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Report Highlights:

Taiwan is a mature market for U.S. fruits. Among stone fruits, Taiwan produces peaches domestically but does not produce nectarines or cherries. Fruit consumption in Taiwan remains consistent, with stable demand for cherries. However, the long-term demand for peach/nectarine continues to show a declining trend. Despite a slight increase in domestic production, the decrease in import volume is more significant last year. Chile has become the primary supplier of nectarines (87% market share), reducing the U.S. market share to only 10%. In Marketing Year (MY) 2023, Taiwan imported a total of 10,776 MT of peaches and nectarines, and 12,268 MT of cherries. Due to factors such as reduced supply from the United States, a strong U.S. dollar, and increased freight costs, prices for peaches, nectarines, and cherries have all risen by at least 10% this year. For MY2024, Post estimates that peach and nectarine consumption will decline to 27,500 MT while cherry consumption is expected to fall to 11,800 MT.

Peaches

Production

Taiwan only produces peaches and not nectarines. Overall, despite the introduction of new low-chill peach varieties in recent years, the expectation is for the planting area to continue to decrease. It is estimated that Taiwan's domestic peach production in 2024 will be around 16,800 metric tons.

The main production areas are in Taichung City (highland areas like Heping District, foothill areas like Xinshe and Dongshi Districts), Taoyuan City (highlands in Fuxing District), and Hsinchu County (highlands in Jianshi Township). However, due to extreme weather, policy and environment issues, it is anticipated that the area in foothill regions will gradually increase while cultivation in highland areas will decrease. Generally, the planting area for 2023 is not significantly different from 2022. Data from Ministry of Agriculture (MOA) indicates some peach trees have been renewed, with slight increases in average yield in certain areas. Therefore, the overall production for 2023 is slightly higher than originally estimated at 17,302 MT.

In recent years, increasingly hot weather has caused irregular flowering periods for high-chill peaches, earlier fruit ripening due to extreme high temperature, and smaller fruit due to water shortage, resulting in lower average quality compared to a decade ago.

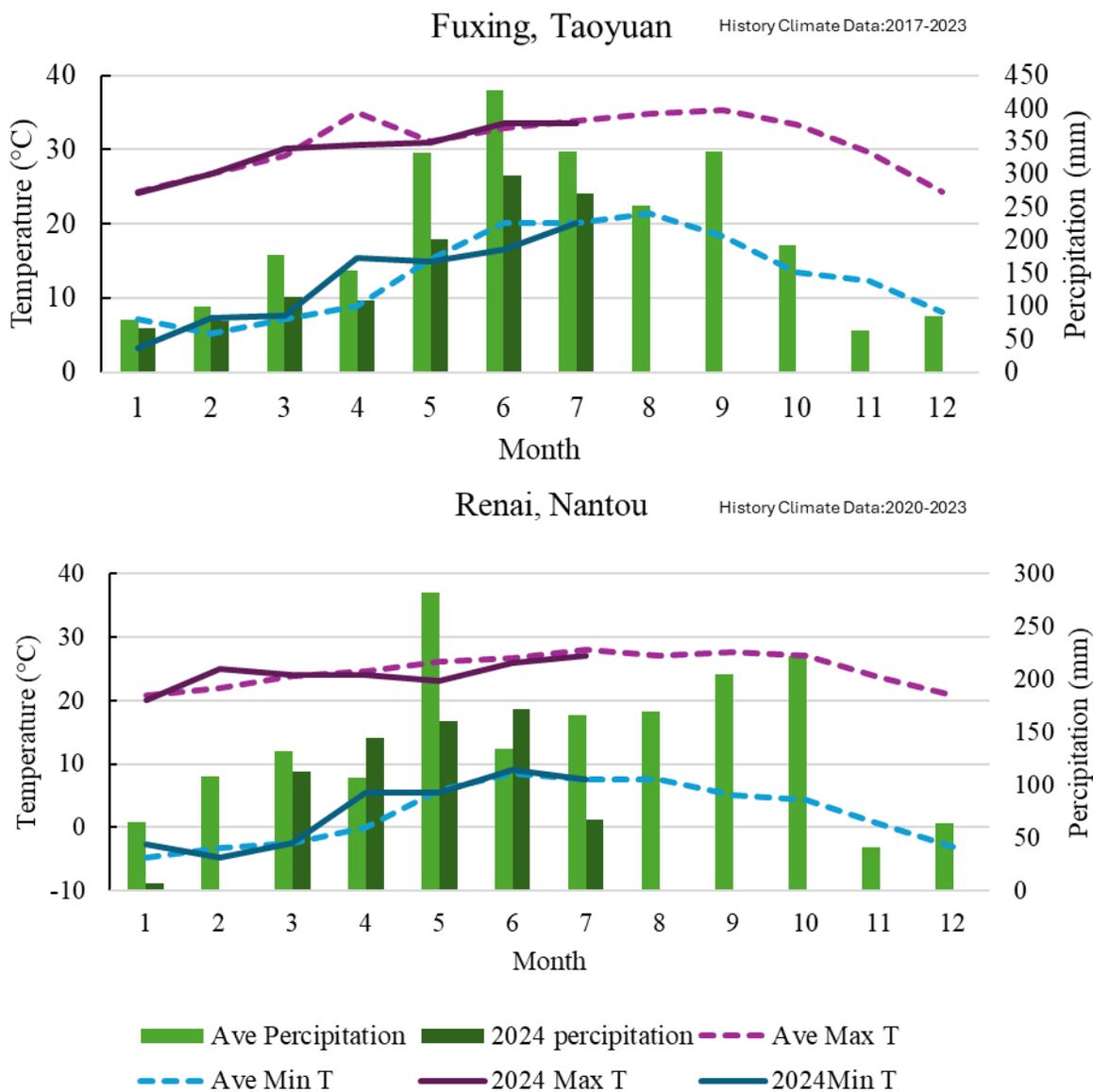
Data (Figure 1) shows that major production areas like Renai District¹ in Nantou City and Fuxing District in Taoyuan City received less rainfall in 2024 compared to previous years. In mountainous areas where irrigation systems are difficult to establish, water supply primarily relies on rainfall. Many farmers in these areas have reported reduced yields this year.

Furthermore, it can be anticipated that under the influence of extreme weather patterns, Taiwan's rainfall patterns have already changed. The production of peaches in the future will face greater challenges, with average fruit size continuing to decrease. Currently, common sizes in the market range approximately from 150 to 250 grams per fruit.

The renewal of peach varieties mainly depends on government agricultural research stations. Several low-chill variety candidates such as nectarines, donut peaches, and peaches are under evaluation. However, due to Taiwan's shrinking peach market and the variety of options available, predicting future mainstream varieties is increasingly difficult.

¹ Renai, Nantou is next to Heping, Taichung. Generally, they will consider as the same production area. Based on administration area, Renai is the 5th largest peach production area in Taiwan.

Figure 1 Key Peach Production Area Climate



Data Source: Climate observation Data Inquire Service (CODiS), Central Weather administration

Note: Due to observation station limitations in mountainous area, Renai and Heping main peach production area don't have longer climate data.



*Figure 2 Honey peach field (Wuling Farm) at Heping District, Taichung City, stone hardening stage.
Photo Credit: Author*

Consumption and Trade

The increase in domestic peaches production in Taiwan cannot offset the decrease in imports of U.S. peaches, resulting in a continued overall decline in peach and nectarine consumption. In 2023, consumption was 28,078 MT, accounting for approximately 1% of Taiwan's annual fruit consumption. Post expects U.S. peach supply in MY2024 to decrease to around 4,000 MT and nectarine supply to 1,000 MT.

The increasing price and unpredictability quality makes consumers less willing to purchase. To ensure fruit appearance during transportation, growers prefer early harvesting to mitigate risks during long-distance transport. However, post-purchase ripening processes often lead to inconsistent textures, disappointing consumers.

Taiwan's annual fruit production and import volumes (prices) remain relatively stable. However, peaches are not considered essential daily fruit, particularly during summer when alternatives such as papayas, pineapples, guavas, dragon fruits, mangoes, and avocados are widely available in Taiwan.

The wholesale volume of peaches in Taiwan, whether domestically grown or imported, continues to decline, accompanied by rising wholesale prices. Imported peaches have an average wholesale price of approximately \$10 USD/kg, which is considered relatively high in the Taiwanese market. This year, peaches from the United States in chain supermarkets have shrunk in size while prices have increased by about 20%. Domestic peaches have also seen a price increase of around 10%, with an average wholesale price of about \$4 USD/kg. Due to the diverse varieties of peaches, seasons overlap among traditional peaches, low-chill peaches, and high-chill peaches from certain regions, causing discrepancies between consumer expectations and available choices. Particularly high-quality peaches command higher prices, and any deviation from expected quality can reduce consumer repurchase rates.

In recent years, online fruit shopping has surged, driven by busy younger generations who visit physical fruit stores less frequently. However, the lack of familiarity with peach seasons and origins has led to online platforms naming Chilean nectarine as "sugar-spot honey peaches," contributing to inconsistent naming and mixed varieties circulating in the market, thereby further impacting the peach market's size reduction.

The United States remains the primary supplier of peaches, holding an 87% market share in 2023. However, compared to 2016, U.S. peach supply has decreased by 45% in 2023. This year, due to hot weather, the peach season started earlier, resulting in slightly higher imports of U.S. peaches compared to the same period last year. However, because last year there were records of *Listeria* contamination in peaches² in the United States, Taiwanese authorities conducted *Listeria* testing on the first two shipments of peaches arriving in Taiwan this year, extending the customs clearance time by five days. While the batches were not found to be contaminated with *Listeria*, this incident caused many suppliers to hesitate or delay shipments for fear of further customs delays.

Similarly, the nectarine market is also shrinking, and the United States is no longer the biggest supplier. In 2023, total nectarine imports down to 5,689 MT, with Chilean nectarines comprising 87% of the total at 4,971 MT. In contrast, U.S. nectarine imports fell below 1,000 MT for the first time, totaling just 583 MT, which 10% market share. Import volumes for the first half of this year are already nearing those of 2023, with total imports estimated to reach 6,200 MT. Supply of Chilean nectarines is expected to continue increasing, while U.S. nectarine supply remains below 1,000 MT.

² [Listeria Outbreak Linked to Peaches, Nectarines, and Plums | CDC/ 國際食品 消費者專區 \(fda.gov.tw\)](#)
(Taiwan FDA alert)



Figure 3 Right-US honey peach (80 NTD/fruit); Upper left- Taiwan honey peach (130 NTD/600g), same day, same fruit stall; Lower left: Shopping Website named Chile nectarine as tropical honey peach

Peach Market Share by Volume Unit: MT with and percent market share

Country \ Year	2016	2018	2020	2022	2023
United States	7,854 (97 %)	7,589 (97 %)	7,281 (96 %)	6,080 (93 %)	4,441 (87 %)
Japan	272 (3 %)	245 (3 %)	285 (3 %)	396 (6 %)	362 (7 %)
Chile	2	6	14	26	284
New Zealand	1	12	11	-	-
Australia	-	-	6	15	-
Total	8,129	7,851	7,597	6,517	5,087

Nectarine Market Share by Volume Unit: MT and percent market share

Country \ Year	2016	2018	2020	2022	2023
United States	7,523 (65 %)	3,267 (47 %)	3,131 (45 %)	1048 (17 % /)	583 (10 %)
Chile	4048 (35 %)	3644 (52%)	2665 (39%)	4857 (79 %)	4971 (87%)
Australia	91	81	91	271	135
New Zealand	-	6	0	-	-
Total	11,632	6,998	6,888	6,176	5,689

Data Source: Ministry of Agriculture (MOA), Taiwan

Peaches & Nectarines, Fresh	2022/2023		2023/2024		2024/2025	
	Jan 2022		Jan 2023		Jan 2024	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Taiwan						
Area Planted (HA)	1934	1934	1900	1939	0	1930
Area Harvested (HA)	1926	1926	1895	1914	0	1925
Bearing Trees (1000 TREES)	681	681	672	677	0	675
Non-Bearing Trees (1000 TREES)	3	3	3	10	0	8
Total Trees (1000 TREES)	684	684	675	687	0	683
Commercial Production (MT)	17068	17068	16500	17302	0	16800
Non-Comm. Production (MT)	0	0	0	0	0	0
Production (MT)	17068	17068	16500	17302	0	16800
Imports (MT)	12700	12693	12000	10776	0	10700
Total Supply (MT)	29768	29761	28500	28078	0	27500
Domestic Consumption (MT)	29768	29761	28500	28078	0	27500
Exports (MT)	0	0	0	0	0	0
Withdrawal From Market (MT)	0	0	0	0	0	0
Total Distribution (MT)	29768	29761	28500	28078	0	27500

(HA) ,(1000 TREES) ,(MT)

OFFICIAL DATA CAN BE ACCESSED AT: [PSD Online Advanced Query](#)

Cherries

Production

Taiwan doesn't produce cherries because its subtropical climate is not favorable for cherry production. Local demand relies entirely on imports.

Consumption and Trade

In MY2023, Chilean cherry imports were slightly reduced due to intensified early 2024 border inspections, allowing U.S. cherry supply to surpass Chilean cherries again in MY2023. However, with enhanced border inspection measures and other pricing factors affecting MY2024 U.S. cherries, it is expected that the supply from two major countries will be similar, each approximately 5,000 metric tons. Post estimates the consumption of MY 2024 to be around 11,800 metric tons.

This year, due to hot weather, the cherry season in the United States started earlier and is expected to end 1-2 weeks earlier than usual. Taiwan mainly imports cherries from Washington State, but this year, Washington cherries saw a slight reduction in production. Additionally, due to the strong U.S. dollar and increased shipping costs, retail prices for U.S. cherries have increased by approximately 15-20%. Compared to the diverse local fruits available in summer, choices for local fruits in winter are fewer, and there is strong demand for cherries during the holiday season, making cherry prices less sensitive during winter.

Following numerous incidents of pesticide residue violations at the border last year, both major sources of cherry imports for this year, Chile and the United States, have faced enhanced border inspection measures ([Gain report TW2024-0004](#)). These measures increase uncertainty into the custom clearance process and storage costs. However, no violations were detected in Chilean cherries at the border this year, suggesting they may return to normal inspection rates (2-10%) next year. Conversely, challenges remain for U.S. cherries due to pesticide residues last year, with the MRL approval processes expected to conclude no earlier than the end of 2025.

Comparing to Chile, there are many direct flights from the U.S. to Taiwan and the transportation time is shorter. The time from harvest to consumer for American cherries is the shortest resulting in a fresher product. Despite Turkey gaining market access to export fresh cherry to Taiwan in 2021, there are no exported cherries to Taiwan to date. While Turkish cherries are expected to be a major competitor to U.S. cherries, the long-standing stable and trustful trade relationship between the United States and Taiwan is the advantage that ensures the irreplaceability of U.S. cherries in Taiwan market.

Figure 4 Taiwan Cherry Imports by Volume (MY2016-MY2023)

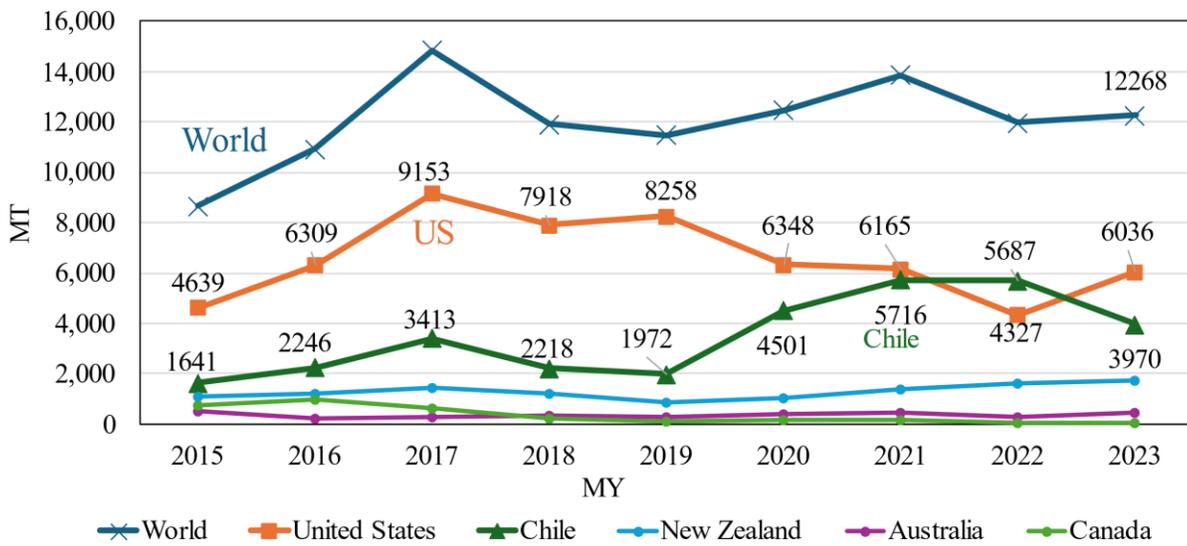


Figure 5 Air-shipped fresh cherries (Photo credit: fruit importer)

Cherries (Sweet & Sour), Fresh	2022/2023		2023/2024		2024/2025	
	Apr 2022		Apr 2023		Apr 2024	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Market Year Begins						
Taiwan						
Area Planted (HA)	0	0	0	0	0	0
Area Harvested (HA)	0	0	0	0	0	0
Bearing Trees (1000 TREES)	0	0	0	0	0	0
Non-Bearing Trees (1000 TREES)	0	0	0	0	0	0
Total Trees (1000 TREES)	0	0	0	0	0	0
Commercial Production (MT)	0	0	0	0	0	0
Non-Comm. Production (MT)	0	0	0	0	0	0
Production (MT)	0	0	0	0	0	0
Imports (MT)	12000	12005	15000	12268	0	11800
Total Supply (MT)	12000	12005	15000	12268	0	11800
Domestic Consumption (MT)	12000	12005	15000	12268	0	11800
Exports (MT)	0	0	0	0	0	0
Withdrawal From Market (MT)	0	0	0	0	0	0
Total Distribution (MT)	12000	12005	15000	12268	0	11800
(HA) ,(1000 TREES) ,(MT)						
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Peaches, Nectarines, and Fresh Cherry Policy

Fruit imports are regulated by the Taiwan Food and Drug Administration (TFDA) under the Ministry of Health and Welfare (MOHW) and the Animal and Plant Health Inspection Agency (APHIA) under MOA. TFDA is responsible for food safety inspection, while APHIA oversees animal and plant health, pests, diseases, and quarantine.

Fresh fruit exported to Taiwan from the United States must be accompanied by an APHIS-issued phytosanitary certificate (PPQ Form 577). A phytosanitary certificate can be issued by designated APHIS personnel or APHIS-authorized State and County cooperators. Other phytosanitary certificates for shipments of U.S.-origin fresh fruit are no longer accepted by Taiwan plant health regulatory authorities.

TFDA is the competent authority responsible for border food safety inspections. TFDA regularly inspects shipments at the port and closely monitors food products for pesticide and heavy metal residues. TFDA's regulation '[Pesticide Residue Limits in Food](#)' and '[Sanitation Standard for Contaminants and Toxins in Food](#)' list allowable tolerance including pesticide residue and heavy metal. Taiwan adopts a positive MRL list. As cherries and peaches are not major crops in Taiwan, it is suggested that exporters or producer groups address the pesticide application trends and encourage pesticide manufacturers to apply for pesticide import tolerances with TFDA to minimize trade barriers. The application process typically takes two to three years to complete.

If a perishable product is selected for testing, the importer can apply for a special dispensation from TFDA to have the products temporarily released to the importer's warehouse. In the event of a detection, clearing quarantine at the importer's warehouse can greatly reduce import costs. The cargo cannot enter commerce until it has cleared quarantine by passing all required tests. Noncompliance with Taiwan standards will result in the product being refused entry, ordered for re-export, or destruction.

HS Code	Item	Major exporter	General Tariff rate	Import regulation*
0809.29.00	Other Cherries, fresh	United States /Chile	7.5 %	B01/F01
0809.30.00.10.5	Fresh peaches	United States	20 %	B01/F01/MW0
0809.30.00.20.3	Fresh nectarine	United States/ Chile	20 %	B01/F01/MW0

- B01: Importation shall be subject to the prescription set forth in the Table of Commodities Subject to Legal Animal & Plant Quarantine compiled by Animal and Plant Health Inspection Agency, Ministry of Agriculture, Executive Yuan.
- F01: Importation of foods shall follow the " Regulations of Inspection of Imported Foods and Related Products". The importer shall apply for inspection to the Food and Drug Administration, Ministry of Health and Welfare (FDA).
- MW0: Importation of China products is prohibited.

Attachments:

No Attachments