

SRD Market Intelligence Brief™

GUAVA PULP

in Europe and the U.S.

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This *Market Intelligence Brief* presents a simplified analysis of the guava pulp and juice market in Europe and the U.S.

In contrast to the fresh guava trade, demand for processed guava products has increased over the past few years.¹ The main suppliers of guava juices and pulps are South Africa, India and several South American countries. South African exports range from pink to red, while South American varieties are lighter and sometimes grey. The level of the natural juice is about 9 brix. Although there have been quality problems, guava juice blends well with other fruits, mostly as a secondary flavor in juices or drinks.

In the EEC markets, demand is generally for single strength juice or concentrates of a low level. Prices in the latter part of 1989 were near the \$650/tonne level CIF for stoneless 9 brix, \$700/tonne for white and \$750/tonne for red (7 brix).²

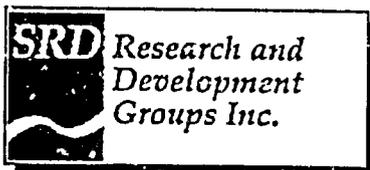
Guava juice exported from India is estimated at 10,561 tonnes in 1983. Brazilian exports of guava juice peaked in 1988 at 761 tonnes, valued at \$511,000 fob.

South Africa produced an estimated 20,700 tonnes of juice and puree in 1989, and roughly 20% of this amount was exported.

Though there is no accurate information of imports and exports of guava pulp, trade sources expect future growth and good demand. An ample supply from countries now exporting means new entries into the market will need to supply a quality product.

South Africa is the main supplier of guava pulp. It is usually exported hot-packed or frozen in drums. Total exports from South Africa were reported at 4,400 tonnes of puree in 1986 and 4,000 tonnes in 1988. India is increasing its exports, from 89 tonnes in 1983 to 590 tonnes in 1985.

Figure 1 outlines guava paste and pulp imports into the U.S. for the period 1985 through 1988. Although the import levels have fluctuated over the four years presented, it appears that overall consumption has increased. The latest figures put U.S. imports of guava paste and pulp at an estimated 6,551 tonnes in 1988-1989 valued at \$3.4 million. This included 2,424



tonnes from Brazil and 2,225 tonnes from the Dominican Republic. Australian exports increased to 1,187 in 1988.

Figure 2 presents total tonnes of guavas processed by three of the leading exporting countries, South Africa, Venezuela and Hawaii. South Africa is the world's largest producer of processed guava with an estimated 22,500 tonnes produced in 1986. Hawaii reached a level of almost 8,000 tonnes in 1986, of which most is exported to the continental U.S. market. Venezuela has greatly increased its production of processed guava, reaching a total 10,927 tonnes in 1987, the latest year for which figures are available.

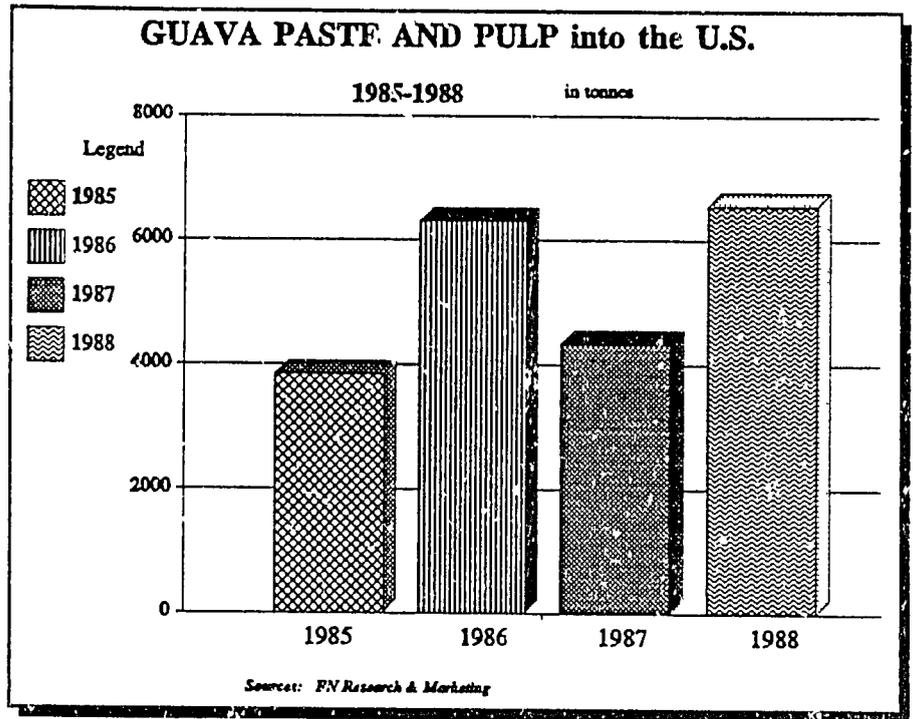


Figure 1: Guava Paste and Pulp Imported into the U.S. 1985-1988.

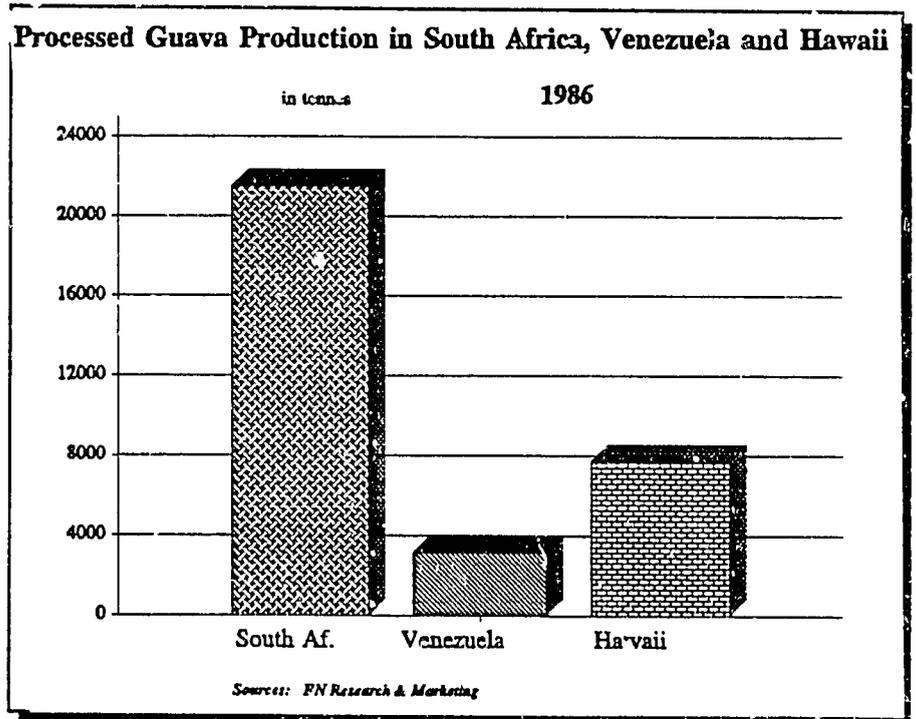


Figure 2: Volumes of Processed Guava in South Africa, Venezuela and Hawaii 1986.

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1. TROPICAL FRUITS FRESH/PROCESSED, Karine Yourassowsky, FN Research & Marketing, page 28.

2. Ibid.