

# Newsletter

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## Consumer Trends for Tropical Fruits in Importing Countries



When food prices are dramatically increased, producers have to carefully choose their target and make an effort to attract customers and make them feel that it is worthwhile to buy their products.

Potential tropical and subtropical fruits for export markets are banana, dragon fruit, mango, kiwi, durian, orange, mangosteen and pineapple. Asia is the major producer of tropical fruit and holds a 58.2% market share. However, the main production is still for the domestic market.

There are four trends that have resonance in many high-income markets. They are taste (good taste and enjoyment), convenience (easy to use and saving time to prepare), social aspects of food production and food products (environmental and sustainability factors), and health and well-being (improving health and quality of life).



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HEALTHY LIVING

Tracker 

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