



Introduction to Taiwan's Tropical Fruit and Processed Products Industry



Outline

1. Fruit Industry Overview
2. Introduction of featured items
3. Processed Products
4. Business Opportunity



1. Fruit Industry Overview

STRENGTH



Suitable environment for production

Taiwan is located in the subtropical zone, which produces rich and local fruits throughout the year.



Innovative Agricultural Technology

Enhancing quality control and yield stability of Taiwan's fruits



Unique characteristics and flavors

The unique characteristics of Taiwan fruits have a high reputation in the market and are irreplaceable, so that they can be steadily developed for export to the international market.



A wide variety of processed products

Fresh fruits are seasonal and time-sensitive. In order to preserve these delicious fruits, we have developed processed products such as frozen fruits, dried fruits and juices to meet the market demand all year round.

1. Fruit Industry Overview

◆ Changes in the value of Taiwan's fresh fruit exports

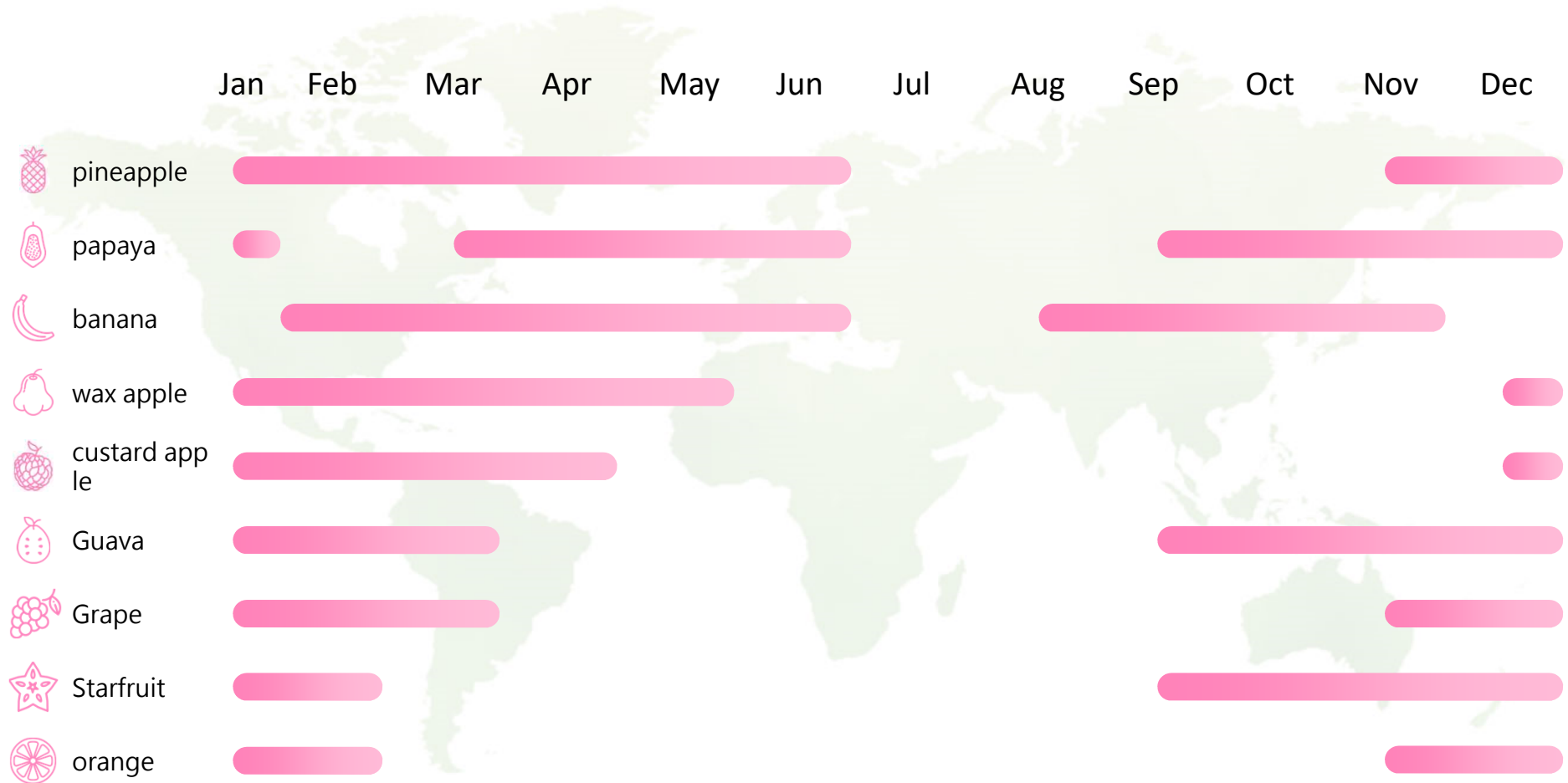
	2017	2018	2019	2020	2021	2022
Total Export(US\$1,000)	104,081	134,749	184,930	182,444	161,067	73,041
Year-over-year rate (%)	-1.86%	29.47%	37.24%	-1.34%	-11.71%	-54.6%



Note: The decline in 2020-2022 is mainly due to the prohibit on imports of pineapples, custard apple and wax apple from mainland China, now trying to export to other markets.

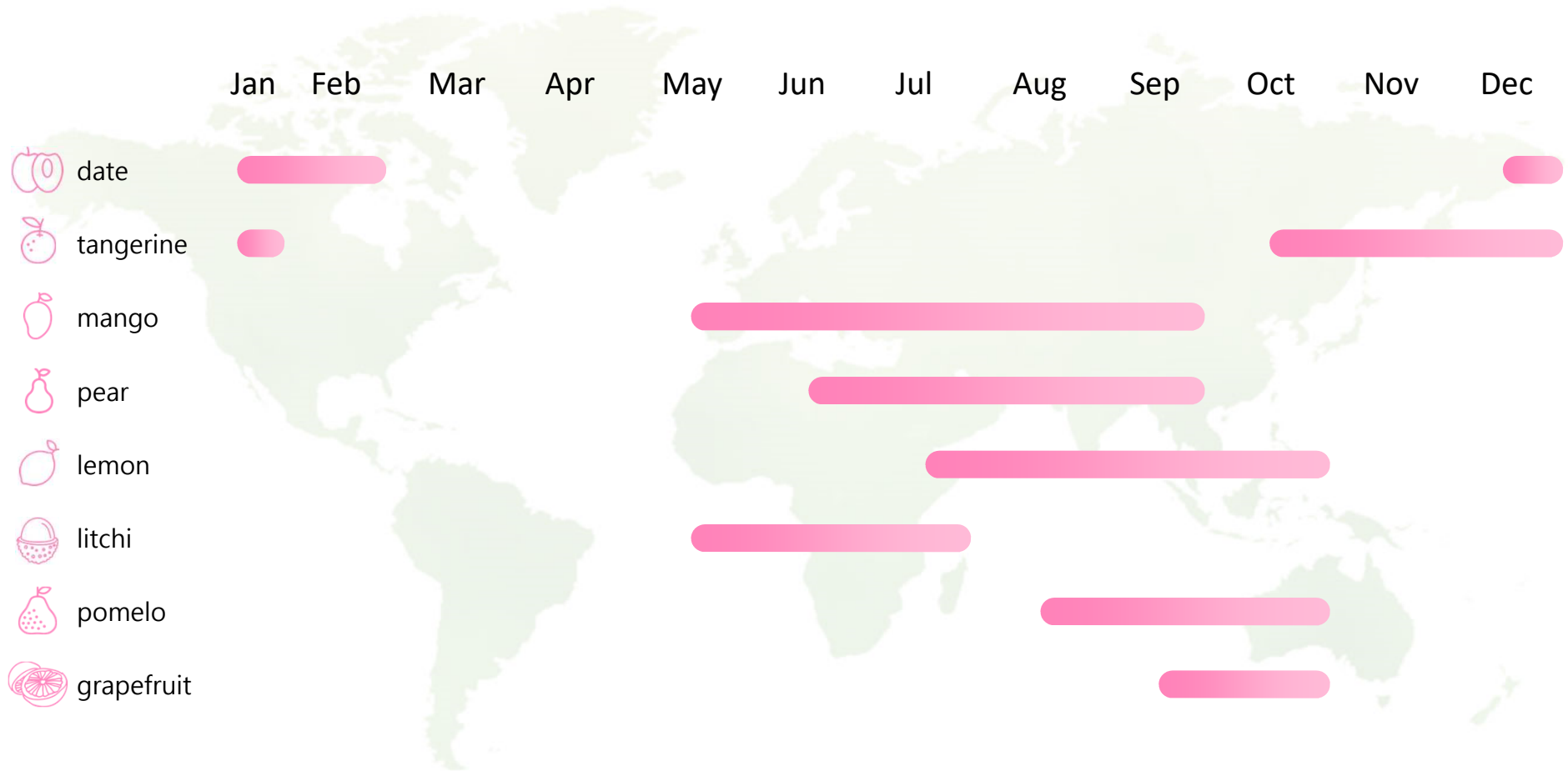
1. Fruit Industry Overview

◆ The main export fruit production period



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◆ The main export fruit production period



1. Fruit Industry Overview

◆ Top 10 Export Market

	Market	Major Export Items
1	Japan	Pineapple 、 mango 、 banana
2	Hong Kong	Pineapple 、 mango 、 custard apple 、 pomelo 、
3	Singapore	tangerine 、 grape 、 guava 、 mango 、 pineapple
4	Canada	guava 、 pomelo 、 tangerine
5	South Korea	mango
6	China	jujube 、 tangerine
7	Brunei	Tangerine 、 mango
8	Malaysia	tangerine 、 guava 、 pineapple
9	USA	guava 、 starfruit
10	Philippines	custard apple

1. Fruit Industry Overview

◆ Top 10 Export Items

	Item		Major Export Market
1	pineapple		Japan 、 Hong Kong 、 Singapore
2	mango		Hong Kong 、 Japan 、 South Korea 、 China
3	custard apple		Hong Kong 、 Canada 、 Singapore 、 UAE
4	tangerine		Singapore 、 Hong Kong 、 Malaysia 、 Brunei
5	guava		Canada 、 Hong Kong 、 USA 、 Singapore
6	pomelo		China 、 Hong Kong 、 Canada 、 Singapore
7	banana		Japan 、 Hong Kong
8	lychee		Japan 、 Hong Kong
9	jujube		China 、 Japan 、 Singapore 、 Hong Kong
10	grape		Hong Kong 、 Singapore

1. Fruit Industry Overview

◆ Open items by country

	Country	Open items
Northeast Asia	Japan	banana 、 apple mango 、 date 、 litchi 、 papaya 、 dragon fruit 、 grape 、 tangerine 、 pomelo 、 pineapple
	South Korea	apple mango 、 date 、 papaya 、 tangerine 、 litchi
America	USA	guava 、 starfruit 、 litchi 、 apple mango 、 longan
	Canada	all
	Chile	mango 、 starfruit
New South Bo und Market	Australia	litchi 、 apple mango 、 pineapple
	New Zealand	litchi 、 apple mango
	Malaysia	guava 、 mango 、 pear 、 custard apple 、 wax apple 、 date 、 grape 、 persimmon 、 pineapple 、 litchi 、 tangerine
	Singapore	All
	Brunei	banana 、 guava 、 date 、 pineapple 、 orange 、 tangerine 、 papaya 、 pear 、 plum 、 starfruit 、 custard apple 、 wax apple 、 dragon fruit 、 peach 、 grapefruit 、 melon 、 mango
	Philippines	tangerine 、 litchi 、 betel nut 、 guava 、 orange 、 melon 、 pear 、 peach 、 wax apple 、 starfruit
	Indonesia	orange 、 tangerine 、 mango 、 grape 、 papaya 、 pear 、 litchi 、 custard apple 、 dragon fruit 、 guava 、 grapefruit 、 wax apple 、 date 、 persimmon 、 starfruit
Other Market	UAE	pineapple 、 mango 、 grape 、 dragon fruit 、 tangerine 、 banana
	Turkey	pineapple 、 guava 、 mango

2. Introduction of featured items



apple mango

It is the most representative tropical fruit in Taiwan, with a full fruit shape, delicate and juicy flesh, sweet but not greasy and rich in aroma, and the processed products are also very popular.

pineapple

It is the most popular in the market. The skin is thin, the flesh is fine, and the sweet and sour taste is excellent.



custard apple

The flesh of the fruit is soft and sweet with a touch of acidity. Because of its shallow and smooth skin scales, it is recommended to eat it in pieces for a better taste.



2. Introduction of featured items



banana

Appearance is bowed or slightly bowed. The flesh is yellowish, delicate, sweet and fragrant, and rich in nutritional value.

jujube

It is an important winter fruit in Taiwan, with excellent quality, round and green shape, and sweet and crisp flesh.



wax apple

The fruit is full and bright, sweet and juicy. When tasting, you can scoop off the top of the fruit, cut off the stalk and dip it in licorice salt or sugar.



2. Introduction of featured items



guava

It is grown all year round. Because of its excellent quality, crisp taste and moderate sugar to acid ratio, it is recommended to eat it with seeds for a sweeter taste.

tangerine

It is the seasonal fruit in winter, with round shape, green color, rich and sweet taste with citrus natural sourness.



pomelo

Taiwan's Mid-Autumn Festival fruit. It is a fruit of high economic value, with a beautiful shape and sweet flesh, and can be processed into various products.



3、 Processed Products

- ◆ Taiwan has a rich variety of fruits with good flavor, and has developed a variety of processed products with special characteristics to preserve their natural flavor and nutritional content, providing consumers with a variety of choices and a high degree of market acceptance.



4. Business Opportunity

Procurement Meeting :

2023 Tainan Tropical Fruits Procurement Day

On May 11, 2023, a procurement meeting will be held, TAITRA will invite buyers from key exporting countries and potential markets.

