

IFPA Commodity Profiles

Lettuce

International Fresh Produce Association brings you the latest information on production, global trade, and consumer sentiment for top categories of fresh produce.

Consumer sentiment fast facts:***

Almost 80% of consumers say they consume lettuce as an ingredient in salad.

Two thirds of consumers say their top reason for consuming lettuce is because its healthy.

40% of consumers plan on using lettuce within a few days of purchasing.

Almost 45% of consumers say that lettuce is a household staple.

Production Quantities by Country*

Country	Australia	Canada	Chile	China, mainland	Colombia	Mexico	New Zealand	Peru	South Africa	USA
Volume (tonnes)	125,415	75,612	95,287	14,363,506	119,266	509,084	42,156	69,357	33,969	3,395,480

Export Value, USD** Top Exporting IFPA Member Countries and Their Top Destination Markets

USA	\$527.9M	Mexico	\$408.5M	China	\$194.8M	Canada	\$46.9M	Australia	\$4.4M
Canada	\$459M	USA	\$406.9M	Hong Kong	\$161.5M	USA	\$46.8M	Singapore	\$2.3M
Mexico	\$33.8M	Canada	\$1.6M	Vietnam	\$15.97M	France	\$56K	Hong Kong	\$842K
Bahamas	\$8.2M	Belize	\$14K	Thailand	\$11.7M	—	—	Thailand	\$624K
Chinese Taipei	\$7.8M	—	—	Malaysia	\$3.1M	—	—	Brunei Darussalam	\$207K
Cayman Island	\$3.9M	—	—	Mongolia	\$729K	—	—	Fiji	\$158K

Import Value, USD** Top Importers Globally

	Value imported in 2022 (USD '000)	Unit value (USD/ton)	Annual Growth in Value Between 2018-2022 (%)	Annual Growth in Value Between 2021-2022 (%)	Market Share (% world imports)	Concentration of Supplying Countries
World	2,069,118	1,676	6	10	100	0.17
USA	501,839	1,418	24	37	24.3	0.83
Canada	444,217	2,385	6	21	21.5	0.84
Germany	312,588	2,032	3	-10	15.1	0.33
France	85,325	1,414	3	6	4.1	0.82
UK	66,226	1,908	-18	-29	3.2	0.68
Netherlands	65,104	1,206	-5	1	3.1	0.29
Italy	53,713	982	11	29	2.6	0.37
Austria	45,447	2,165	4	7	2.2	0.34
Belgium	43,960	2,090	-2	-7	2.1	0.32
Poland	43,109	1,683	10	16	2.1	0.29

*FAOSTAT 2023, data from 2021, **ITC Trade Map 2023, data from 2022,

*** IRI Shopper Sentiment Survey June 2022