

## **Zimbabwe Fruits and Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 130 pages | Mordor Intelligence

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### **Report description:**

The Zimbabwe Fruits and Vegetables Market size is estimated at USD 2.19 billion in 2024, and is expected to reach USD 2.64 billion by 2029, growing at a CAGR of 3.80% during the forecast period (2024-2029).

#### Key Highlights

- The demand for processed food such as juices, ketchup, and edible oils increased during the study period. The Zimbabwean demand for fruit and vegetable market has been fluctuating for the past few years. The increasing production of leafy vegetables and the awareness about the benefit of regular vegetable intake are anticipated to drive consumption.
- Production volumes are also experiencing a significant impact due to the lack of a suitable climate and prevailing drought conditions. The country is self-sufficient in terms of fruit and vegetable supply. Vegetable production in 2020, according to Food and Agriculture Organization (FAO) data, was estimated to be 2,28,485 metric tons.
- Vegetable production is primarily concentrated in a few provinces - commercial or communal farmers. The harvested area of vegetables in 2020 is estimated to be around 33,744 hectares registering almost 1% growth from the past year.
- The export market is booming for Zimbabwean crops through government initiatives for adherence to phytosanitary conditions. The cooperative irrigation schemes which are being introduced are also inducing growth in the sector. Increasing awareness about food quality, traceability, and sustainability is bringing significant changes in the market regarding produce and the sourcing process.

Zimbabwe Fruits & Vegetables Market Trends

Growing Opportunities in Fruit Exports

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- The global demand for fresh fruits is increasing, and with the population being concerned and educated about health, the demand for fruits is expected to rise with the changing diets. Zimbabwe is abundant with wild fruits that are packed with essential nutrients and health benefits.
- In 2020, fruits topped the Zimbabwean market in terms of production, accounting for about 3832 metric tons and denoting a steady increase in the demand for fruits within and outside the country.
- Zimbabwe exports a higher volume of fruits than vegetables to countries like South Africa, Zambia, Vietnam, the United Kingdom, Bahrain, etc. South Africa accounted for 57.8% of fruit imports from Zimbabwe in 2021, at a value of USD 21,093 thousand. In 2021, the exports of fruits from Zimbabwe were valued at around USD 36,511 thousand, up from USD 29,783 thousand in 2020.
- Fruits produced for export include citrus (oranges, grapefruit, lemons), subtropical fruits (bananas, mangoes, passionfruit), deciduous fruits (peaches, apricots, plums, other stone fruits (nectarine), apples, and pears), and strawberries. Among them, citrus fruits are the most exported, reaching 138 thousand metric tons in 2020.
- According to a United States Department of Agriculture (USDA) report, citrus accounted for 4% of the total export from Zimbabwe in 2020. Thus, fruit production and exports dominate over vegetables in the country. Also, Zimbabwe has more than ten indigenous fruits, which are less exposed to other nations. An increase in production and the popularisation of these indigenous fruits is expected to boost the fruit market in Zimbabwe.

#### Increasing Vegetable Production Driving the Market

- In Zimbabwe, vegetables are grown in seasons in most parts of the country. Overall, vegetable production dominates Zimbabwean agriculture production more than fruits and accounted for 185,566 metric tons in 2020, increasing from 184,687 metric tons in 2017.
- According to Food and Agriculture Organization (FAO), vegetables accounted for 8% of total crop production in 2020. In Matabeleland South, 15% of total crop production was vegetables, which is anticipated to be the country's main region for vegetable production.
- During the winter season, smallholders in the country mainly cultivate vegetables and legumes, and farmers usually purchase vegetable seeds rather than retain them from their own production, with only 8% of crop-producing households using seeds from their own stocks.
- Different varieties of vegetables are grown in the country during the dry and rainy seasons, such as tomatoes, okra, cabbage, rapeseed, onion, beans, gem squash, cucumber, and carrot crops. Tomatoes topped the market, accounting for 25,113 metric tons in 2020, followed by chillies, onions, beans, and cabbage. The area harvested under vegetables increased to 26,224 hectares in 2020 from 26,146 hectares in 2019.
- The production of vegetables is expected to consistently increase over the forecast period, owing to a significant increase in the demand for such crops and with farmers aware of the growing domestic and global demand.

#### Zimbabwe Fruits & Vegetables Industry Overview

##### Additional Benefits:

- The market estimate (ME) sheet in Excel format

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