



Avocado Market Brief - Japan

July 2026

123.1 M

Estimated
population by 2025

110.8 M

Estimated
population that
can afford
imported fruit in
2025

90%

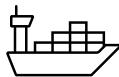
~ 0

Tonnes produced in Japan

~ 0

Hectares in Japan

Time from South Africa



26-58 Days

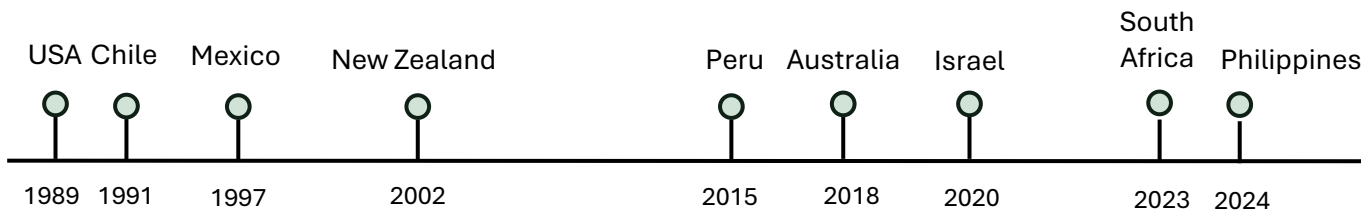


5-10 Days

3%

Import tariff and duty
for SA (MFN)

Market Access Gained



Supplier	Tariff
Mexico	3% (MFN), 0% (CPTPP ¹), 0% (Japan-Mexico EPA ²)
Peru	3% (MFN), 0% (CPTPP ³), 0% (GSP ⁴), 0% (Japan-Peru EPA ⁵)
Australia	3% (MFN), 0% (CPTPP ⁶), 0% (RCEP ⁷), 0% (Australia-Japan FTA ⁸)
New Zealand	3% (MFN), 0% (CPTPP ⁹), 0% (RCEP ¹⁰)
Israel	3% (MFN)
USA	3% (MFN)
Chile	3% (MFN), 0% (CPTPP), 0% (Chile-Japan EPA ¹²)
Philippines	3% (MFN), 0% (ASEAN-Japan EPA ¹³), 0% (Japan-Philippines EPA ¹⁴)

Source: Trademap (2026), ITC Market Access Map

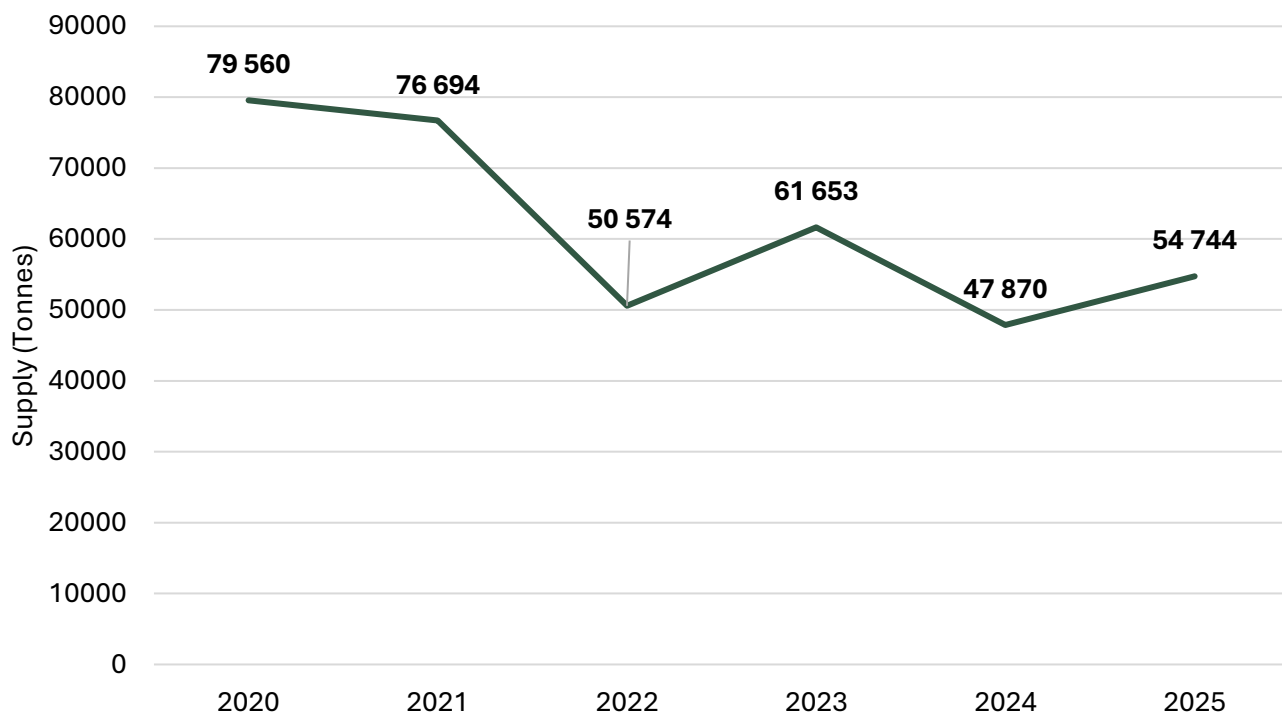
1. Comprehensive and Progressive Agreement for Trans-Pacific Partnership (enacted 30/12/2018)
2. Economic Partnership Agreement (enacted 1/4/2005)
3. Enacted 19/9/2021
4. Generalized System of Preferences (enacted 1/8/1971)
5. Enacted 1/3/2012
6. Enacted 30/12/2018
7. Enacted 1/1/2022
8. Enacted 15/1/2015
9. Enacted 30/12/2018
10. Enacted 1/1/2022
11. Enacted 3/9/2007
12. Enacted 1/7/2010
13. Enacted 11/12/2008
- 14.



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Total Volume Supplied to Japan



Total Volumes Supplied per Country (Tonnes)

	2020	2021	2022	2023	2024	2025
Mexico	68514	64473	37756	45560	35548	33 458
Peru	8360	10751	12010	14861	10841	19 177
Australia	6	73	271	794	546	658
New Zealand	0	117	204	339	653	738
Israel	0	0	21	64	0	0
USA	2467	1242	86	35	232	183
Colombia	213	36	204	0	0	0
Chile	0	0	22	0	0	79
Dominican Republic	0	2	0	0	0	0
Philippines	0	0	0	0	29	451
South Africa	0	0	0	0	21	0