

**Voluntary Report** – Voluntary - Public Distribution

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**Report Number:** MX2025-0004

**Report Name:** Blueberry Annual Voluntary

**Country:** Mexico

**Post:** Guadalajara

**Report Category:** Fresh Fruit

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**Report Highlights:**

Mexico is a leading global producer of blueberries, ranking sixth worldwide. Production is forecast at 73,500 metric tons (MT) for calendar year (CY) 2025, representing a nine percent decrease from CY 2024 based on a shortened harvest period. Mexico's CY 2025 exports are forecast at 70,000 MT and imports at 20,000 MT. While still well below the annual per capita consumption levels of the United States and other leading global blueberry consumers, Mexico's consumption more than doubled from 2023 to 2024 with increasing consumer awareness of the berries and related health benefits. The United States is expected to remain both Mexico's number one blueberry export market and its top supplier.

**Executive Summary**

Mexico's blueberry sector benefits from favorable growing conditions, proximity to the United States, its top export market, and market access to parts of Europe, Asia, and the Middle East. Producers are focused on implementing advanced production technologies, including new varieties and new growing techniques, to manage climate challenges and enhance fruit quality and flavor. In response to competitive pressure from Peru and Chile, which offer comparable quality berries at a lower price, Mexican producers have strategically delayed the beginning of the harvest season.

**Production**

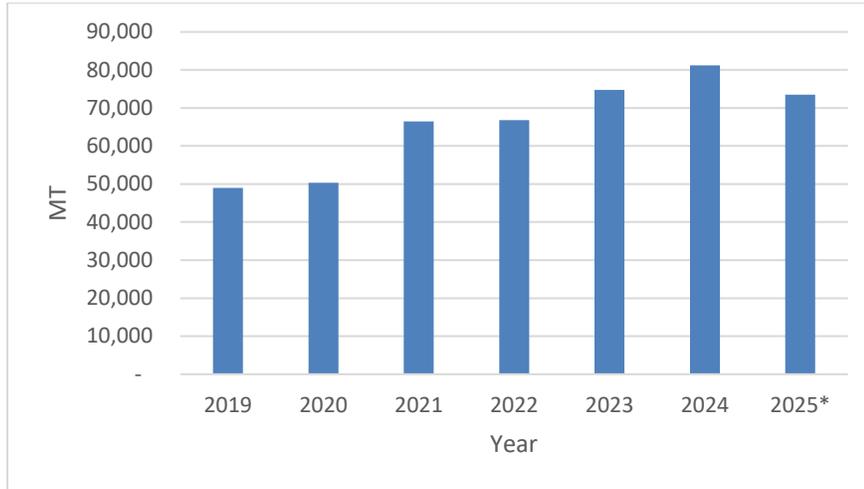
Mexico is the sixth blueberry producer globally. Calendar year (CY) 2025 production is at 73,500 metric tons (MT), representing a nine percent decrease from CY 2024 due to a shorter harvest period. Faced with competition from Peru and Chile, which supply comparable quality berries at a lower cost, many Mexican producers report having pushed the start of the harvest from October to February (see Graph 2), aligning with the slowdown in the South American harvest. By delaying the beginning of the harvest and thus shortening the total harvest period, growers aim to reduce labor costs (seasonal and day labor) and export their blueberries when their competitors' production is lower, offsetting lower overall production with increased revenue during the February-May period.

Table 1: Mexican Blueberry Production

<b>Year</b>	<b>Planted Area (Ha)</b>	<b>Harvested Area (Ha)</b>	<b>Production (MT)</b>
<b>2019</b>	4,909	4,319	48,999
<b>2020</b>	5,000	5,000	50,293
<b>2021</b>	5,833	5,833	66,482
<b>2022</b>	4,444	4,331	66,847
<b>2023</b>	6,563	6,490	74,800
<b>2024</b>	6,676	6,627	81,200
<b>2025*</b>	6,008	5,964	73,500

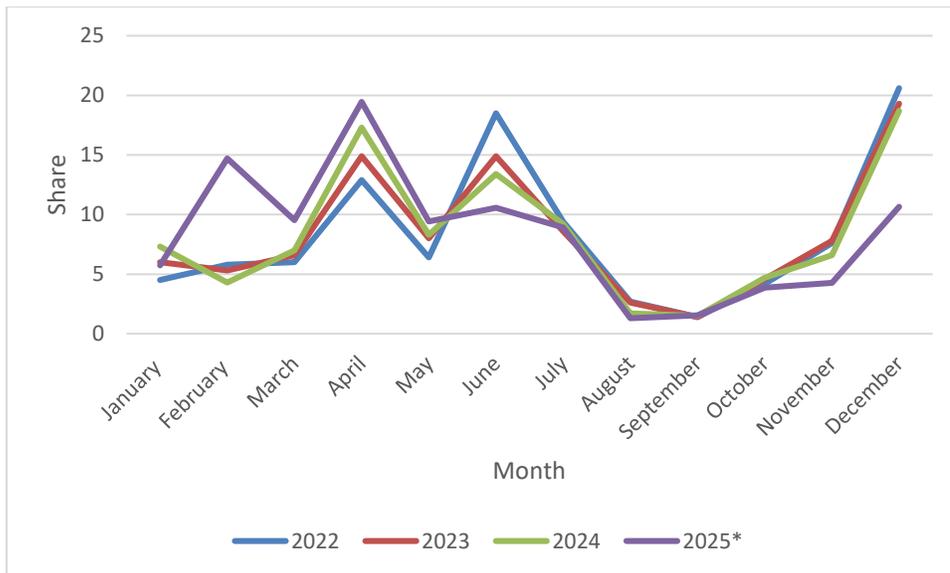
Data Source: Agri-Food and Fisheries Information System (SIAP)  
 \*Post Forecast

Graph 1: Mexico Blueberry Production



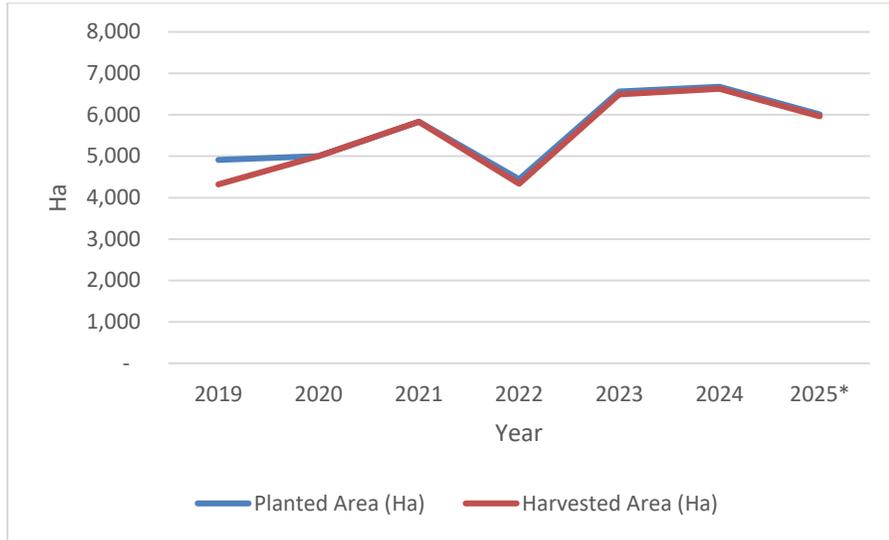
Data Source: SIAP  
\*Post Forecast

Graph 2: Blueberry Monthly Harvest Share



Data Source: SIAP  
\*Post Forecast

Graph 3: Mexico Blueberry Planted and Harvested Area

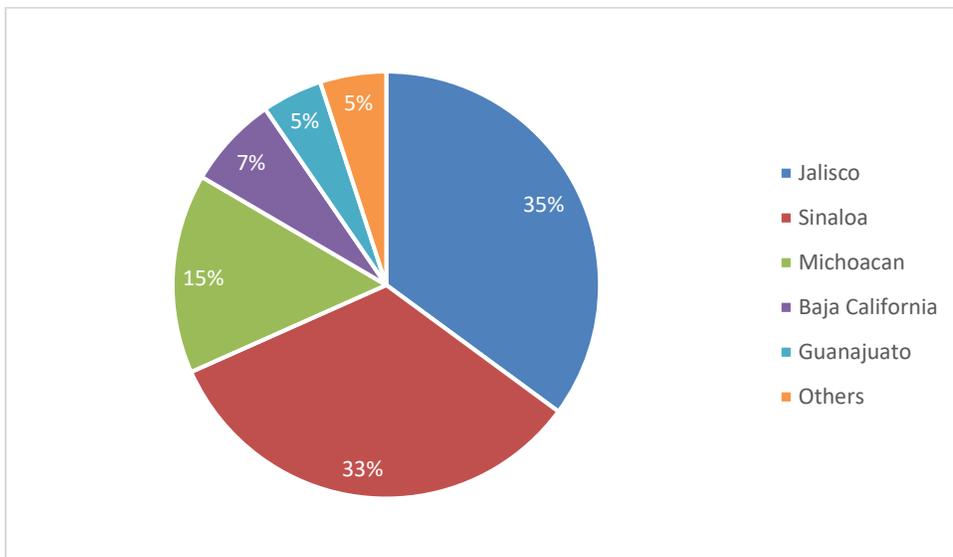


Data Source: SIAP  
\*Post Forecast

Mexico's blueberry production benefits from favorable growing conditions, readily available labor, and proximity to the U.S. market. Planted area is forecast to decrease slightly in 2025, as producers shift towards improved, higher yielding proprietary varieties.

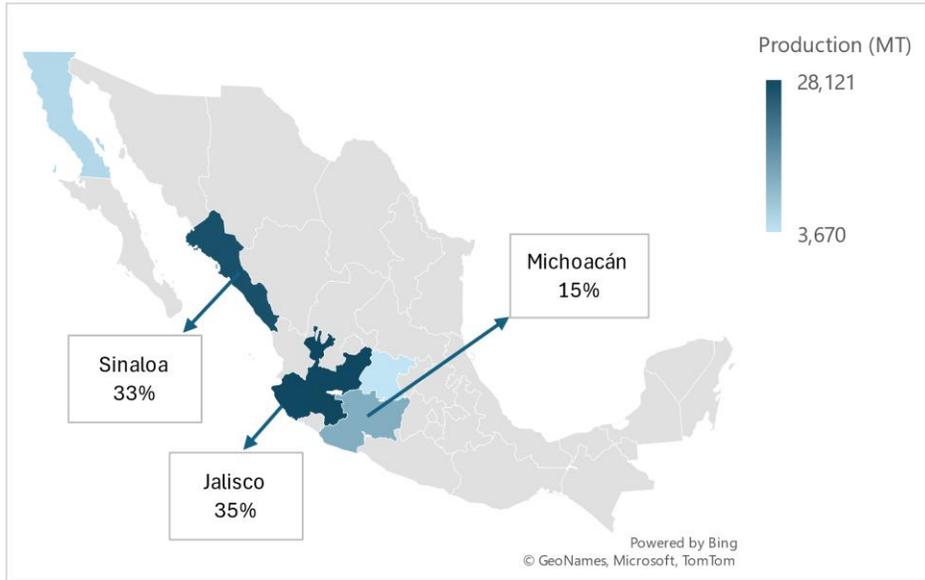
Jalisco and Sinaloa (see Map 1) are expected to remain the top blueberry producing states, with Sinaloa forecast to increase its production in CY 2025 based on favorable production conditions including adequate access to water.

Graph 4: Mexico Blueberry Production Share by State



Data Source: SIAP

Map 1: Main Blueberry Production Areas 2024



Data Source: SIAP

Faced with ongoing water scarcity in recent years, Mexican producers are increasingly adopting drought-resistant varieties and technological innovations such as the use of substrate planting in pots rather than in-ground planting. Many growers are installing more efficient irrigation systems and private water reservoirs. Additionally, producers are investing in research and development to enhance the nutritional profile of blueberries and implementing targeted marketing campaigns to increase both domestic and international consumption. The use of hand-picking ensures fruit quality and traceability from field to market.

Growers obtain on average between 19 and 27 MT of blueberry per planted hectare. Blueberry bushes reach an optimal production level after three years and can live for up to 20 years.

### Consumption

According to SIAP, annual per capita consumption of blueberries jumped from 70 grams (0.15 pounds) in 2023 to 146 grams (0.32 pounds) in 2024, a 109 percent increase year on year. While still well below the annual per capita consumption levels of the United States and other leading global blueberry consumers, the increased consumption reflects efforts by berry farmers to increase blueberry consumption by highlighting health benefits. Blueberries are considered a luxury food for most Mexican consumers, with domestic prices relatively high. Blueberries are mostly consumed in jams and jellies, as well as whole and in smoothies.

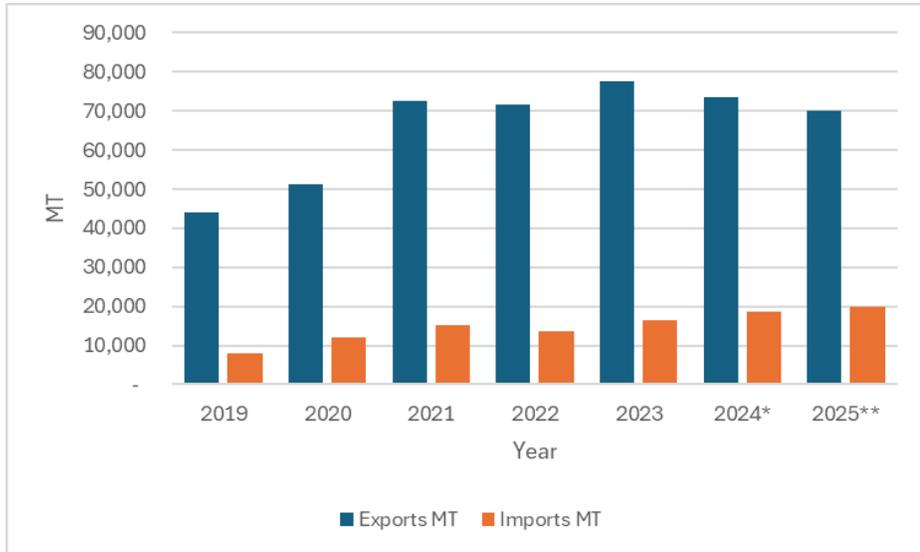
### Trade

Mexican blueberry exports are forecast at 70,000 MT in CY 2025 compared to an estimated 74,000 MT the previous year, with exports forecast lower based on decreased production. The United States accounts for 96 percent of Mexico's blueberry exports. In recent years, Mexico has begun expanding its export horizons; it is

exploring additional opportunities in the European Union and emerging markets such as the United Arab Emirates.

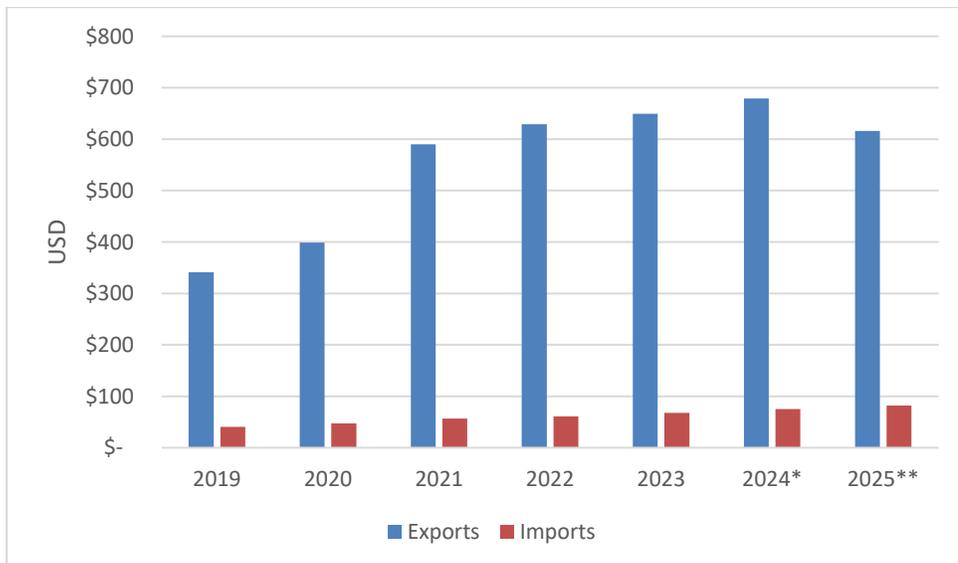
The import forecast for CY 2025 is 20,000 MT, a seven percent increase over 2024 due to increased domestic demand partly met by the United States, Peru, and Canada during Mexico’s periods of lower production. The United States is expected to remain Mexico’s top blueberry supplier, while Peru has begun to increase its blueberry exports to Mexico.

Graph 5: Mexican Blueberry Trade (Metric Tons)



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

Graph 6: Mexican Blueberry Trade (USD Millions)



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

**Attachments:**

No Attachments.