

U.S. Grape Market Report: 2021-2022

International Fresh Produce Association is committed to providing members with relevant market data and insights to guide their business considerations and decisions. This paper discusses the grape market in the United States from August 1, 2021, to July 31, 2022. The data was collected and analyzed by Ag Tools.

“The fruit and vegetable market has been evolving and grapes are no exception. The growth of new varieties and exclusivity have driven overall category growth from the buy side and consumers alike. It’s important to understand this critical category.”

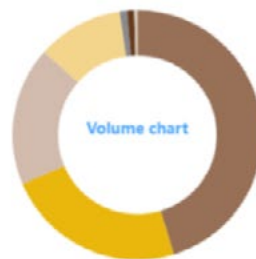
– Joe Watson, IFPA Vice President Of Retail, Foodservice, Wholesale Membership

To understand US grape consumption, it’s important to know the US market received product from 10 regions during the 12 months studied. However, 97% of the volume came from only four regions.

📅 USA Reporte de Volumen

Locación	Volumen Kgs	Descripción	Var.%
CALIFORNIA-CENTRAL	724,904,646	9,853,808 kgs menos que el mismo periodo del 2020-2021	-1.34%
CHILE	373,017,430	45,806,362 kgs mas que el mismo periodo del 2020-2021	14.00%
PERU	288,297,541	61,010,345 kgs mas que el mismo periodo del 2020-2021	26.84%
MEXICO	178,681,268	14,824,544 kgs mas que el mismo periodo del 2020-2021	9.05%
CALIFORNIA-SOUTH	15,569,097	1,269,548 kgs mas que el mismo periodo del 2020-2021	8.88%

Rango: 2021-08-01 a 2022-07-31



BRAZIL	14,113,170	1,788,471 kgs mas que el mismo periodo del 2020-2021	14.51%
SOUTH AFRICA	4,722,078	1,626,456 kgs menos que el mismo periodo del 2020-2021	-25.62%
SPAIN	981,502	279,076 kgs mas que el mismo periodo del 2020-2021	39.73%
ITALY	456,485	272,301 kgs menos que el mismo periodo del 2020-2021	-37.36%
SOUTH KOREA	341,826	152,479 kgs mas que el mismo periodo del 2020-2021	80.53%
Total:	1,601,115,743		



Those four complementary regions include:

1. Central California is the main region, producing for six months, with a market share of more than 45%.
2. Chile ranks second, producing for six months, with a market share of 23%.
3. Peru ranks third, marketing during the transition between the California and Chile production seasons, with a market share of 18%. Although it has a long production season, export volume is concentrated between November and April.
4. The fourth major contributor is Mexico, exporting to the United States during the transition between Chile and California. Top volume moves from May to July, with a market share of 11%.

The other six regions, as an aggregate, contribute only 2.3% of the annual US grape market.

GROWTH BY REGION VS. ANNUAL MARKET

COMPARATIVE GROWTH OF GRAPES FROM AUGUST 1ST 2021 THRU JULY 31ST 2022						
REGION	2021-2022	PART %	VAR LBS	VAR %	2020-2021	PART %
California central	1,598,332,703	45.3%	(21,532,407)	-1.3%	1,619,865,110	49.4%
Chile	822,362,666	23.3%	100,985,741	14.0%	721,376,925	22.0%
Peru	635,587,282	18.0%	134,504,786	26.8%	501,082,496	15.3%
Mexico	393,924,767	11.2%	32,682,524	9.0%	361,242,243	11.0%
Rest of the regions	79,840,103	2.3%	3,574,375	4.7%	76,265,728	2.3%
TOTAL (Lbs)	3,530,047,521	100.0%	250,215,019	7.6%	3,279,832,502	100.0%

During the report period, the total US fresh grape market grew 7.6%, from 3.3 billion pounds in 2020-2021 to 3.5 billion pounds in 2021-2022.

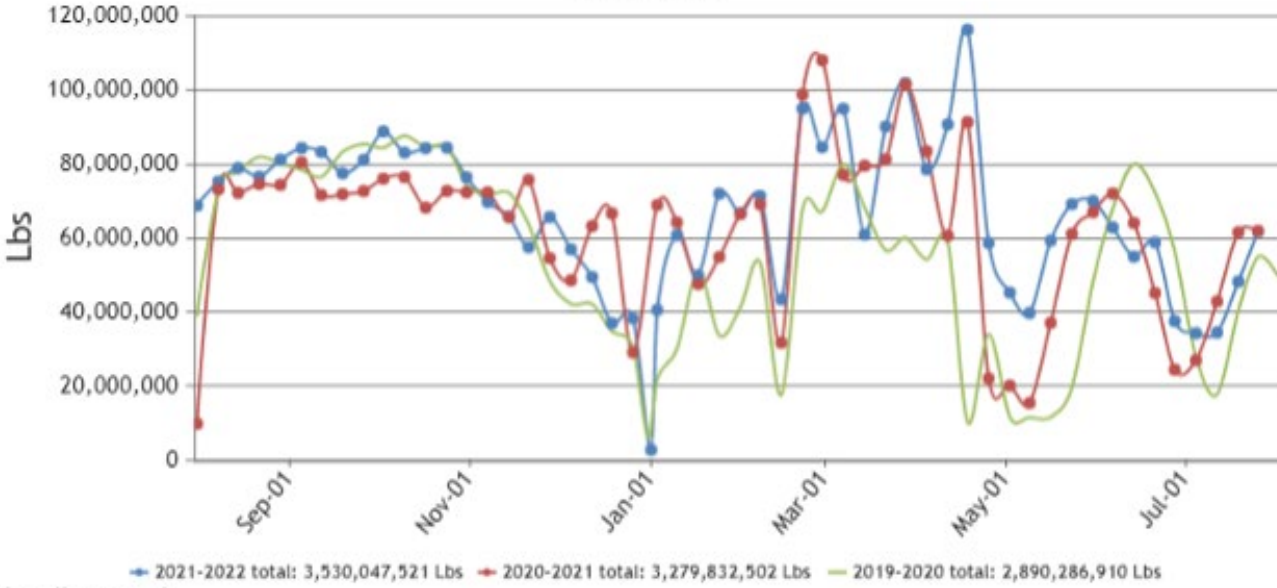
- Central California volume decreased 1.3% or 21.5 million pounds, dropping its market share from 49.4% to 45.3%.
- Chile's volume grew 14%, from 721 million pounds to 822 million pounds, increasing its market share from 22% to 23.3%.
- Peru showed the highest growth at 26.8%, increasing from 501 million pounds to more than 635.5 million pounds.
- Mexico's volume grew 9%, from more than 361 million to almost 394 million pounds. Its market share grew by 0.2% due to the growth of the total market.



3-YEAR COMPARISON OF US GRAPE VOLUME

agtools

Volume



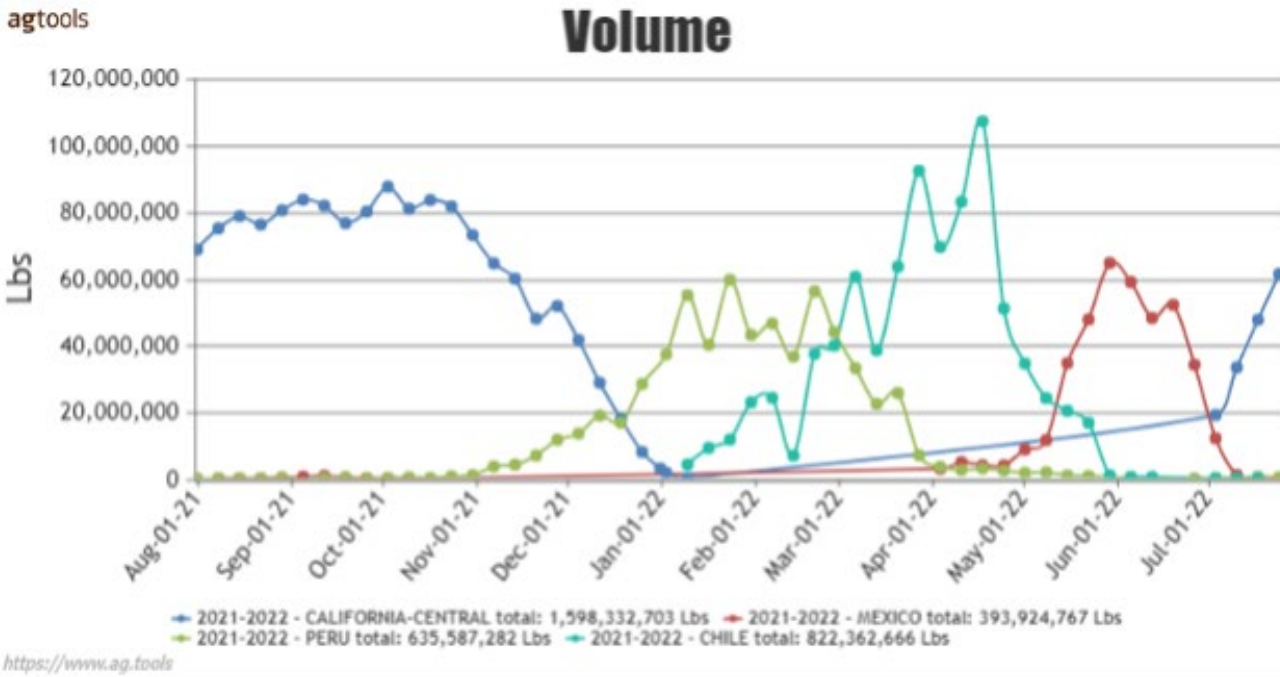
The US market has seen slight but steady growth in recent years. In the 2019 season, it grew more than 12%, reaching 3.3 billion pounds. In the latter part of 2020 it declined 4.7%, falling to 2.9 billion pounds (green line), partly as a result of the pandemic and consumption declines due to the lockdown, seen in April and May. Despite a strong recovery in June, it contracted again in July. In the 2020-2021 season (red line) the decline continued in autumn. However, beginning in December 2020 each week saw robust growth for the remainder of the season, reaching 3.2 billion pounds of fruit, a growth of more than 13%. In the 2021-2022 season it continued to grow, reaching 3.53 billion pounds, more than 7% higher than the previous season.

The graph also shows the primary regions' seasons, as well as a comparison to previous years. In the summer and until December, California production grew, and from January to February so did Peru's volume. Later, from March to May, the supply of product from Chile increased. Finally, there is a fourth crest in the months of May to July, which represents the Mexican season.





COMPARISON OF GRAPE-PRODUCING REGIONS SERVING THE US MARKET

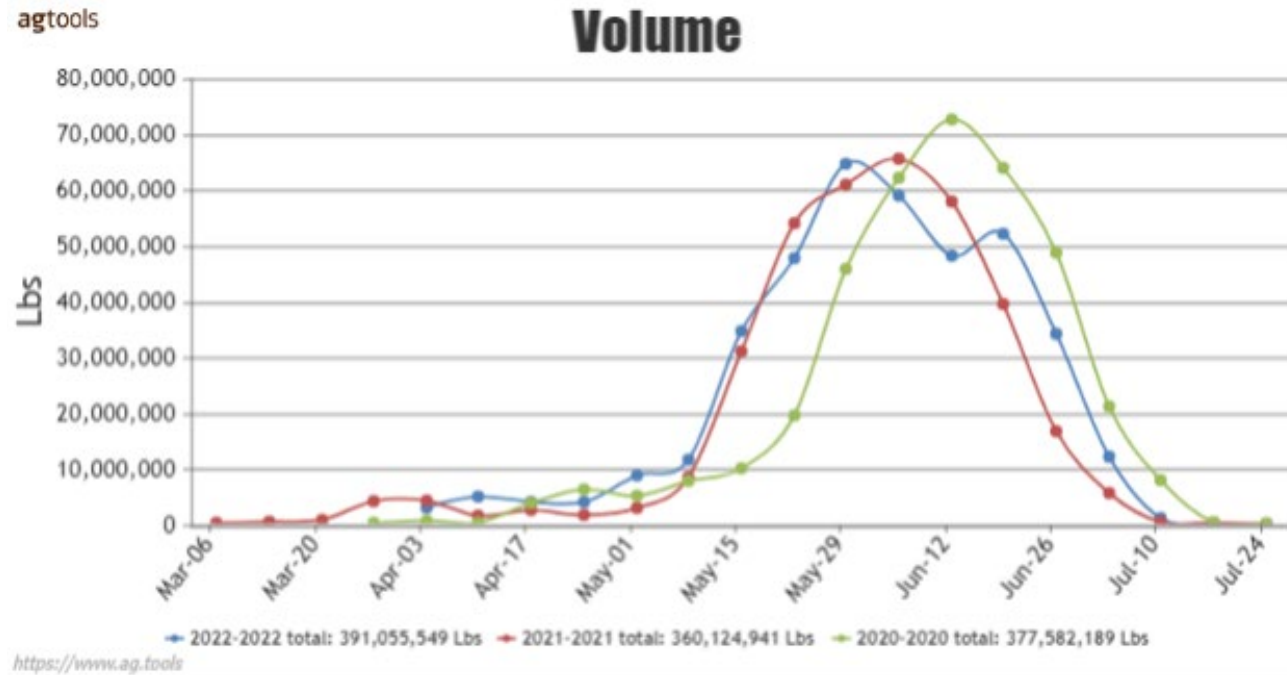


This graph compares year-round grape production in the western hemisphere – the largest-volume regions such as California (blue line) and Chile (aqua line), as well as the two smaller transition seasons: Peru (green line) and Mexico (red line). Both of those smaller exporters can grow if they increase production at the beginning of their seasons because that timeframe coincides with the end of production in the main regions when there is a lack of fresh product in the markets.





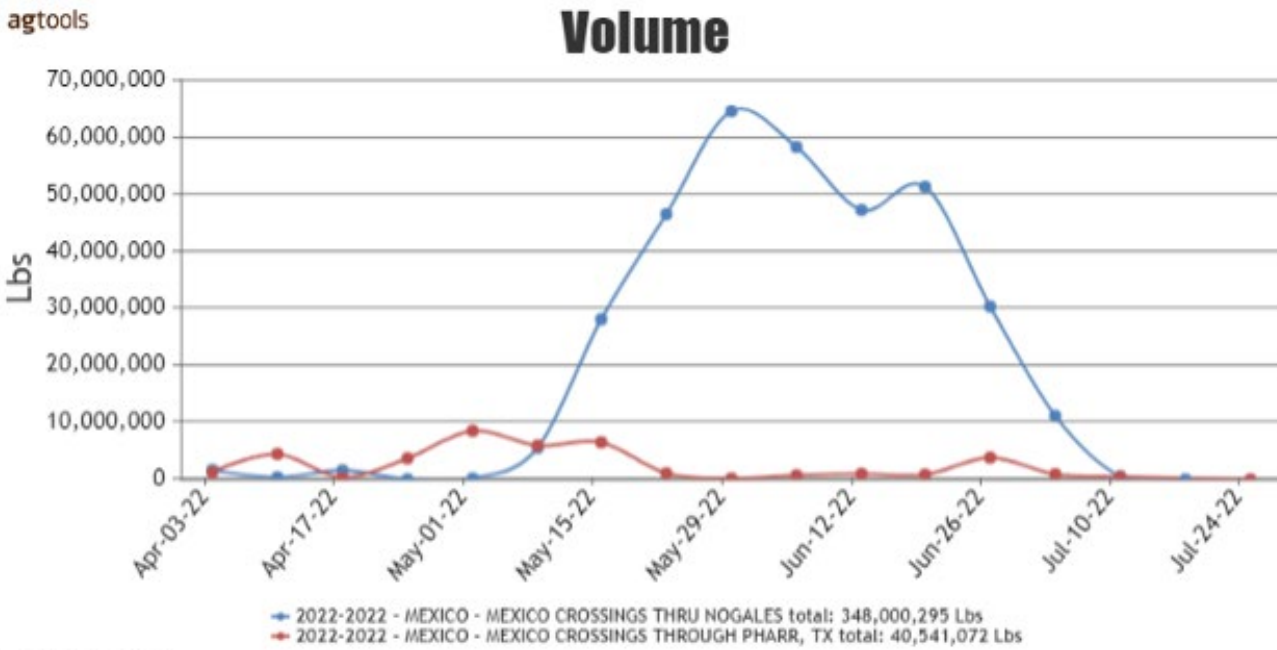
3-YEAR COMPARISON OF MEXICAN GRAPE VOLUME IN THE UNITED STATES



For the Mexican season, we analyzed March 1 to July 31, 2022, comparing it with the prior two years. In 2020 (green line) the volume exported to the United States was more than 377 million pounds. The first export report is for the fourth week of March. Growth accelerated in the third week of May, achieving its highest volume in the third week of June with a total of more than 72.7 million pounds. Volume subsequently declined until the season ended in the last week of July. For the 2021 season (red line), total volume was lower than the previous year – a little more than 360 million pounds, a 4.6% decrease. However, there are two important data points to highlight. The first export report reflects numbers for the first week of March, three weeks earlier than the previous year. In April, a slight increase stood out. Growth was reported a week earlier than the previous year, so the peak volume was also reported a week earlier, but in lower volume, standing at 65.7 million pounds. The season also ended a week earlier than the previous year. In 2022 (blue line), the total volume was more than 391 million pounds, an increase of 8.5%.

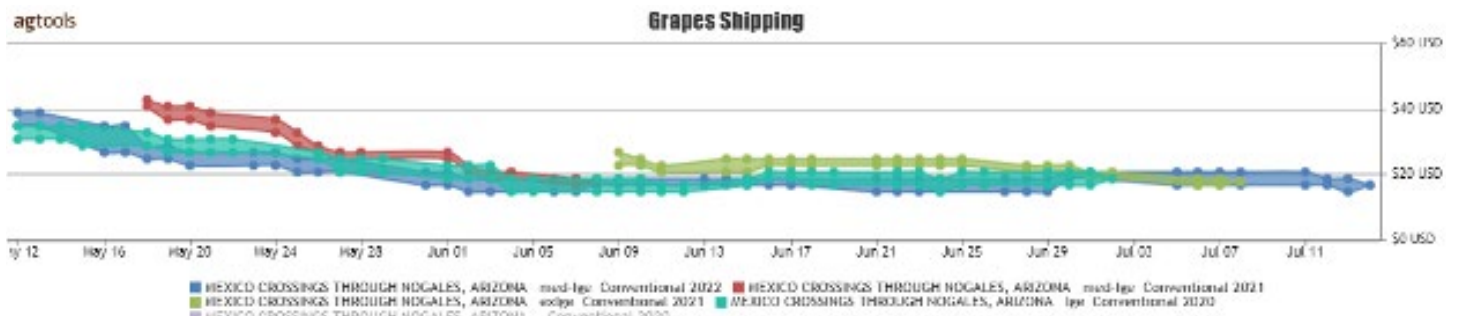


US IMPORTS OF MEXICAN GRAPES BY PORT OF ENTRY



Almost 89% of Mexico’s grape exports to the United States crossed through Nogales Arizona, and only 12% through other border crossings. Pharr, Texas, is the second-highest crossing point at 10% of Mexico’s exports to the United States. What stands out for this crossing is the activity in April and May, the beginning of the season and the weeks of greater volume, which coincides with the best prices for Mexican product.

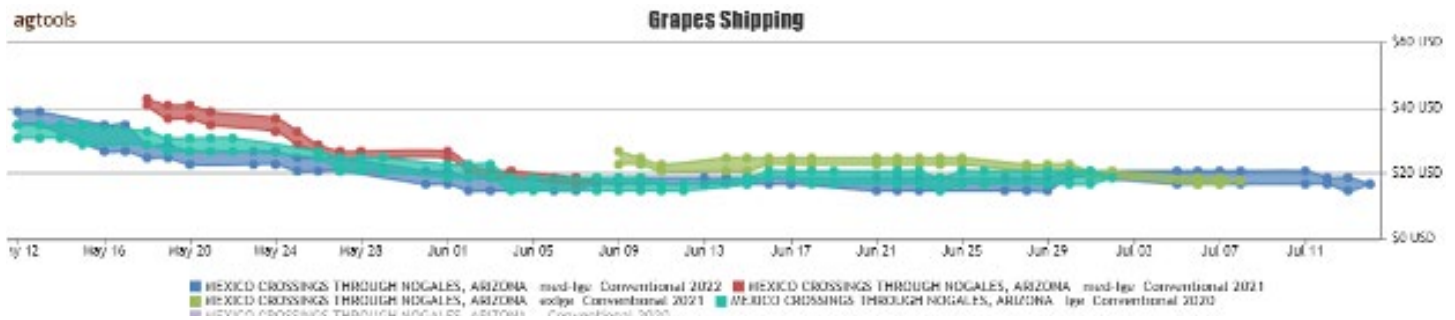
3-YEAR PRICE COMPARISON OF MEXICAN GRAPES CROSSING AT NOGALES, ARIZONA



For seedless white grapes crossing at Nogales, Arizona, the pricing trend is consistent regardless of season-opening prices, as seen in the chart. Thus, at the beginning of the 2022 season (blue line) the opening price was between \$27.00 and \$35.00, the same as 2020 (aqua line) and in fact, both present the same trend line. In 2021 (red line) the starting price topped \$40.00, falling immediately similar to other years, though with slightly higher values until the first week of June. During these three years the prices in June and July have fluctuated between \$15.00 and \$20.00 per box.



3-YEAR PRICE COMPARISON FOR GRAPES IN THE NEW YORK TERMINAL MARKET



At the New York terminal market during the study period and two years prior, white grape prices started above \$40.00, dropping as the season progressed. In the 2022 season (blue line), the opening price for boxes of extra-large white seedless grapes averaged \$44.00, falling to \$28.00 per box at the end of the season. This was better than 2021 (red line), when the same product closed at \$16.00 and 2020 (green line), when it finished above \$21.00 per box.

The grape market in the United States is changing and has been for several years. How retailers use grapes to leverage differentiation has led to stronger partnerships which in turn protects pricing and levels the seasonal promotional activity.

“Millions of data points are generated every day across the fresh food supply chain. Technology allows us to analyze this data and obtain the best information to optimize markets and reduce food waste, seeking to position it at the right time in the right place for a better return. The better we understand the data, the better the results will be.”

– Joe Watson, IFPA Vice President Of Retail, Foodservice, Wholesale Membership

For more information, market data, and insights, consult [IFPA’s online resource directory](#).