WORLD POMEGRANATE MARKET SUPPLY, DEMAND AND FORECAST

February 2015
# Table of Contents

Executive Summary ........................................... 3

1. WORLD DEMAND FOR POMEGRANATE ......................... 5
   1.1. North America ........................................... 6
       1.1.1. United States ........................................ 6
   1.2. Europe .................................................... 6
       1.2.1. United Kingdom ..................................... 6
       1.2.2. Germany ............................................. 7
   1.3. Asia ....................................................... 7
   1.4. Prices ..................................................... 8

2. WORLD SUPPLY OF POMEGRANATE ......................... 9
   2.1. Northern Hemisphere ..................................... 10
       2.1.1. Spain ................................................ 10
       2.1.2. Iran .................................................. 11
       2.1.3. India ................................................ 11
       2.1.4. China ................................................ 12
   2.2. Southern Hemisphere ..................................... 12
   2.3. World pomegranate exports ............................. 12
   2.4. Seasonality .............................................. 13
   2.5. Pomegranate with added value .......................... 14
       2.5.1. New product development .......................... 15

3. FORECASTS AND CONCLUSIONS ................................. 15
Executive Summary

Slowly but steadily, pomegranates are attracting interest, now that consumers worldwide see the pomegranate as a “super fruit” due to its high nutritional value and health benefits. It has gone from being seen as a fruit that is difficult to eat to a highly sought after super fruit.

The major markets for pomegranate are Europe, the United States and Canada, followed by India, Malaysia, Japan and the United Arab Emirates, among others. In these markets, the popularity of this fruit has resurged in the last ten years and demand has increased, due to greater interest among consumers in purchasing healthy, nutritious products.

Just in 2013, an additional 67 thousand tons were shipped to the European market, which is considered to be the best-consolidated pomegranate market.

In Asia, a traditional consumer of pomegranates, the market is also growing, in this case due to greater consumption of processed pomegranate products, of which juice and cosmetics are the most popular. Hong Kong, Indonesia and Malaysia are some of the markets showing greater interest in this fruit, due to a growing trend of taking care of one’s health.

With regard to prices of this singular fruit, taking the European market into account, the price of pomegranate has shown surprising growth in recent years. Early in 2015, the price reached USD 3.5 per kilo, having risen from only USD 1.51 per kilo in 2012; that is, it CAGR of 33%.

Cultivation of pomegranate has expanded to five continents, with India, Iran, China, Turkey, United States, Spain, South Africa, Peru, Chile and Argentina as the major players in production, as well as international trade in this fruit. Since 2013, India has been the world’s largest pomegranate producer and one of the largest exporters of fresh and processed pomegranates, with a production of 745,000 tons that year. Iran is in second place, followed by China.

In addition to greater demand for pomegranates as fresh fruit, there is growing interest at the international level on the part of the food, pharmaceutical and cosmetic industries in including pomegranate on their lists of ingredients because of its nutritional value, bright color, sweet and sour flavor, and health properties. This accounts for part of the great popularity these products are gaining on the market.
Due to the foregoing, growth expectations for the pomegranate market are encouraging, since the market is demanding – and is expected to continue to demand – an increasing amount of “super fruits” because of their health and beauty benefits, which pomegranates offer in abundance.

The markets that now have good prospects for increasing their consumption of pomegranate, and thus represent an opportunity for both established and emerging exporters, are the European markets, especially Germany, and the United States.

However, current production and shipments are beginning to saturate existing and consolidated markets such as Europe, the United States and the Middle East. Therefore, pomegranate producers and traders are currently searching for new destinations for pomegranates. The Asian market represents the greatest opportunities, since as a result of different research projects, these markets are developing new products using this fruit. For this reason, they require an increasing volume of fresh pomegranate, as well as pomegranate juice.