

SRD Market Intelligence Brief™

PAPAYA PULP

in the EEC and Japan

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This *Market Intelligence Brief™* presents a simplified analysis of the papaya pulp market in the EEC and Japan.

Though the majority of papayas are consumed in the fresh form, the market for papaya pulp, puree and juice (hereafter papaya pulp) has grown in importance in the past few years. Usually papaya pulp is used in a mixture with other fruits for yoghurt, baby food and multi-fruit drinks.¹

The size of the papaya pulp/juice market is not known, since, like mango and banana pulp it is not singled out in statistics. Quantities are generally considered small with limited growth potential.

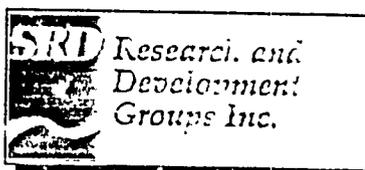
The largest producers are Brazil and

Peru, with Europe being the principal destination of exports. Traded papaya pulp is usually produced with a brix strength of 20-25. Pulp imported into EEC countries are mostly frozen in drums, with a trend toward aseptic packaging.²

Costa Rica and the Dominican Republic are the main suppliers to the United States. Imports into the U.S. totaled 516 tonnes in 1986 and 334 tonnes in 1988.

Sri Lanka reports exports of papaya juice to Japan of 16 tonnes in 1984 worth \$295,000, though this trade declined to 4 tonnes by 1987.³

Although accurate statistics are not available for papaya pulp, a review of the fresh papaya trade in Europe may be illustrative of the overall papaya trade. The left side of Figure 1 presents fresh papaya imports into Germany, France and the U.K. during the period 1984 to 1988. During this period papaya imports increased significantly, reaching near 1800 tonnes



in Germany, the major importer. The U.K. and France also increased imports dramatically.

The right component of Figure 1 presents total imports of fresh papaya into the entire EEC market. Here also, it is clear that consumption in Europe has increased significantly over the three year period. These trends are not unlikely paralleled in the papaya pulpa and juice trade, indicating that there is increasing demand in Europe.

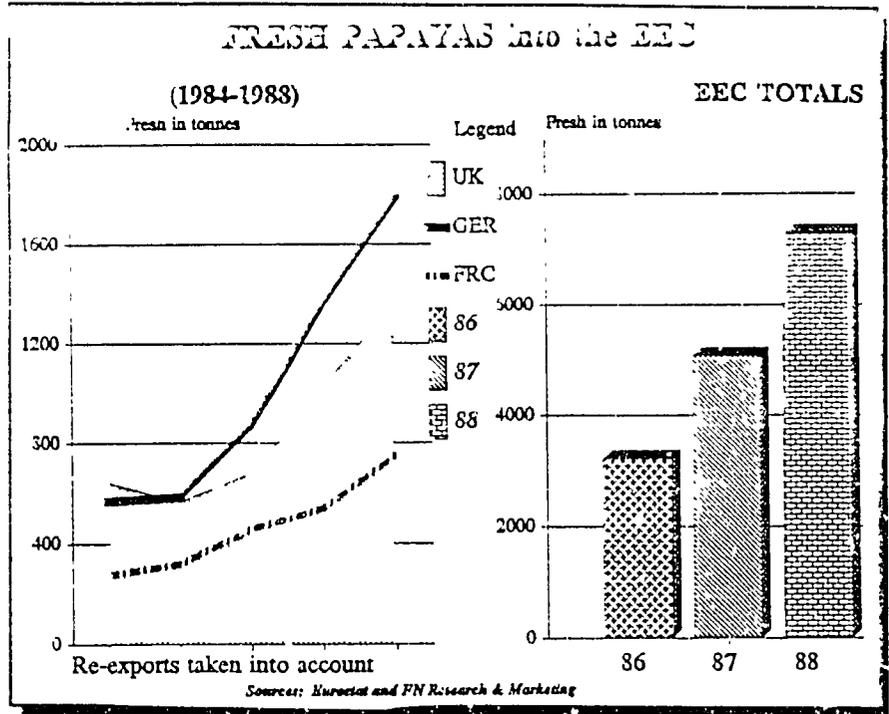


Figure 1 Fresh Papaya Imports into the EEC 1984-1988.

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1. TROPICAL FRUITS/FRESH/PROCESSED, Karine Yourassowsky, FN Research & Marketing Limited, England, Nov. 1989, pg 23.

2. TROPICAL FRUITS FRESH/PROCESSED, Karine yourassowsky, FN Research and Marketing Ltd. Nov. 1989, page 23.

3. *ibid.*