

IFPA Commodity Profiles

Peppers

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:***

45% of consumers cook with peppers in a recipe.

70% of consumers prefer to purchase in bulk while being able to choose their individual pieces.

Almost 80% of consumers say that peppers are an ingredient for everyday meals.

A third of consumers say they would be more motivated to purchase peppers if they had the ability to choose individual pieces.

Production Quantities by Country*

Country	Australia	Canada	Chile	China, mainland	Colombia	Mexico	New Zealand	Peru	South Africa	USA
Volume (tonnes)	55,150	69,815	56,719	16,721,691	100,610	2,584,143	3,346	210,154	1,109	531,202

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

Mexico	\$1.39B	Canada	\$509M	USA	\$276M	China	\$145M
USA	\$1.34B	USA	\$508M	Canada	\$266M	Hong Kong	\$39M
Canada	\$45M	Japan	\$995K	Mexico	\$4M	Thailand	\$31M
Germany	\$79K	Taipei, Chinese	\$26K	Bahamas	\$2M	Russian Federation	\$30.7M
Belize	\$1K	France	\$21K	Cayman Islands	\$2M	Viet Nam	\$18.7M
-		St Pierre and Miquelon	\$14K	Turks and Caicos Islands	\$774K	Malaysia	\$9.4M

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	6,344,499	1,711	4	-2	100	0.16
USA	2,001,864	1,580	6	-1	31.6	0.61
Germany	895,642	2,223	4	-13	14.1	0.37
UK	520,513	2,156	4	10	8.2	0.39
France	319,791	1,682	4	2	5	0.44
Canada	317,849	2,189	5	0	5	0.57
Netherlands	198,403	1,921	3	-14	3.1	0.42
Poland	136,694	1,920	1	-4	2.2	0.31
Italy	135,790	1,490	4	-3	2.1	0.49
Austria	135,270	2,158	14	58	2.1	0.35
Russian Federation	124,093	1,455	-7	-10	2	0.25

*FAOStat 2021, **ITC Trade Map 2023, data from 2022, *** IRI Shopper Sentiment Survey June 2022