

Voluntary Report – Voluntary - Public Distribution

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Report Number: MX2025-0005

Report Name: Berry Annual Voluntary

Country: Mexico

Post: Guadalajara

Report Category: Fresh Fruit

Prepared By: Manuel Mandujano

Approved By: Abigail Nguema

Report Highlights:

Production of blackberries, raspberries, and strawberries is forecast to increase in 2025, driven by export and domestic demand, adequate access to water, improved plant varieties, and modernized agricultural practices. Blueberry production is forecast lower in 2025 based on a shortened harvest period. Forecast at 752,000 metric tons in 2025, total berry exports are projected to continue outpacing domestic consumption. Mexico is expected to remain the top supplier of fresh berries to the United States.

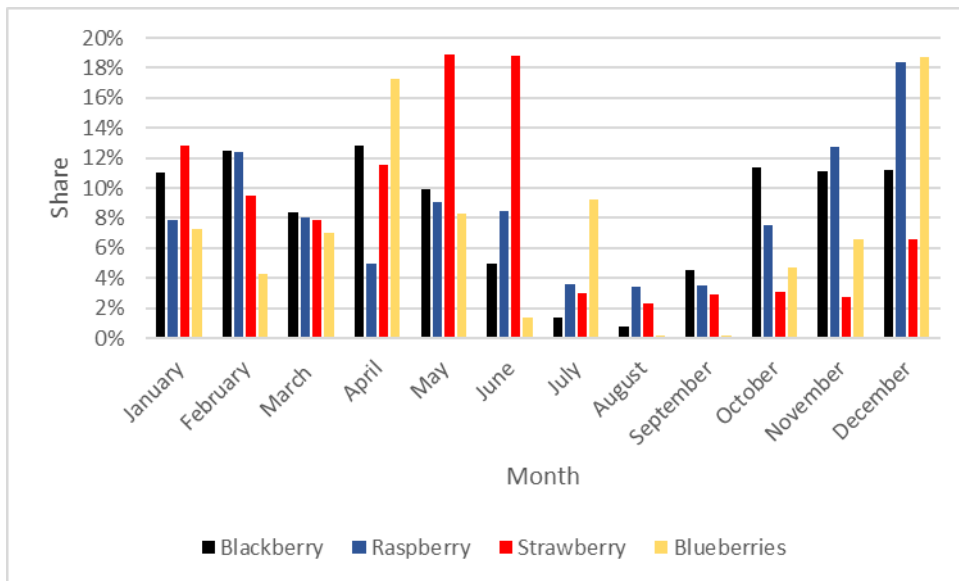
Executive Summary

Mexico's berry sector has grown rapidly during the past decade, with producers ramping up production to meet increased demand from international and domestic consumers. After a slump during the pandemic, berry production has grown steadily over the last three years. Mexico's calendar year (CY) 2025 berry production is forecast at 250,000 MT for blackberries, 219,000 MT for raspberries, 700,000 MT for strawberries, representing year-on-year increases of about three, seven, and six percent, respectively. The forecast production growth is based on strong demand, adequate water resources, and grower investments in technology and improved practices. Blueberry production is forecast at 73,500 MT in CY 2025, a nine percent decrease from the 2024 estimate due to a shortened harvest period.

Mexico leads the world in blackberry production, ranks second in raspberry production, fifth for strawberries, and sixth for blueberries. The United States continues to be both Mexico's top market and its number one supplier of berries, driving production and meeting demand in Mexico's off season. Overall berry exports, including strawberries, raspberries, blackberries, and blueberries, are forecast at 752,000 MT in CY 2025, up five percent from an estimated 716,000 MT in 2024 due to strong U.S. demand and a weakened peso compared to the U.S. dollar.

Production

Graph 1: Monthly Share of Berry Production in Mexico



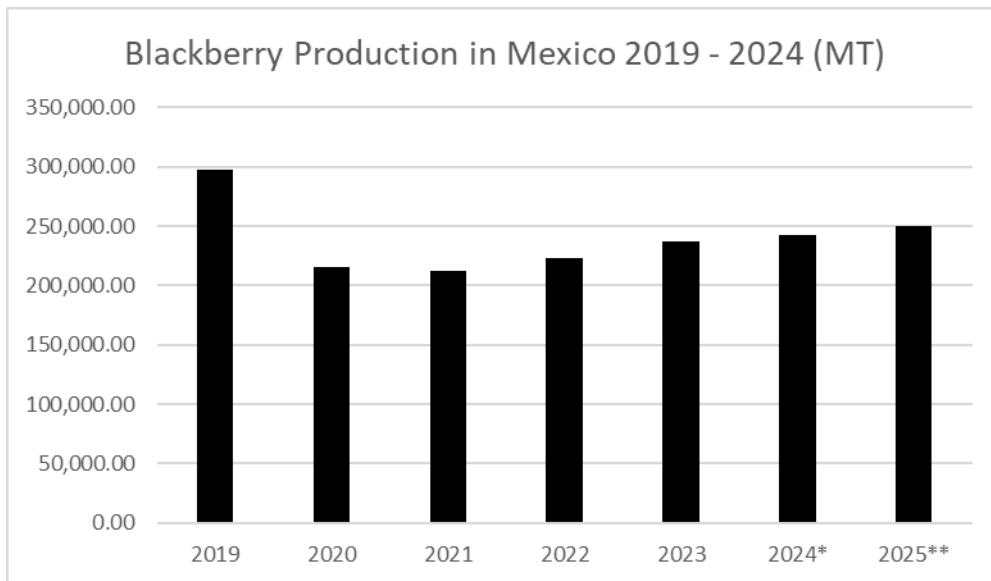
Data Source: SIAP

Blackberries

Mexico’s CY 2025 blackberry production is forecast at 250,00 MT, a three percent increase from an estimated 243,000 MT in 2024 - this reflects an ongoing recovery from a slowdown seen during the Covid-19 pandemic. CY 2025 production growth is forecast to be more modest for blackberries (three percent) than for raspberries (seven percent) and strawberries (six percent) due to aging plants and lower adoption of improved varieties. Production reached a record high of 298,000 MT in 2019 before falling 27 percent in 2020 due to the Covid -19 pandemic. Production grew an estimated 11 percent between 2020 and 2024 driven by modernized agricultural practices, increased planted area, and demand from the domestic and international markets. Mexico is expected to remain the number one blackberry producer globally in 2025.

Mexican growers obtain about 18 MT of blackberries per hectare, with each hectare supporting approximately 7,500 plants. Blackberry plants begin producing berries after five months and can continue producing for up to ten years with adequate care. With three flowerings per year, producers can supply fruit virtually year-round, with peaks in the autumn, winter, and spring.

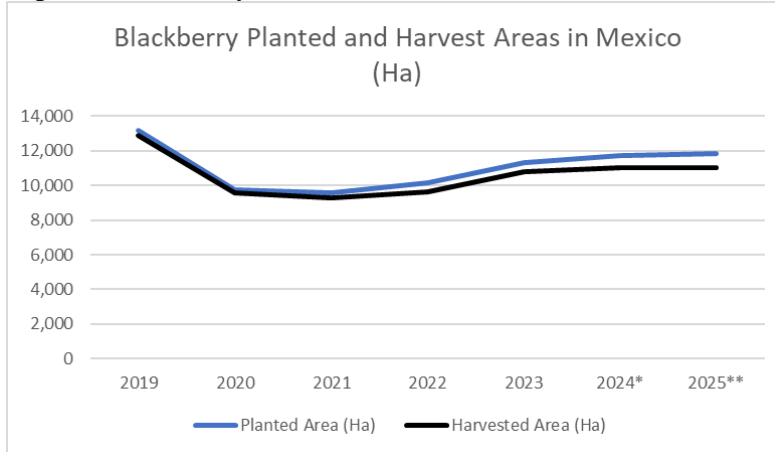
Graph 2: Blackberry Production in Mexico 2019 - 2025 (MT)



Data Source: SIAP

*Post Estimate, **Post Forecast

Graph 3: Blackberry Planted and Harvest Areas in Mexico (Ha)



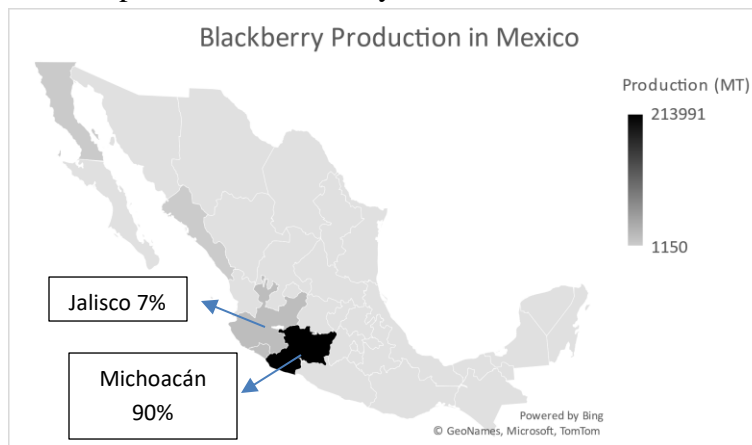
Data Source: SIAP

*Post Estimate, **Post Forecast

Mexico’s blackberry cultivation thrives in regions with warm temperatures and ample sunlight, particularly at altitudes ranging from sea level to 1,200 meters (3,900 feet) and occasionally up to 1,800 meters (5,900 feet). Temperatures should generally remain above 10°C (50°F) to prevent frost damage and growers must manage irrigation effectively to maintain moisture levels. The summer rainy season can affect fruit quality, necessitating management practices to ensure optimal growing conditions.

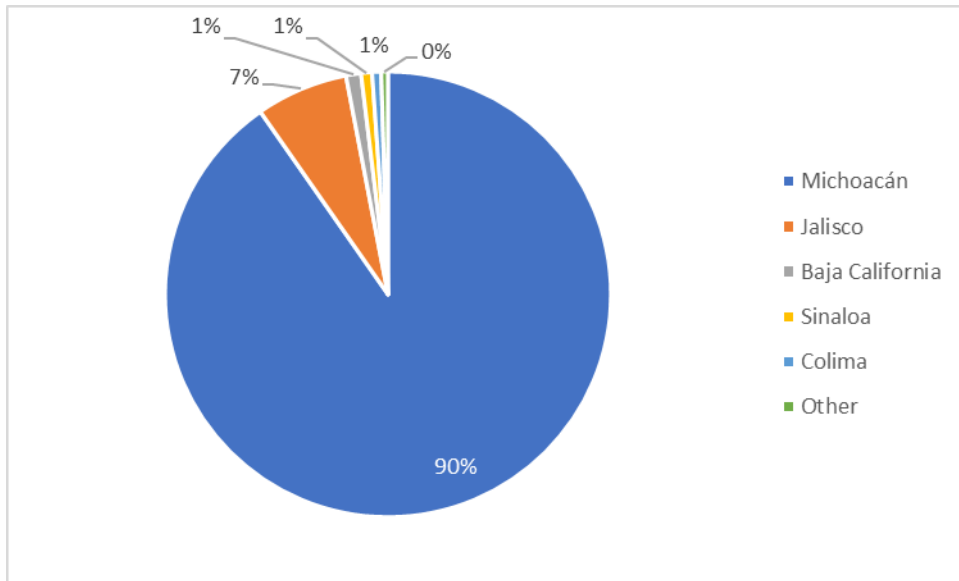
States including Michoacán, Jalisco, Colima, Baja California, and Sinaloa provide ideal growing conditions and account for 99.5% of national production. These areas feature rich volcanic soil that provides essential nutrients for robust plant growth and flavorful berries. The climate allows for extended growing seasons, with cooler nights at higher elevations enhancing fruit quality and plant vigor. This combination of favorable geographic factors—warm climate, fertile soil, and suitable elevation—positions Mexico as the world's leading blackberry producer.

Map 1: Main Blackberry Production Areas 2024



Data Source: SIAP

Graph 4: Share of Blackberry Production by State 2024



Data Source: SIAP

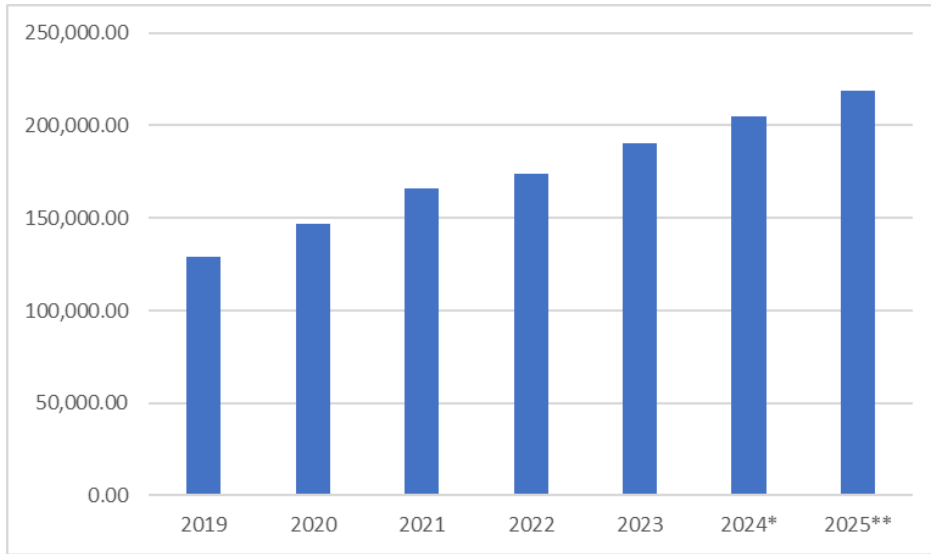
Raspberries

Mexico’s raspberry production is forecast at 219,000 MT in CY 2025, a seven percent increase compared to the 2024 estimate of 205,000 MT due to improved water management, the ability of growers to retain skilled labor, and increased planted area. The raspberry sector continues to expand its reach into different parts of the country, reflected in increasing planted area, which is forecast to reach 11,220 hectares in CY 2025. Production has been rising since 2019, achieving a now surpassed record high of over 190,000 MT in 2023.

On average, producers obtain 18 to 20 MT of raspberries per hectare with between 6,000 and 8,000 plants per hectare. It takes raspberry plants approximately ten weeks to produce fruit. Producers report that modernized techniques have allowed them to increase yields with less water and fertilizer use.

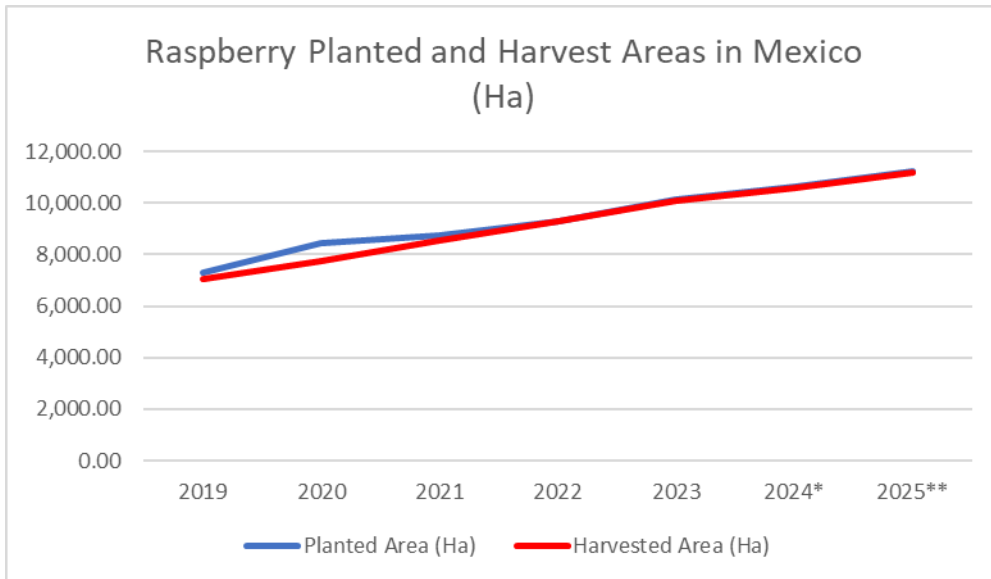
The raspberry harvest season in Mexico is strategically timed to meet demand, particularly from the U.S. market, with a main production peak in December (18% of annual production), a secondary peak in February (12%), and reduced production from July to September. The central Mexican states of Jalisco and Michoacán produce from November to early June, while the Baja California season runs from August to October, allowing a nearly year-round supply. Generally ideal climate conditions, a dry season, and the widespread use of macro-tunnels (70.7% of crops) have supported the production of high-quality fruit and helped make Mexico the second largest raspberry producer.

Graph 5: Raspberry Production in Mexico 2019 - 2025



Data Source: SIAP
 *Post Estimate, **Post Forecast

Graph 6: Raspberry Planted and Harvested Areas in Mexico (Ha)

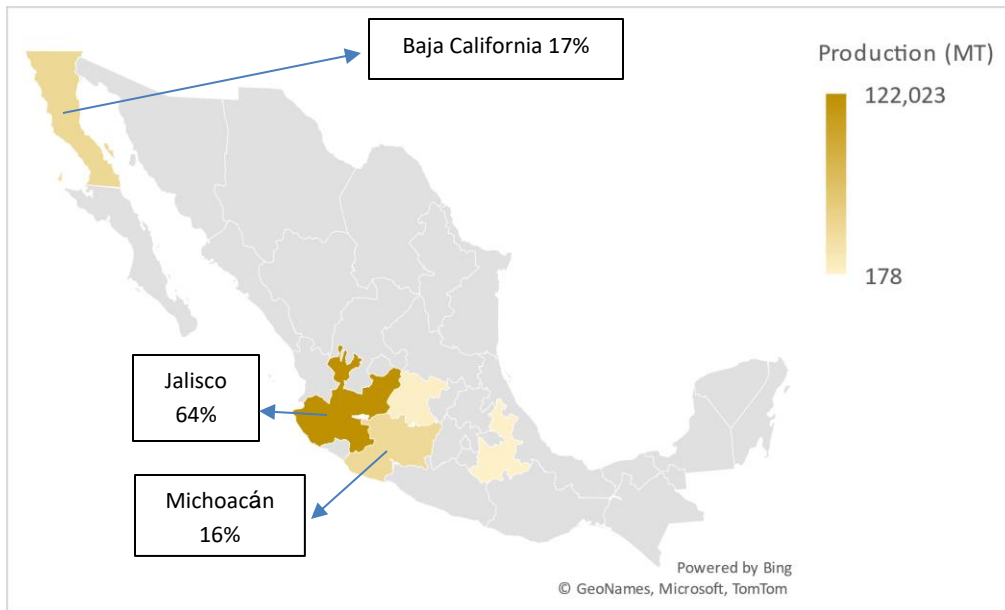


Data Source: SIAP
 *Post Estimate, **Post Forecast

Raspberries thrive with ample sunlight (6-8 hours daily) and moderate temperatures of 15°C to 24°C (60°F to 75°F). They require a winter dormant period of between 0°C and 7°C (32°F to 45°F). Ideal soil is well-drained, slightly acidic to slightly alkaline, with sandy loam rich in organic matter. Consistent

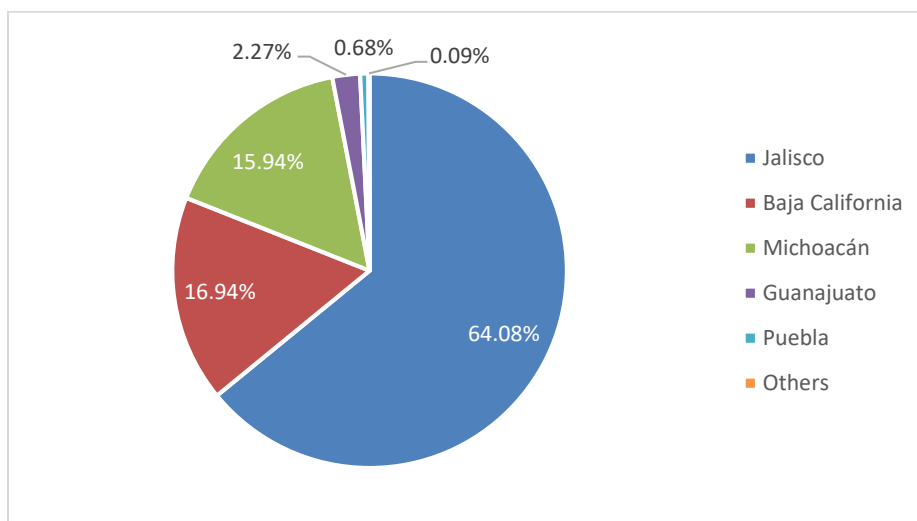
moisture is crucial, but waterlogging must be avoided. While best in cool climates, raspberries can adapt to hotter regions with shade cloth. Planting is done in early spring, often on raised beds for better drainage. In Mexico raspberries are typically grown in high-altitude regions, with the ideal altitude for raspberry production being 1,300 to 2,250 meters above sea level (4,000 to 7,000 feet).

Map 2: Main Raspberry Production Areas 2024



Data Source: SIAP

Graph 7: Share of Raspberry Production by State 2024



Data Source: SIAP

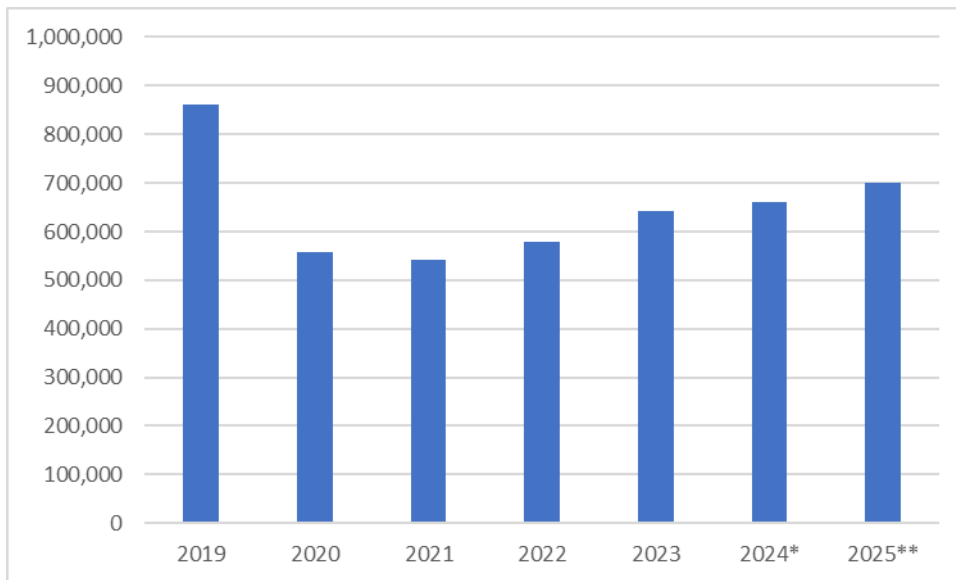
Strawberries

Mexico's CY 2025 strawberry production is forecast at 700,000 MT, a six percent increase from the estimate of 661,260 MT for 2024. Production continues to rise after a slump in 2020 due to the Covid-19 pandemic. Strawberry growers are expanding their planted area and implementing modern agricultural practices to increase production and maximize resources. The strawberry sector avoided major effects from the 2024 drought due to efficient irrigation systems.

On average, producers obtain between 59 and 62 MT of strawberries per hectare, with as many as 54,000 plants per hectare. Like raspberry growers, strawberry producers are achieving greater yields with reduced water and fertilizer use and yearly planting of new varieties. Growers report using fewer strawberry varieties to enable more targeted plant management procedures.

The strawberry harvest season in Mexico is characterized by its extended duration and regional diversity, typically spanning from November to July with peak production in May and June. Central Mexican states, including Michoacán, Guanajuato, Jalisco, and Mexico, begin harvesting in October and continue until June, with the most intense activity from January to April. Baja California primarily produces in the summer, contributing to Mexico's near year-round strawberry availability. The season's length is further extended in Central Mexico using high-tunnel technology, allowing plants to produce better quality fruit. As the world's fifth largest strawberry producer, Mexico serves the fresh export, fresh domestic, and domestic processing markets, with an expanding export window to the United States in March and April.

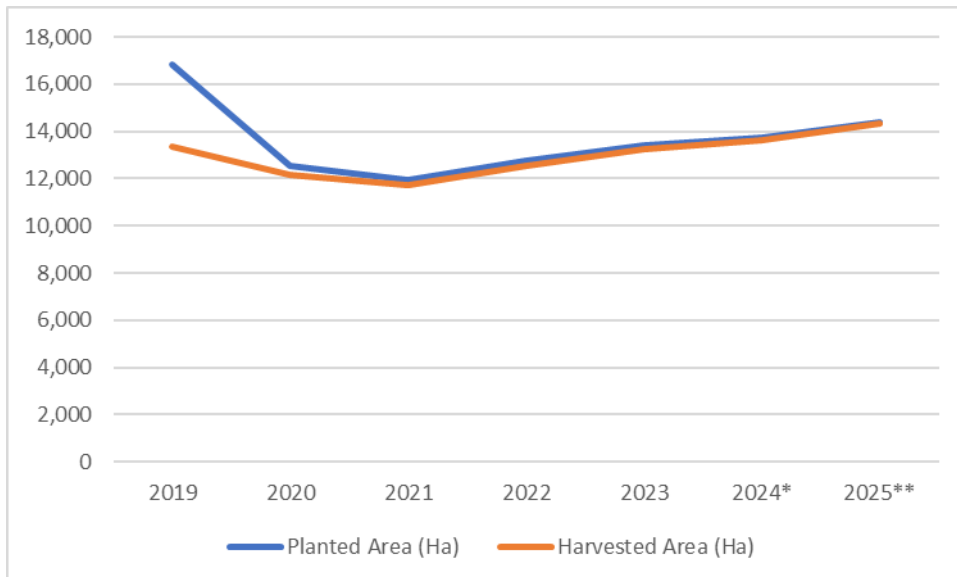
Graph 8: Mexico Strawberry Production



Data Source: SIAP

*Post Estimate, **Post Forecast

Graph 9: Mexico Strawberry Planted and Harvested Area (Ha)



Data Source: SIAP

*Post Estimate, **Post Forecast

Strawberry production in Mexico flourishes in areas with daily maximum temperatures of 21-24°C (70-75°F) and mid-summer averages of 15-29°C (59-85°F). Production occurs at various altitudes, with elevations between 760 and 2,900 meters above sea level (2,500 and 9,000 feet) providing the best temperature control, extending the harvest season, and improving strawberry plant performance.

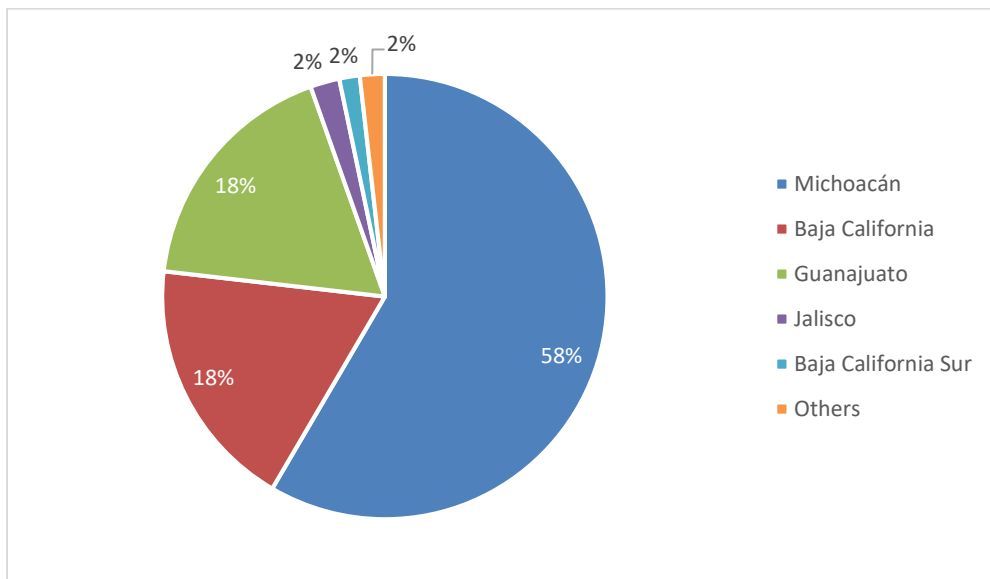
Well-drained, organic-rich soils are essential, often managed with raised beds. However, producers are starting to cultivate strawberries in substrate pots in an effort to reduce erosion. Drip irrigation is common, especially in low-rainfall areas like Northern Baja. High tunnels are increasingly used for crop protection, with 44.8% of national production under protected cultivation. Regional variations include Central Mexico (Michoacán, Guanajuato and Jalisco) with warm days and cool nights ideal for strawberries, Baja California with arid conditions and water scarcity, and Northern Mexico where cold winters and high elevations can limit the growing season. These diverse conditions enable Mexico's almost year-round strawberry production, peaking from May to June.

Map 3: Main Strawberry Production Areas 2023



Data Source: SIAP

Graph 10: Share of Strawberry Production Per State 2024



Data Source: SIAP

Blueberries

Post blueberry production forecast for CY 2025 is 73,500 MT, a nine percent decrease from CY 2024 due to a delay in the start of the harvest, shortening the harvest period. Mexico is positioned to continue as the sixth worldwide producer of this berry. Additional information on Mexico's blueberry sector is available in the [Blueberry Annual MX2025-0004](#).

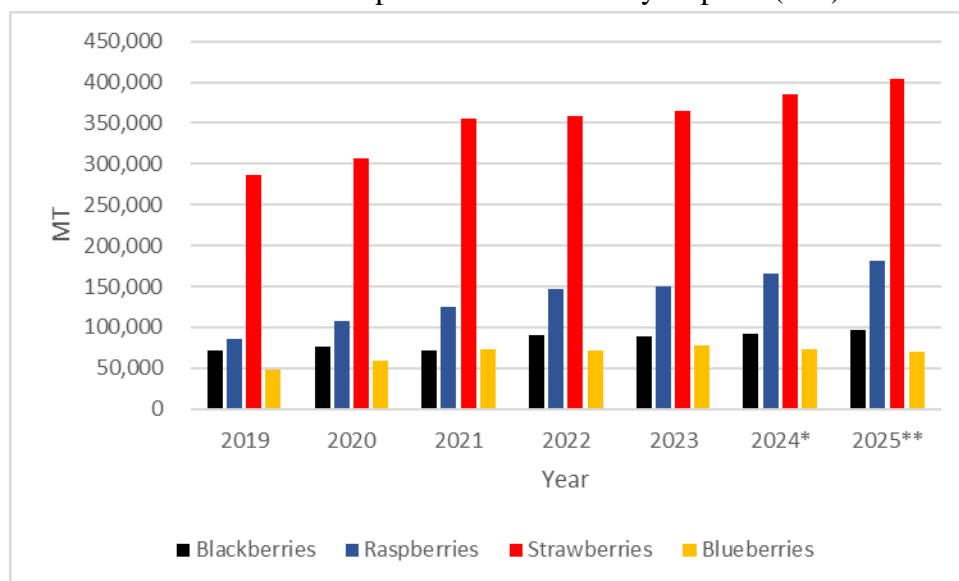
Consumption

Mexico's berry consumption has been steadily increasing, reflecting grower-led campaigns to boost consumer awareness and preferences. For example, annual per capita consumption of blueberries more than doubled from 2023 to 2024. While the export market is the major driver of production, more and more Mexican consumers are including berries in their daily diets. Strawberry consumption in 2024 is estimated at 2400 grams per capita (5.3 pounds), raspberry consumption at 314 grams (0.7 pounds), blackberries at 1200 grams (2.6 pounds), and blueberries at 146 grams (0.3 pounds). Strawberries are expected to remain the most consumed berry in the country.

Along with producer marketing efforts, rising health consciousness among consumers has driven demand for fresh and frozen berries, particularly raspberries, which are often incorporated into smoothies and other health-focused products.

Trade

Graph 11: Mexican Berry Exports (MT)



Data Source: SIAP

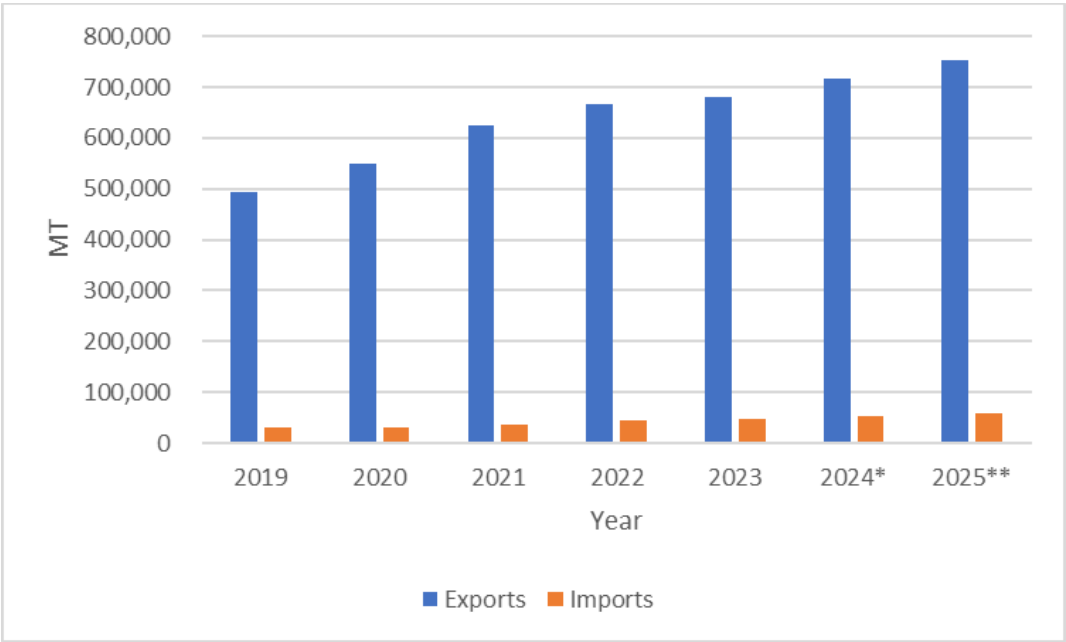
*Post Estimate, **Post Forecast

The export forecast for CY 2025 indicates continued growth across all four berries. The United States continues to be the leading export market for Mexican berries, as well as the number one berry exporter to Mexico, driving production and meeting demand in Mexico’s off season. Post forecasts overall berry exports, including strawberries, raspberries, blackberries, and blueberries, at 752,000 MT in CY 2025, up five percent from an estimated 716,000 MT 2024 on growing export demand and a weakened peso compared to the U.S. dollar.

The CY 2025 export forecast is comprised of 96,000 MT in blackberry exports, 182,000 MT of raspberries, 404,000 MT of strawberries, and 70,000 MT of blueberries. Mexico’s 2023 berry exports totaled 681,000 MT, including 575,000 MT to the United States. The United States is Mexico’s top export market with an 85 percent share. Other export destinations include Canada, the United Arab Emirates, the United Kingdom, Japan, Qatar, and Hong Kong.

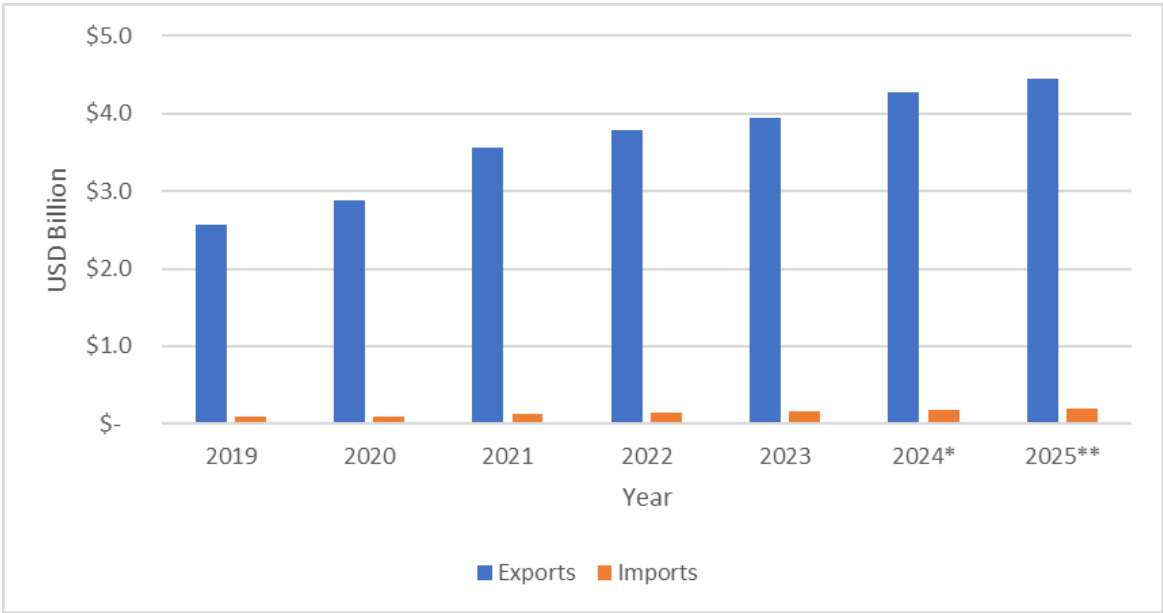
Mexico’s berry imports are expected to remain minimal due to strong production covering domestic demand. The United States remains the main supplier of berries to Mexico. Post forecasts overall berry imports, including blackberries, raspberries, strawberries, and blueberries, at 57,000 MT in CY 2025, up six percent from an estimated 54,000 MT in 2024. The CY 2025 import forecast is comprised of 600 MT in blackberry imports, 330 MT of raspberries, 36,000 MT of strawberries, and 20,000 of blueberries.

Graph 12: Mexican Berry Trade (MT)



Data Source: SIAP
 *Post Estimate, **Post Forecast

Graph 13: Mexican Berry Trade (USD Billion)



Data Source: SIAP
*Post Estimate, **Post Forecast

Attachments:

No Attachments.