

Peruvian Asparagus



Importers Association

2022/2023

Fresh Asparagus

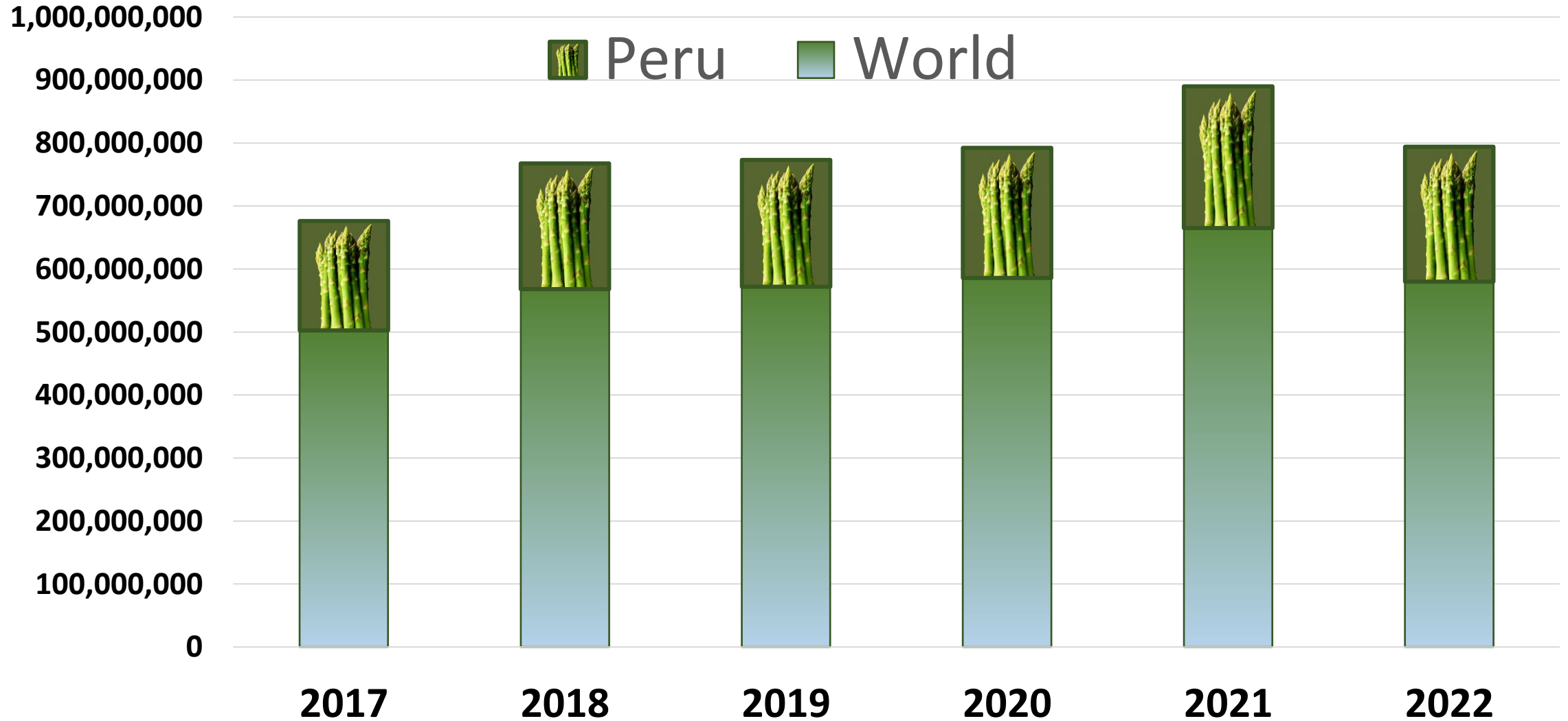
**Statistics, Category Trends &
Demographics**



September 2023

Peru a Significant Supplier of Fresh Asparagus to USA

Year over Year




2022 Import Landscape Recap

<u>Country</u>	<u>Quantity (lbs)</u>	<u>YOY Variance</u>
Mexico	359,459,309	-17%
Peru	214,040,196	-5%
Canada	4,450,471	7%
Ecuador	2,040,157	7%
Import Total	580,098,602	-13%



Market Summary 2 Year Import Quantity

Points to Consider:






- World YOY volumes decline.
- YOY variances are down, yet asparagus ranks high as vegetables purchased in 2022.
- Consumption outlook for fresh asparagus is strong and increasing.

Chart in Pounds	2021	2022	YOY Var. %
World 	665,173,225	580,098,602	-13%
Mexico 	434,135,829	359,459,309	-17%
Peru 	224,871,286	214,040,196	-5%
Canada 	4,163,870	4,450,471	7%

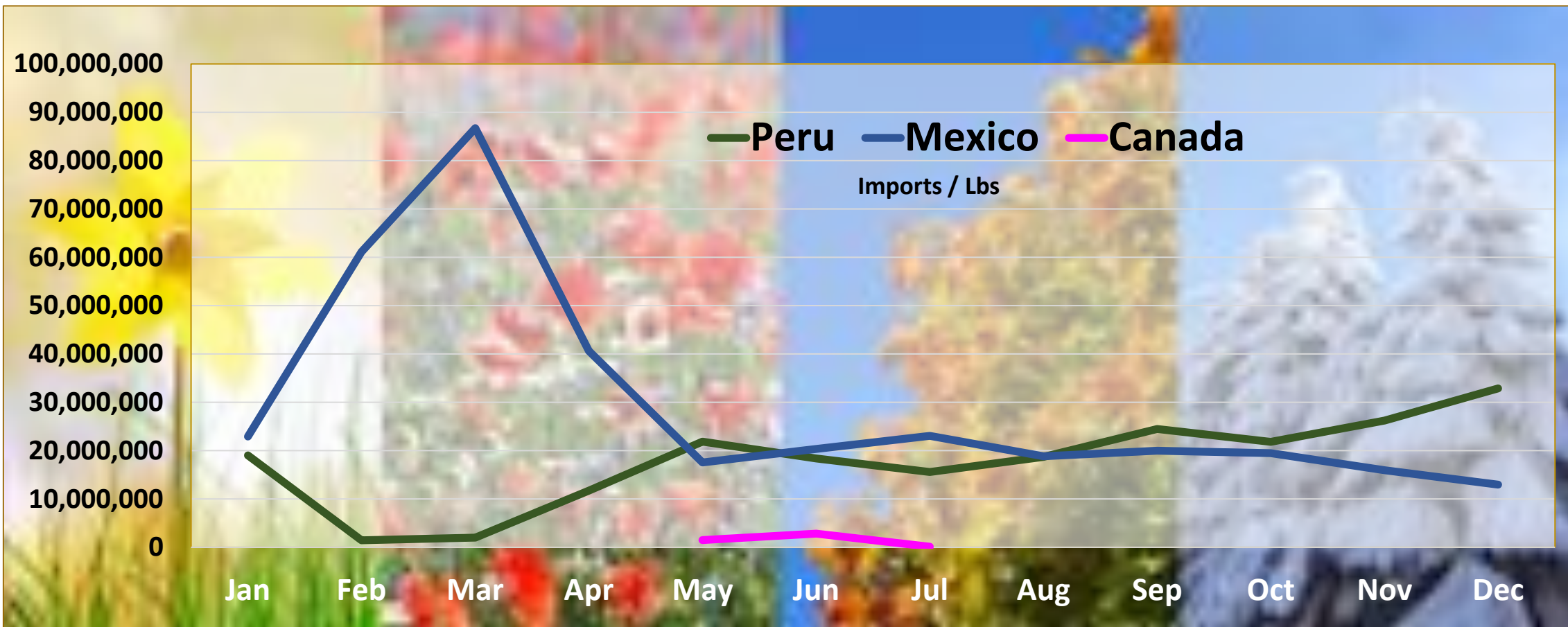
Market Summary 2 Year Import Quantity

Chart in Pounds	2021	2022	2023 YTD Jan-Apr
World 	665,173,225	580,098,602	219,597,609
Mexico 	434,135,829	359,459,309	184,454,601
Peru 	224,871,286	214,040,196	34,272,842
Canada 	4,163,870	4,450,471	--

Market Summary 2 Year Import Value

Chart in Thousands of Dollars 	2021	2022	YOY Var. %
World 	\$690,941	\$619,867	-10%
Mexico 	\$407,198	\$362,072	-11%
Peru 	\$274,342	\$248,346	-9%
Canada 	\$8,299	\$8,284	---

2022 Month over Month Import Review



	<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>	<u>Total</u>
Peru	19,030,743	1,455,491	2,001,576	11,714,482	21,871,620	18,389,198	15,567,281	18,696,743	24,461,390	21,789,608	26,216,931	32,845,129	214,040,192
Mexico	22,902,501	61,120,075	86,696,564	40,621,053	17,547,252	20,357,264	23,038,085	18,820,422	19,976,306	19,477,399	15,938,760	12,963,621	359,459,302
Canada					1,501,348	2,831,837	117,506						4,450,691

Per Capita Consumption Statistics

Crop	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021p
	Pounds per person												
Asparagus, all	1.52	1.58	1.65	1.68	1.63	1.82	1.64	1.80	1.82	1.90	1.91	NA	NA
Asparagus, fresh	1.29	1.37	1.38	1.45	1.42	1.65	1.46	1.56	1.62	1.76	1.76	1.81	1.97
Asparagus, canning	0.16	0.11	0.13	0.13	0.11	0.07	0.06	0.08	0.07	0.06	0.06	NA	NA
Asparagus, freezing	0.07	0.11	0.13	0.09	0.11	0.10	0.12	0.16	0.14	0.09	0.10	NA	NA
Asparagus, processing	0.23	0.22	0.26	0.23	0.22	0.17	0.18	0.24	0.20	0.14	0.16	0.15	0.14

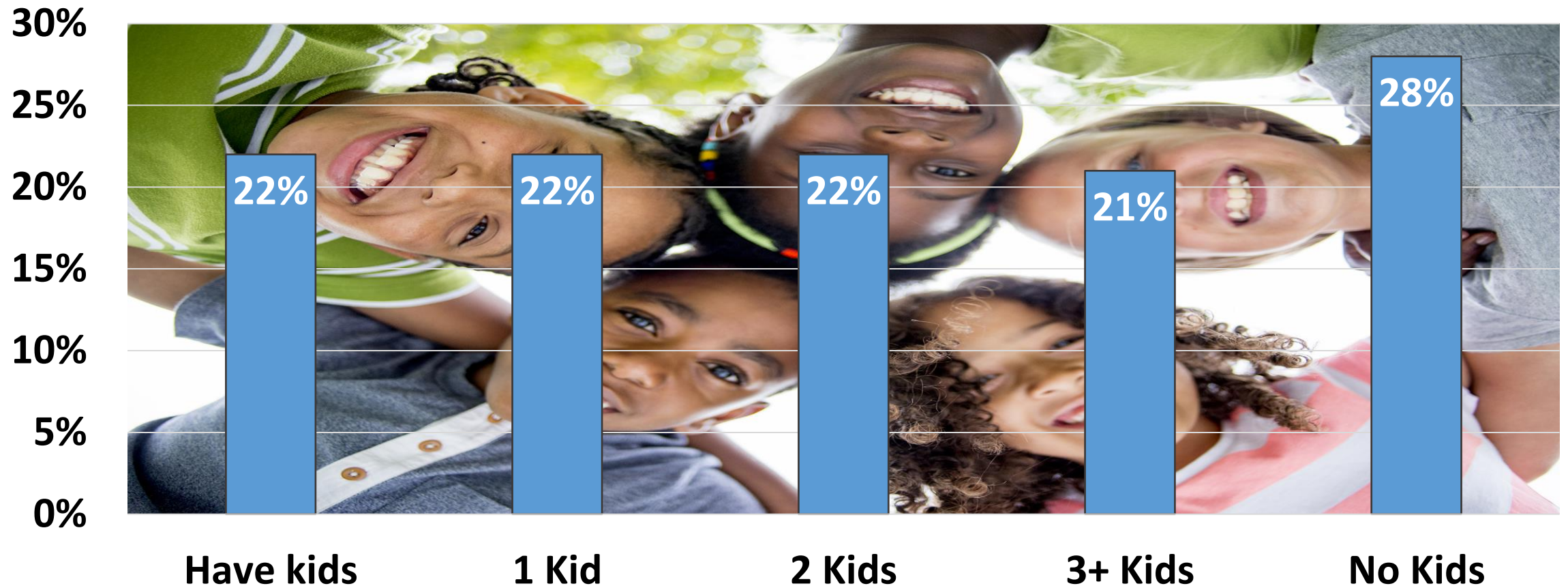
r=revised, p=preliminary



- 9% Increase in preliminary stats of per capita consumption for fresh asparagus year over year
- Per capita consumption of processed asparagus stats show a steady decline year over year

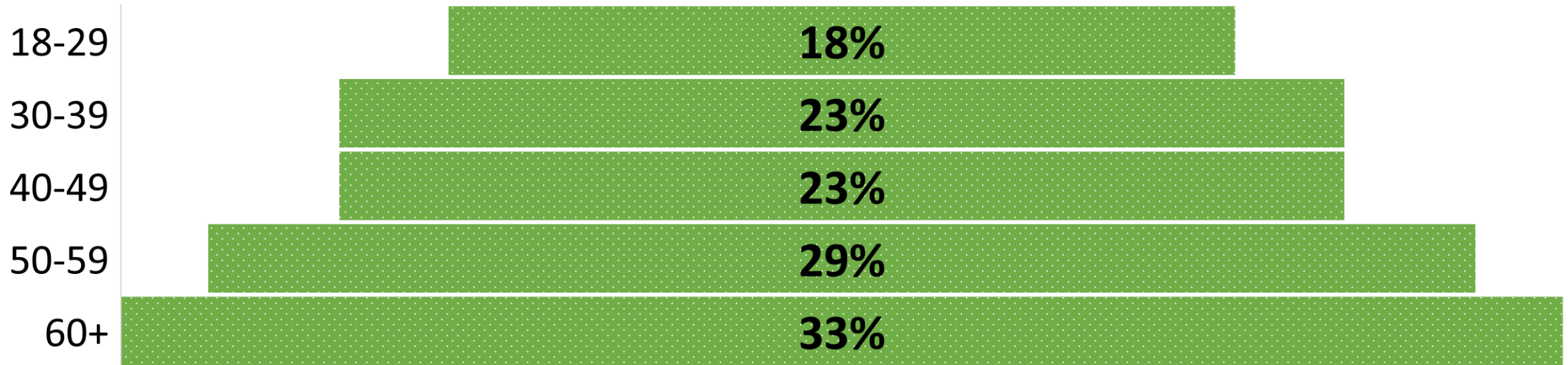
Key Buying Trends 2023 - Fresh Asparagus

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



Key Buying Trends 2023- Fresh Asparagus

Likelihood purchase of Asparagus based on: Age Group

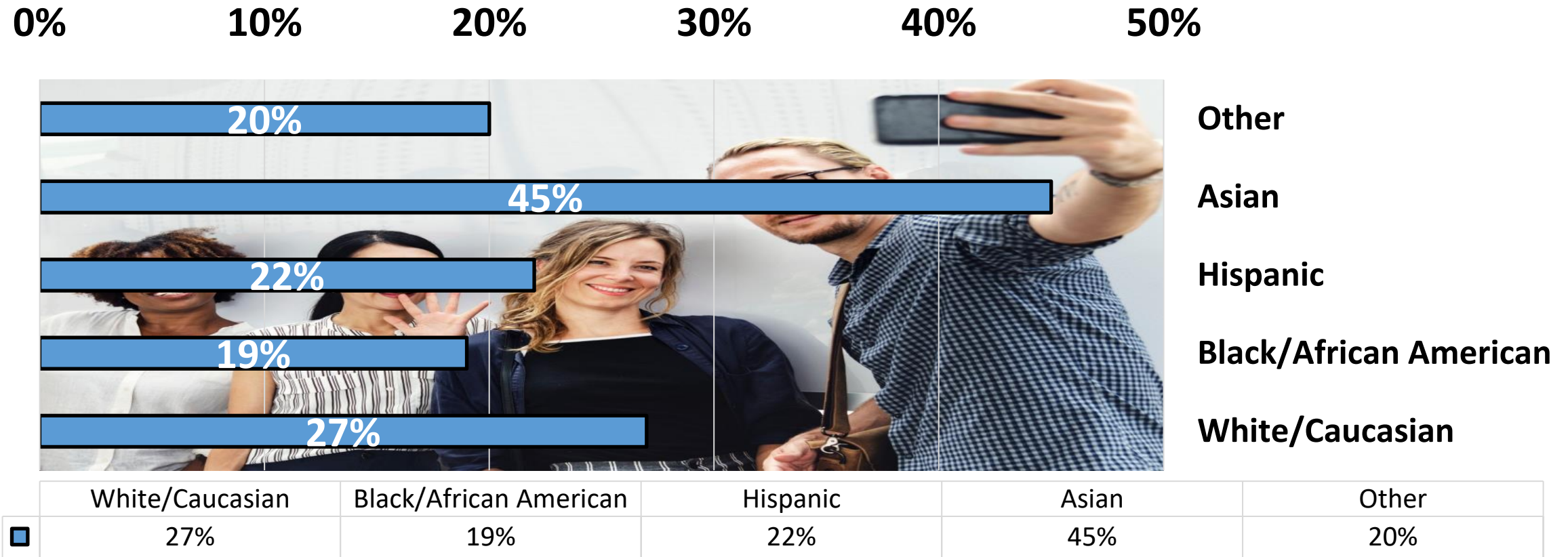


Likelihood of purchase based on: Gender

Male	25%	♂
Female	26%	♀

Key Buying Trends 2023 - Fresh Asparagus

Likelihood purchase of Asparagus based on:
Ethnicity



Key Buying Trends 2023 - Fresh Asparagus

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

Less than \$25K	20%
\$25K-49.9K	23%
\$50K-99.9K	29%
\$100K+	31%

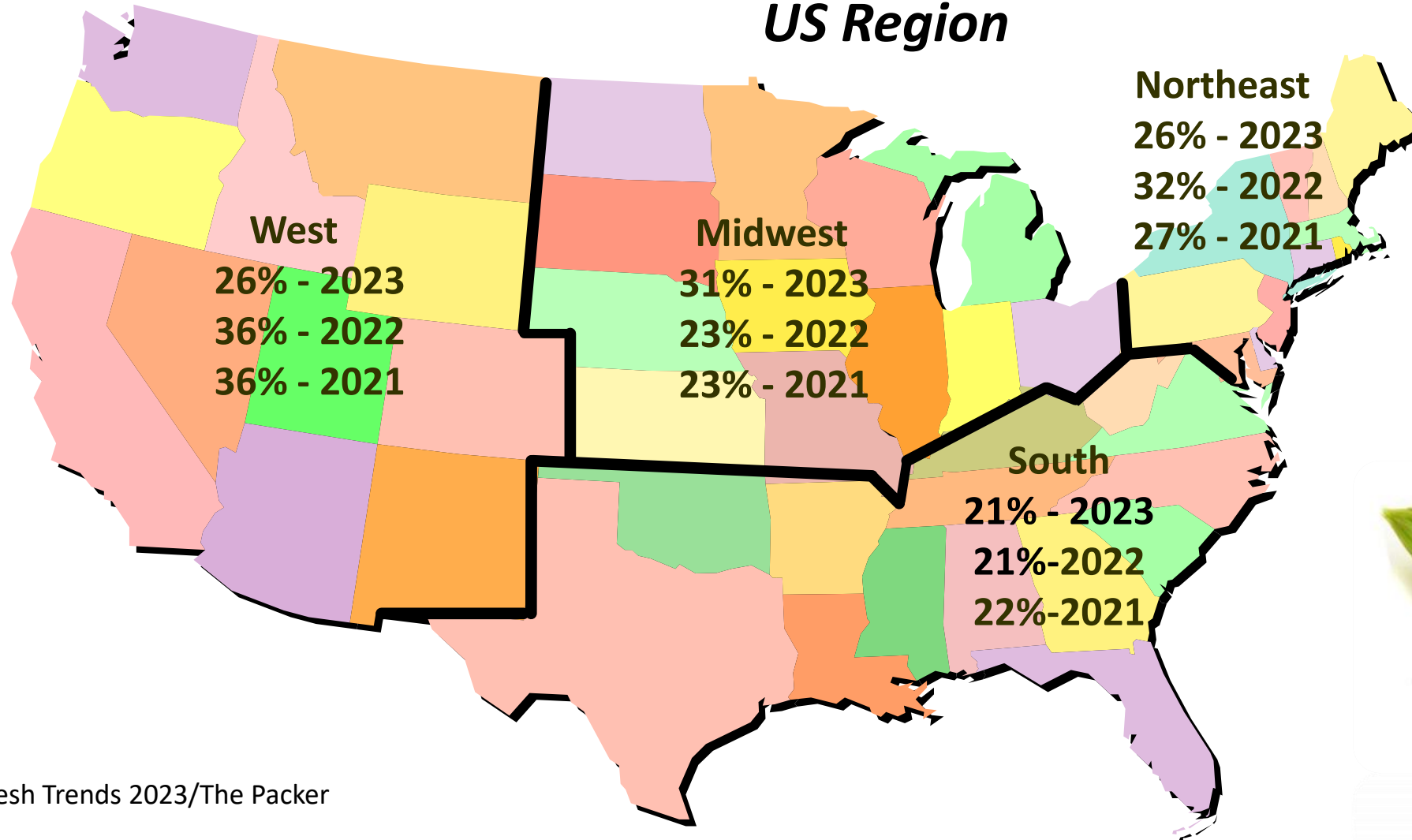
**26% of US consumers have
purchased asparagus within
the past 12 months**



Key Buying Trends 2023 - Fresh Asparagus

Likelihood of purchase of asparagus based on:

US Region





For more information about fresh Peruvian asparagus or PAIA, please see our website:

www.peruvianasparagusimportersassociation.com