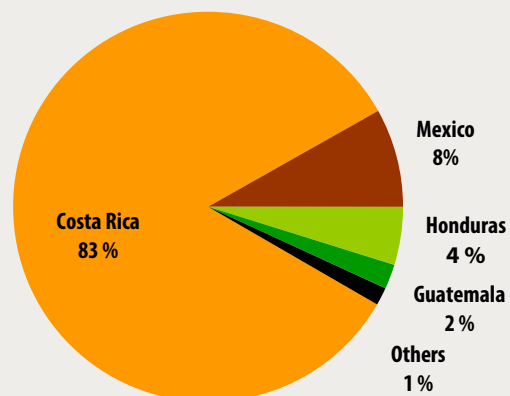


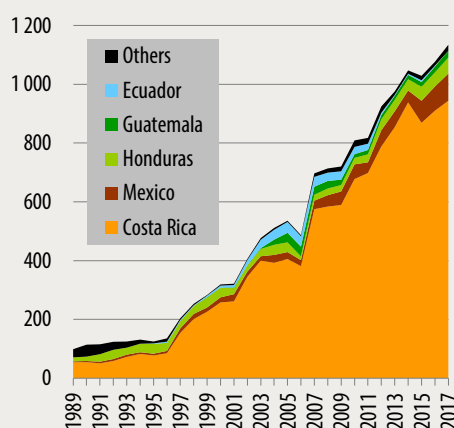
## The pineapple in the United States: the return of the American dream

2017 was a year marked by a leap in pineapple imports in the two main consumption markets, Europe and the United States. In the USA, this leap is especially remarkable since it was an absolute import record, following three years of complete stagnation. According to our projections, imports on this market in 2017 amounted to 1 135 000 tonnes, up by more than 5 % on 2016. Of course, Costa Rica, which represents an 83 % market share, registered its best performance with nearly 944 000 tonnes, beating its 2014 record (938 000 tonnes) by 1 %. This growth is especially remarkable since it extends to all the other suppliers, registering growth rates higher than overall market growth. Mexico, in second position for the past three years, has consolidated its place, with more than 90 000 tonnes (i.e. an increase of 12 % on 2016). Neighbouring Guatemala and Honduras saw performances of 13 % and 17 % up on 2016. On a smaller scale (quantities below 10 000 tonnes), but in just as great a feat, Panama and Colombia marked their comeback to this market. Apart from this, it remains only to note the decline of Ecuador, the big loser in this story, which has disappeared from this market, and is refocusing on Europe.

**Fresh pineapple - USA - Imports in 2017**  
(first 8 months)



**Fresh pineapple - USA - Imports**  
(2017: projection / in 000 tonnes / source: Customs)



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