

## **Tanzania Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Tanzanian fruits and vegetables market is projected to register a CAGR of 6.8% during the forecast period, 2022-2027.

Most horticultural crops in Tanzania are directed toward export. As a result of the COVID-19 pandemic, the demand for these horticultural products has reduced by over 50.0%, which had a ripple effect on supply. According to the Food and Agricultural Organization, horticultural products worth about USD 63.69 million are exported monthly from Tanzania to international markets. The pandemic has affected the export business by more than 80%, costing the country much-needed foreign currency to a tune of about USD 50.95 million per month.

The growing demand for derived products, such as fruit juices and jams, and an increase in consumer awareness of healthier alternatives such as fruits and vegetables are some of the factors driving the market growth. Major fruits and vegetables produced in the country are bananas, mangoes, oranges, pineapples, watermelons, beans, cabbage, tomatoes, onions, and chilies and peppers. The market for bananas has massively developed in the country due to exports and local demand from consumers.

International buyers are increasingly looking out for Tanzanian grown crops, especially avocados, raspberries, lime, and other high-value vegetables. This offers local farmers and exporters new markets and opportunities.

### **Tanzania Fruits & Vegetables Market Trends**

#### **Increase in Health Consciousness among Consumers**

The growing health consciousness among Tanzanian consumers has resulted in consumers spending more on healthier foods such

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

as fruits and vegetables. Health complications, such as weakening of the immune system and vitamin-C deficiency along with bleeding gums, have encouraged the country's people to include healthier alternatives like fruits and vegetables in their diets. This is reflected in an increase in the production of both fruits and vegetables and increased the contribution of vegetables' per capita energy. The production of fruits and vegetables increased from 20.18 and 19.2 thousand ton in 2019 to 20.19 and 19.29 thousand ton in 2020, respectively. The contribution of vegetables to the total per capita dietary energy supply (DES) accounted for 2,084 kcal in 2017. In 2019, the supply of fruits and vegetables was 11.26 kg per capita per day and 41.99 kg per capita per day, respectively.

Furthermore, Tanzania had set nutrition targets to tackle malnutrition, undernutrition, overweight or obesity, and micronutrient deficiency, and it is striving to reduce stunting to 15% by 2025. This is anticipated to give a boost to fruit and vegetable intake among Tanzanians. Also, organically produced crops are gaining traction due to the rise in consumer concerns over the usage of chemical pesticides or fertilizers. With the increase in the number of consumers switching to healthier alternatives, the demand for fruits and vegetables is projected to grow during the forecast period.

### Growing Export Markets

Fruit and vegetable exports from Tanzania have been growing in the past few years, becoming a leading sub-sector that drives the agricultural sector's growth. The rising awareness targeting the export toward demanding markets helped the farmers increase the quality standards of their vegetables, making them highly profitable.

Producers have formed groups to produce as contract farmers or out-growers to large-scale export firms, for instance, MUVIKHO, an umbrella organization comprising groups of vegetable farmers. Also, a national farmers' organization called TAHA (Tanzania Horticulture Association) represents all of the country's farmers regardless of their farm size and has a direct link with the government and other stakeholders. Furthermore, the market is flourishing due to the increased consumer demand, and organizations are putting efforts into producing new varieties while producers are focusing on sustainable production.

According to ITC, in 2020, the total export value for vegetables was USD 221,050 thousand, marking an increase of 56.3% from 2019. Similarly, the export value for fruits was USD 376,794 thousand, marking an increase of 2.2% from 2019. Bananas are the highly traded commodities in the country due to the trade liberalization policies. This, in turn, may drive the market for bananas, which will generate an overall revenue for the fruits and vegetables market. Bananas are popular primarily due to their non-seasonal nature and play a key role in ensuring food availability all year round. Thus, the demand from export markets for sustainably produced fruits and vegetables is the main factor driving the market.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

### **Table of Contents:**

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

#### 4 MARKET DYNAMICS

##### 4.1 Market Overview

##### 4.2 Market Drivers

##### 4.3 Market Restraints

#### 5 MARKET SEGMENTATION

##### 5.1 Vegetables

###### 5.1.1 Production Analysis

###### 5.1.2 Consumption Analysis (Volume and Value)

###### 5.1.3 Import Market Analysis (Volume and Value)

###### 5.1.4 Export Market Analysis (Volume and Value)

###### 5.1.5 Price Trend Analysis

##### 5.2 Fruits

###### 5.2.1 Production Analysis

###### 5.2.2 Consumption Analysis (Volume and Value)

###### 5.2.3 Import Market Analysis (Volume and Value)

###### 5.2.4 Export Market Analysis (Volume and Value)

###### 5.2.5 Price Trend Analysis

#### 6 INTERNATIONAL TRADE AND PRICE SCENARIOS

##### 6.1 Bananas

##### 6.2 Mangoes

##### 6.3 Watermelons

##### 6.4 Oranges

##### 6.5 Pineapples

##### 6.6 Beans

##### 6.7 Cabbage

##### 6.8 Tomatoes

##### 6.9 Onions

##### 6.10 Chilies and Peppers

#### 7 REGIONAL ANALYSIS

##### 7.1 PESTLE Analysis

##### 7.2 Supply Chain Analysis

##### 7.3 Government Policies

#### 8 COMPETITIVE ANALYSIS

##### 8.1 Distribution Network and Retail Analysis

##### 8.2 Company Profiles

#### 9 MARKET OPPORTUNITIES AND FUTURE TRENDS

#### 10 IMPACT OF COVID-19 ON THE MARKET

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Tanzania Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

