



USDA Foreign Agricultural Service

# GAIN Report

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## Mexico

### Market Development Reports

### Market Snapshot: Dried Fruit Market

## 2008

**Approved by:**

Valerie Brown-Jones  
ATO Mexico City

**Prepared by:**

Rosa Rivera

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**Report Highlights:**

The Mexican market is becoming more challenging for U.S. suppliers of dried fruit due to stiff competition from other countries. The most popular dried fruits imported from the United States are raisins, prunes, apples, pears, figs, and peaches.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Trade Report  
Mexico City ATO [MX2]  
[MX]

**Market Overview:**

Raisins are the most demanded dried fruit product. Raisins produced in Mexico are becoming strong competitors due to favorable pricing, production and quality. Apricots are mainly imported from Turkey. Other dried fruits imported from the United States include prunes, apples, pears, figs and peaches.

The bakery and confectionery industry are the best prospects for these products.

Mexican dried fruit imports from the United States in 2007 reached \$16.3 million, slightly lower than in 2006. Chilean exports to Mexico have increased consistently over the years. However, most dried fruit imports and exports are volatile from year to year.

**Competition:**

Domestic production is unable to satisfy local demand; therefore, imports will continue to make up the balance. The Mexican dry fruit market is driven by price. Mexican producers are expected to maintain or even increase their production for two reasons. First, international prices are expected to remain marginally higher than domestic prices. Second, this price gap will help local producers to capture a larger share of the Mexican market.

JANUARY-DECEMBER  
2005-2007

Values in US Millions/Quantities in Kilograms .

**08132001 Pitted Prunes**

	2005		2006		2007	
	Quantity	Value	Quantity	Value	Quantity	Value
WORLD	2,167,214	6.5	1,981,871	5.8	2,060,809	6.3
Chile	1,605,530	4.4	1,149,580	3.3	1,302,150	3.6
U.S.A.	521,149	2.0	592,241	2.3	755,159	2.7

**01813209 Other**

	2005		2006		2007	
	Quantity	Value	Quantity	Value	Quantity	Value
WORLD	6,517,886	14,321	7,365,231	14,684	6,906,458	14,803
Chile	6,1606,636	13,510	6,506,591	12,636	6,167,450	13,192
U.S.A.	1,171,222	.454	708,612	1.732	708,957	1.504

**08620 Grapes, Dried, Raisin**

	2005		2006		2007	
	Quantity	Value	Quantity	Value	Quantity	Value
WORLD	13,527,983	19.158	11,615,719	15.292	14,348,463	16.779
Chile	7,112,397	10.387	7,845,076	9.990	9,169,678	12.022
U.S.A.	6,274,707	8.610	3,741,881	5.236	5,151,489	4.689

**081310 Apricots**

	2005		2006		2007	
	Quantity	Value	Quantity	Value	Quantity	Value
WORLD	522,621	.895	513,349	.891	259,708	.573
Turkey	481,983	.705	487,732	.797	202,039	.416
China	028,755	.118	23,465	.077	51,423	.142
U.S.A.	11,862	.071	1,838	.011	3,076	.013

**081330 Apples**

	2005		2006		2007	
	Quantity	Value	Quantity	Value	Quantity	Value
WORLD	648,185	1.088	796,022	1.004	752,656	0.948
U.S.A.	393,849	.413	381,868	0.676	351,621	0.678
China	74,478	.085	68,649	0.193	226,151	0.235
Chile	179,813	.590	345,390	0.134	174,658	0.035

U.S. dried fruits are perceived as a higher quality product but are generally not competitive in terms of price. Mexico continues to produce many high quality raisins and is gaining a reputation for producing a consistently high quality product. Products from China are perceived as inferior quality but prices are 50% lower than U.S. prices. Chilean dried fruits are very competitive in price and quality. Chilean raisins compete directly with Mexican and U.S. raisins. However, they contain more sugar and their degradation is faster.

**Best Prospects:**

The bakery industry remains the largest buyer/consumer of domestic, U.S., and Chilean raisins followed by the candy industry. These sectors also purchase apples, pears, figs, apricots, prunes and peaches. In recent years the processed food sector has identified several potential niche markets for raisins, such as the baby/infant food market. The dairy industry has recently incorporated dried plums into its yoghurt line. Purchases are generally made through central markets, supermarkets, public markets and grocery stores. During the December holiday season, consumption of these products increases.

**Phytosanitary Requirements:**

According to the Official Mexican Standard NOM-044-FITO-1995, which sets forth phytosanitary requirements and specifications for imports of nuts, vegetable products and derivatives, either processed or dehydrated, U.S. exporters must obtain an export certificate of processed vegetable products issued by the United States Department of Agriculture.

**Key Contacts in Mexico:**

US Dairy Export Council (USDEC)  
Portal Allende No. 4 Int. 13  
Col. Centro  
San Miguel Allende, Guanajuato  
C.P. 37700  
Tel. (011-5241) 5152-4962  
<http://www.usdec.org>

Cámara Nacional de la Industria Panificadora y Similares de México (CANAINPA)  
National Chamber of the Bakery Industry  
Dr. Liceaga No. 96  
Col. Doctores  
Tel. (011-5255) 5134-0500  
Web site: [www.canainpa.com.mx](http://www.canainpa.com.mx)

Asociacion Nacional De Fabricantes De Chocolates, Dulces Y Similares, A.C.  
(National Association of Manufacturers Of Chocolates, Candy And Similars)  
Manuel Maria Contreras No. 133-301  
Col. Cuauhtemoc, Mexico 06500, D.F.  
Tel. (011-5255) 5546-1259, 5546-0974; Fax. (011-5255) 5592-2497

Camara Nacional De La Industria De Transformacion (Canacintra)  
(National Chamber of the Transformation Industry)  
San Antonio No. 256  
Col. Ampliacion Napoles  
Mexico 03849, D.F.  
Tel. (011-5255) 5563-3400, 5563-3000; Fax. (011-5255) 5598-9467  
Asociacion Nacional De Tiendas De Autoservicio Y Departamentales, A.C.

(National Association of Supermarkets And Department Stores)  
Av. Horacio 1855, 6th Floor  
Col. Chapultepec Morales  
11570 Mexico, D.F.  
Tel. (011-5255) 5580-1772; Fax. (011-5255) 5395-2610

**TRADE OPPORTUNITIES:****MEXIPAN:**

Dates: TBD  
World Trade Center, Mexico City  
Centro Internacional de Exposiciones y Convenciones  
Filadelfia s/n  
Col. Nápoles  
C.P. 03810, México D.F.  
Contact: Emma Segura  
E-mail: [esegura@anpropan.org.mx](mailto:esegura@anpropan.org.mx)  
Tels: (011-5255) 5682 3522 / 23/24  
[www.mexipan.com.mx](http://www.mexipan.com.mx)  
[www.anpropan.org.mx](http://www.anpropan.org.mx)

**EXPO CHOCOLATE Y HELADO**

Dates: TBD  
World Trade Center, Mexico City  
Centro Internacional de Exposiciones y Convenciones  
Filadelfia s/n  
Col. Nápoles  
C.P. 03810, México D.F.  
Contact: n/a  
Tel: (011-5255) 9000 9000  
E-mail: [info@exposwtc.com](mailto:info@exposwtc.com)  
Web page: [www.exposwtc.com](http://www.exposwtc.com)

**ANTAD**

March, 11-13, 2009 (Guadalajara, Jal.)  
Asociación Nacional de Tiendas de Autoservicio y Departamentales (ANTAD)  
National Association of Supermarkets and Department Stores  
Mexico's largest retail and supermarket show.  
Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City  
Tel: (011-52-55) 1997 1520 (Dir) 5280 - 2000; Ext. 4643  
Fax: (011-52-55) 1997 1540  
Email: [Rosa.Rivera@usda.gov](mailto:Rosa.Rivera@usda.gov)

**CONFITEXPO**

International Candy Trade Show, Candy Confectioners and Suppliers.  
Grupo GEFECC, S.A. de C.V.  
Av. Baja California No. 32-A  
Col. Roma, 06760 México, D.F.  
Contact: Graciela Diaz Serrano, President  
Tel: (011-52-55) 5564-7040; 5564-7068  
Fax: (011-52-55) 5564-7040; 5564-7068