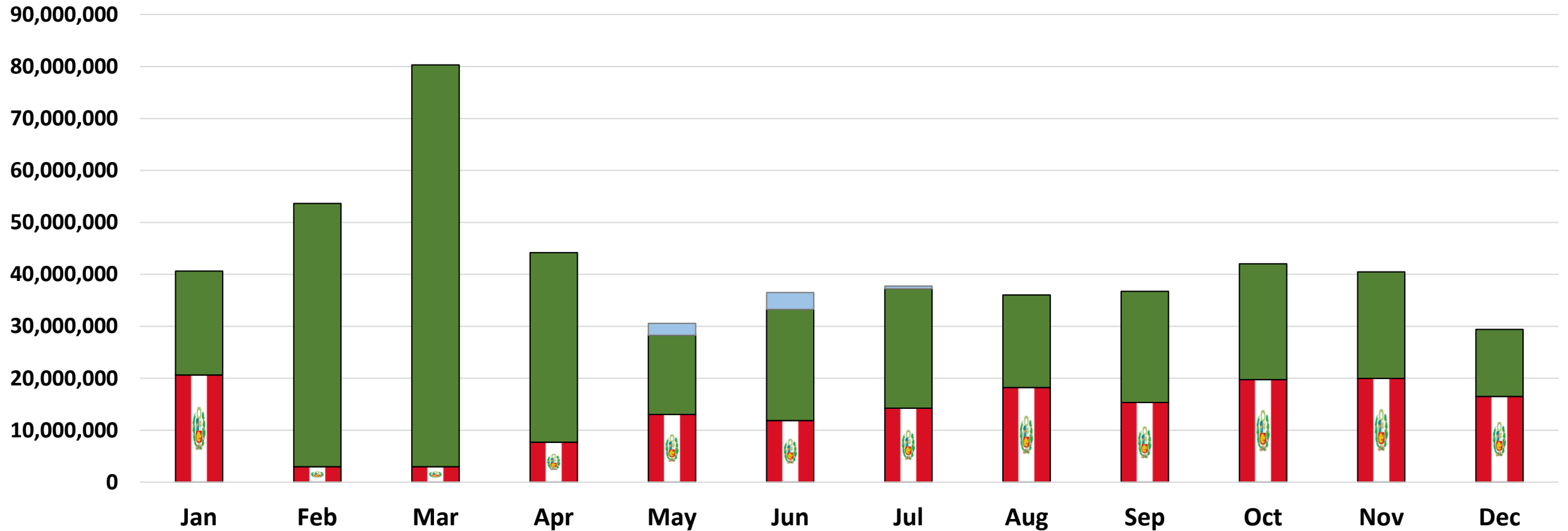
Chart in Pounds		2022	2023	YOY Var. %
World		580,098,156	510,819,654	-12%
Mexico		359,459,302	338,992,915	-6%
Peru		214,040,192	163,213,499	-24%
Canada		4,447,164	6,056,098	36%




Market Summary 2 Year Import Value \$\$\$\$

Chart in Thousands of Dollars 	2022	2023	YOY Var. %
World 	\$619,867	\$634,511	2%
Mexico 	\$362,072	\$360,208	-1%
Peru 	\$248,346	\$260,675	5%
Canada 	\$8,284	\$12,272	48%

2023 Month over Month Import Review

 Peru  Mexico  Canada



Quantities (lbs)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
 Perú	20,628,874	2,979,988	2,981,090	7,682,889	13,036,154	11,875,861	14,259,058	18,207,537	15,335,795	19,732,695	19,976,085	16,517,473
 Mexico	19,990,195	50,665,314	77,311,485	36,487,606	15,243,642	21,387,925	22,974,372	17,831,649	21,411,074	22,296,671	20,510,265	12,894,396
 Canada					2,312,208	3,237,929	507,063					

Per Capita Consumption Statistics

Crop	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Pounds per person												
Asparagus, all	1.58	1.65	1.68	1.63	1.82	1.64	1.80	1.82	1.90	1.91	NA	NA	NA
Asparagus, fresh	1.37	1.38	1.45	1.42	1.65	1.46	1.56	1.62	1.76	1.76	1.81	1.96	1.68p
Asparagus, canning	0.11	0.13	0.13	0.11	0.07	0.06	0.08	0.07	0.06	0.06	NA	NA	NA
Asparagus, freezing	0.11	0.13	0.09	0.11	0.10	0.12	0.16	0.14	0.09	0.10	NA	NA	NA
Asparagus, processing	0.22	0.26	0.23	0.22	0.17	0.18	0.24	0.21	0.14	0.16	0.15	0.13	0.11p

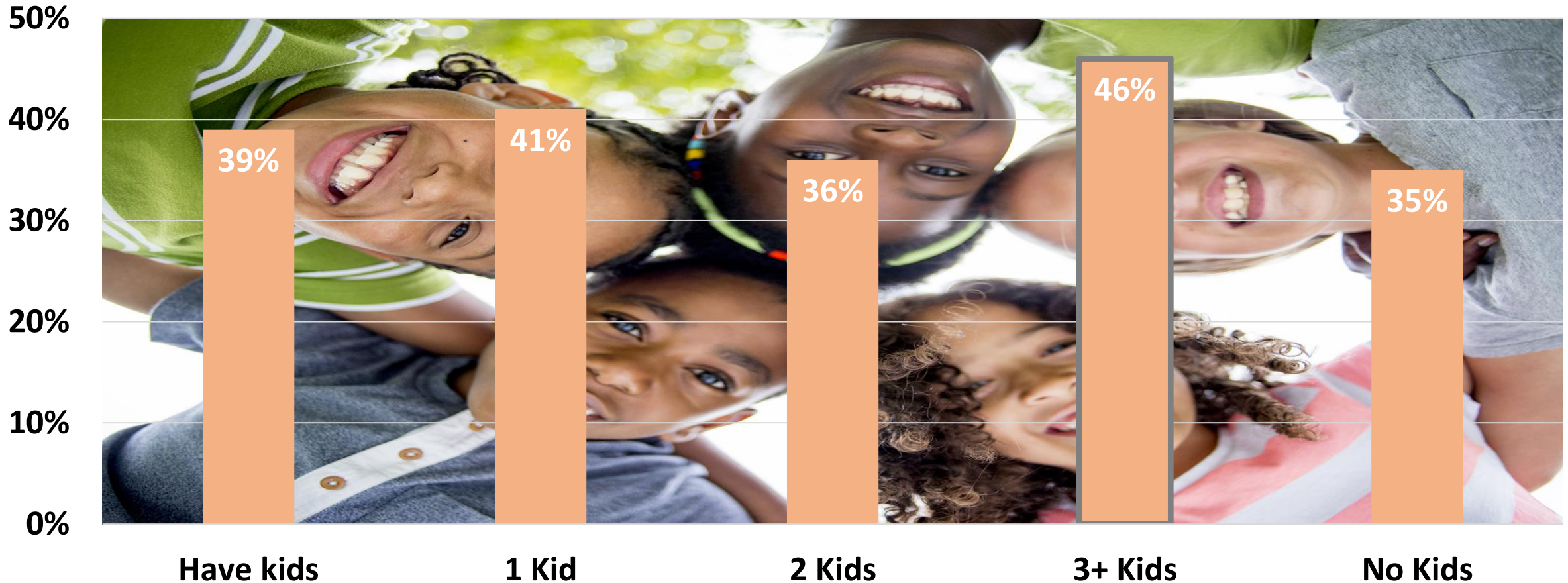
r=revised, p=preliminary



- Preliminary 15% decrease of per capita consumption for fresh asparagus year over year
- Per capita consumption of processed asparagus stats show a steady decline year over year
- Per capita consumption of fresh asparagus is declining due to a lack of consistent promotion

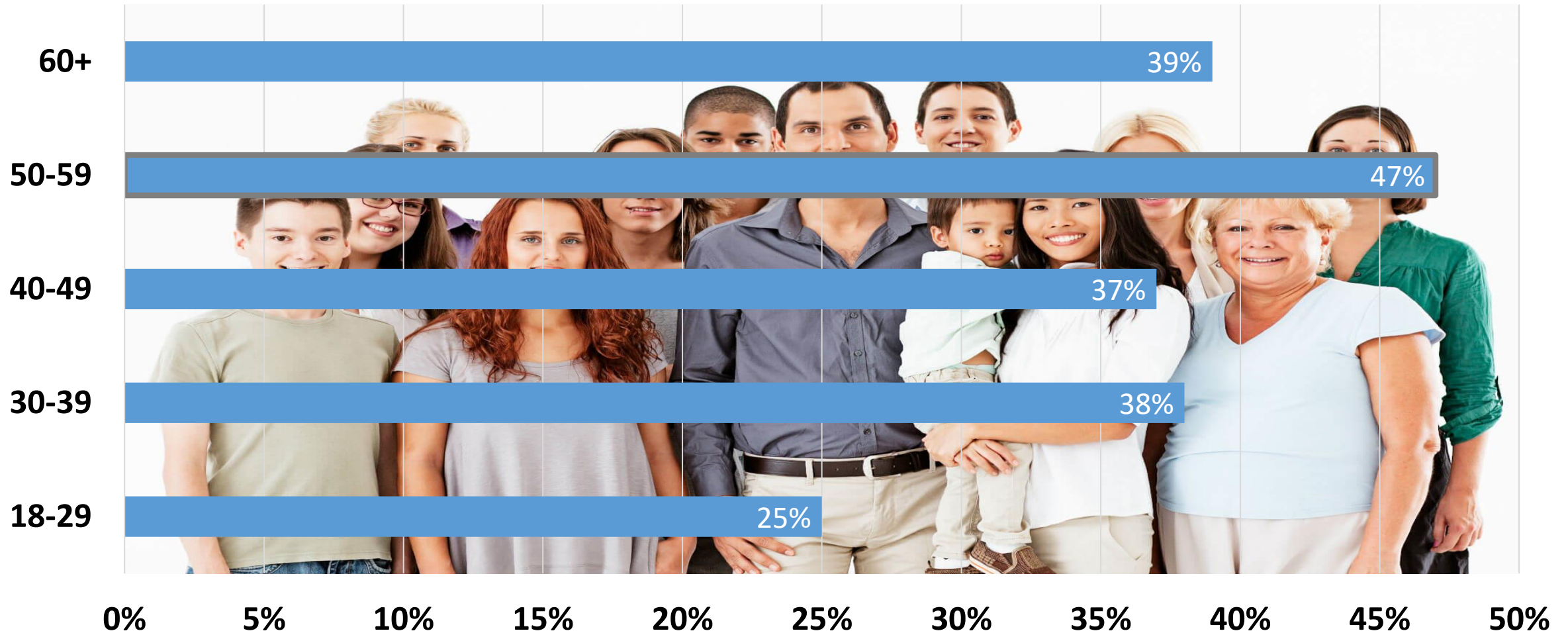
Key Buying Trends 2024 - Fresh Asparagus

**Likelihood purchase of Asparagus based on:
Presence of Children**



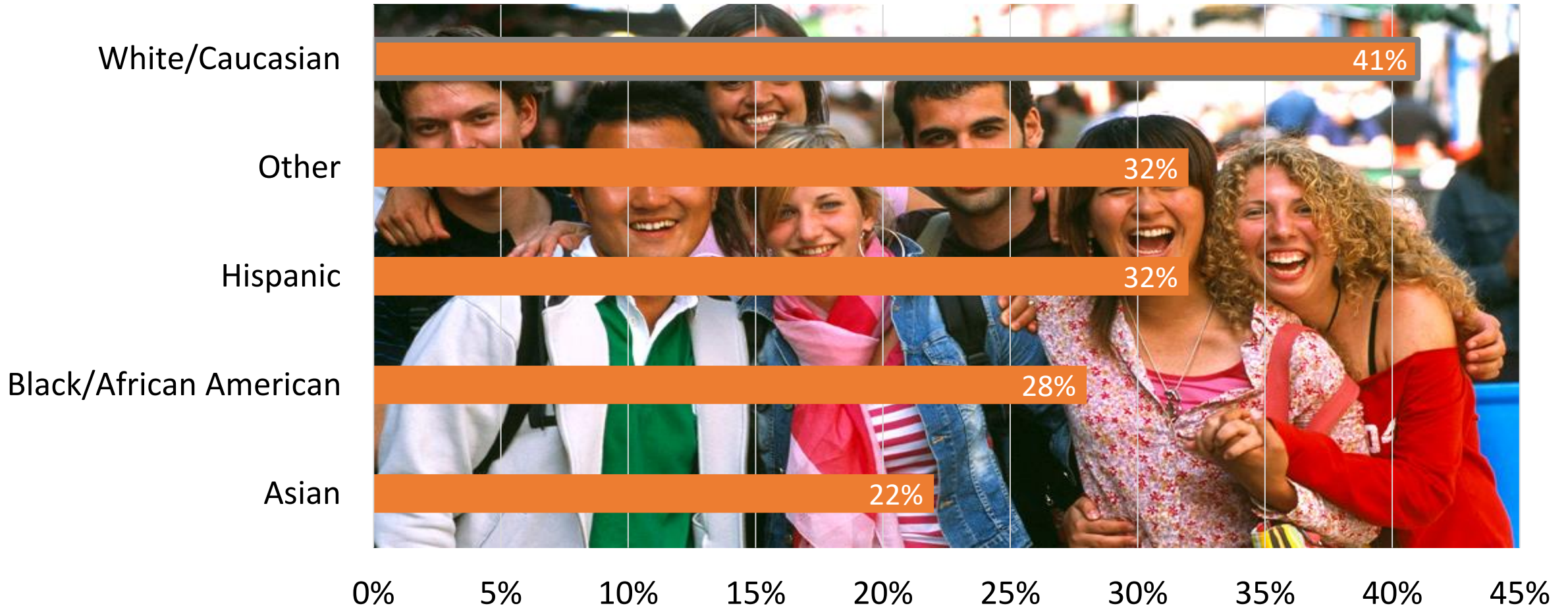
Key Buying Trends 2024- Fresh Asparagus

Likelihood purchase of Asparagus based on:
Age Group



Key Buying Trends 2024 - Fresh Asparagus

**Likelihood purchase of Asparagus based on:
Ethnicity**



Key Buying Trends 2024 - Fresh Asparagus

**Likelihood of purchase of asparagus based on:
Income \$\$\$\$**

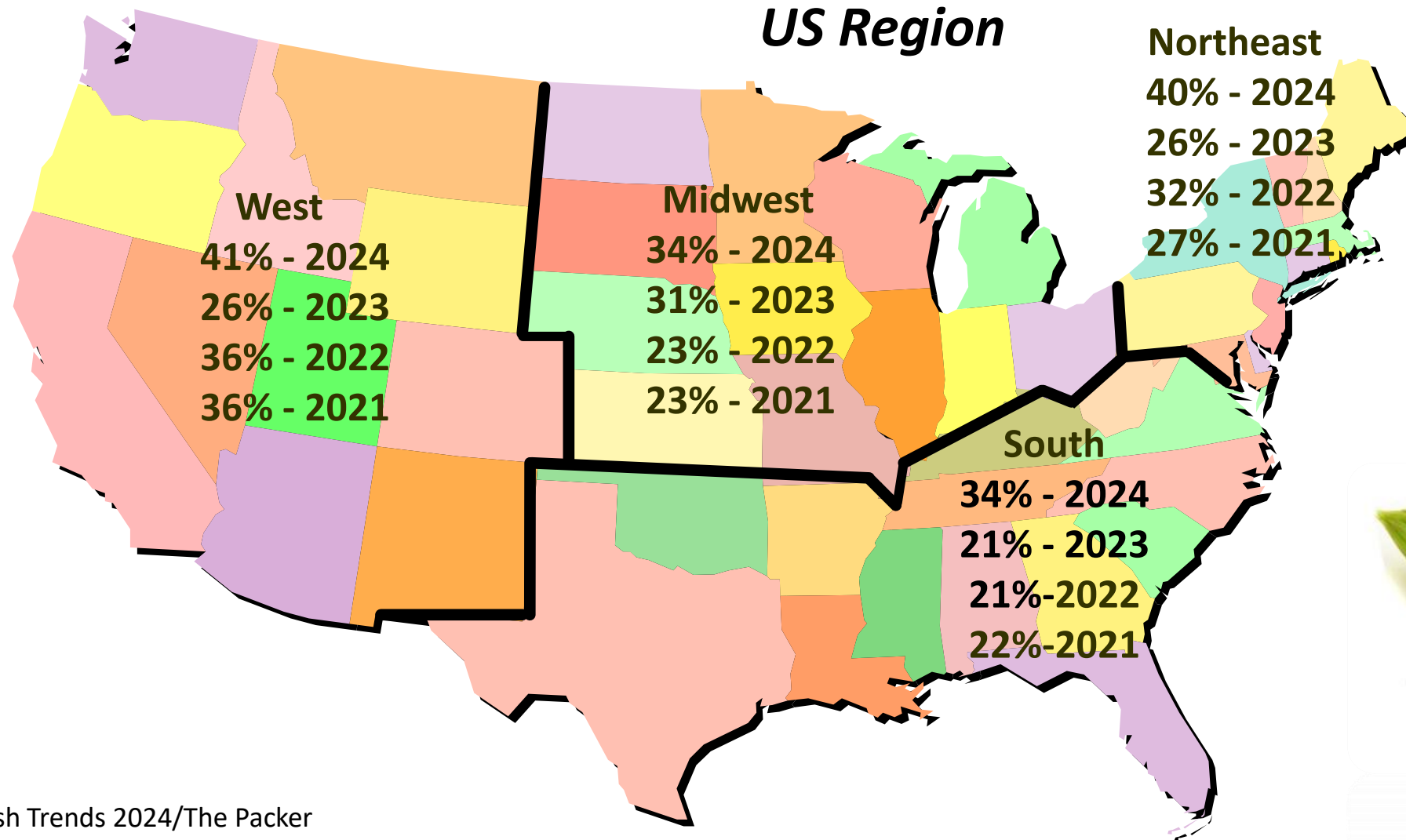


**37% of US consumers have
purchased asparagus within
the past 12 months**



Key Buying Trends 2024 - Fresh Asparagus

Likelihood of purchase of asparagus based on:



Peruvian Asparagus



Importers Association

www.peruvianasparagusimportersassociation.com