



MARKET DEVELOPMENT FOR SOUTH AFRICAN CITRUS

OPPORTUNITIES IN ASIA AND MIDDLE EAST

Presented at CGA Citrus
Summit 2025





A LEADING F&B MARKETING
FIRM FOR YOUR MARKET
ACCESS, DEVELOPMENT AND
EXPANSION NEEDS IN THE
MIDDLE EAST AND ASIA.



INTRODUCTION

- Asia and Middle East, that account for approx. half the world population, present strong growth potential due to rising demand, changing consumer preferences, and increasing citrus consumption.
 - This presentation highlights key market trends, opportunities, and strategies to enhance South African citrus exports.
-

MARKET ENVIRONMENT

GROWING CROP SIZE

SATURATED EXISTING KEY MARKETS



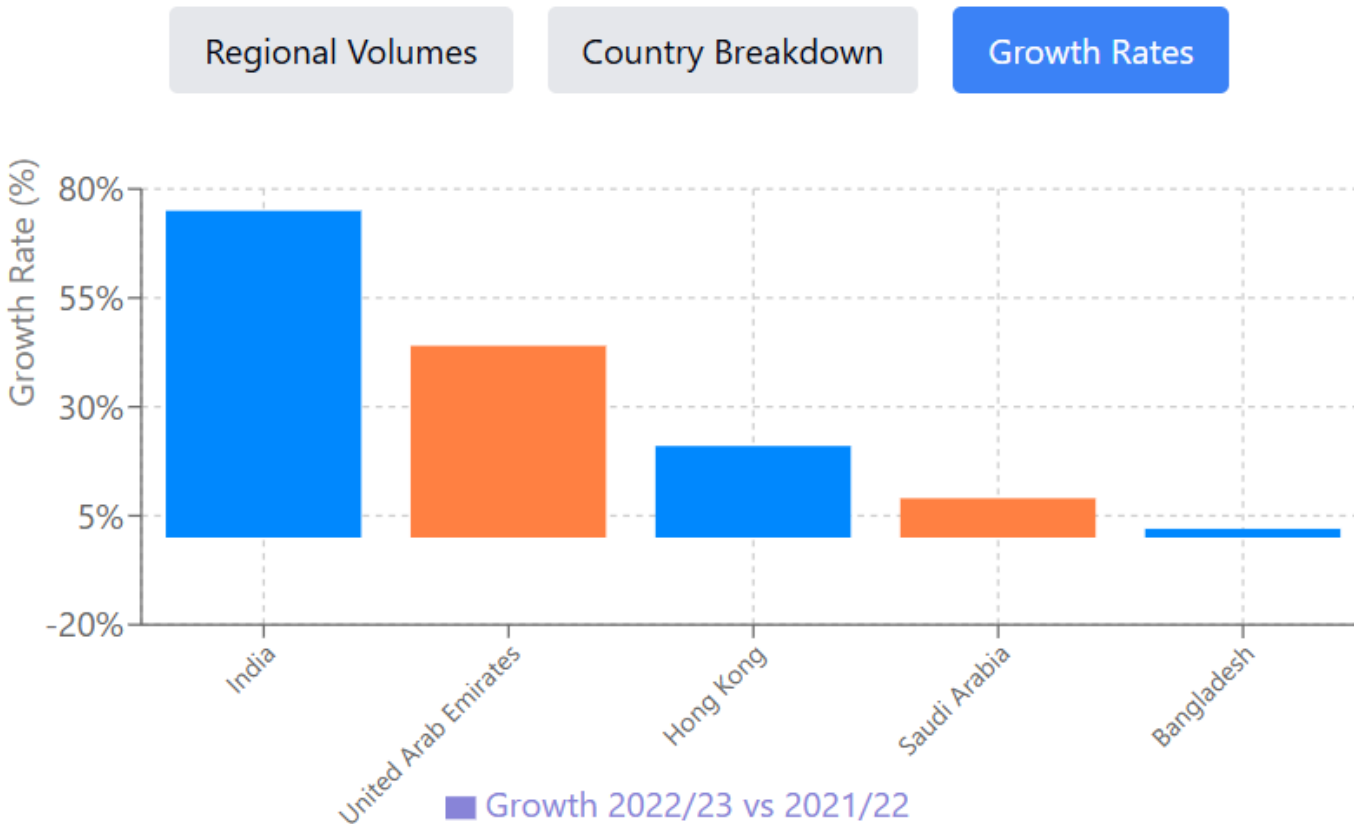


IMPORTANCE OF MARKET DEVELOPMENT FOR SA CITRUS

- Expanding market access is crucial for the long-term sustainability and profitability of South African citrus.
- Growing competition from other citrus-exporting countries necessitates proactive trade and marketing strategies.
- Consumer trends, regulatory policies, and supply chain developments impact how and where South African citrus markets can grow globally.

SOUTH AFRICA'S MANDARIN MARKET SHARE

South African Tangerine/Mandarin Exports to Middle East & Asia (Excluding China)



- Middle East & Asia account for 18% of South Africa's tangerine exports
- These regions offer diversification from traditional European markets
- India shows exceptional growth potential with 75% year-on-year growth
- UAE has established itself as a key strategic market in the Middle East with a sizable base and 44% y-o-y growth

MARKET POTENTIAL & EXISTING TRADE RELATIONS

- Population Growth as a Key Factor:
 - Asia, Southeast Asia, and the Middle East account for a combined population of over 3 billion people, representing a vast consumer base.
 - Rising disposable incomes and urbanization are driving demand for fresh and healthy produce.
 - Leverage Existing Trade Relations:
 - Many of these countries already import heavily from South Africa, demonstrating established trade networks and positive relationships.
 - Buyers in these regions are familiar with our Citrus' quality, logistics, and supply chain capabilities.
 - Trust and reliability in trade relationships can accelerate citrus market penetration.
-

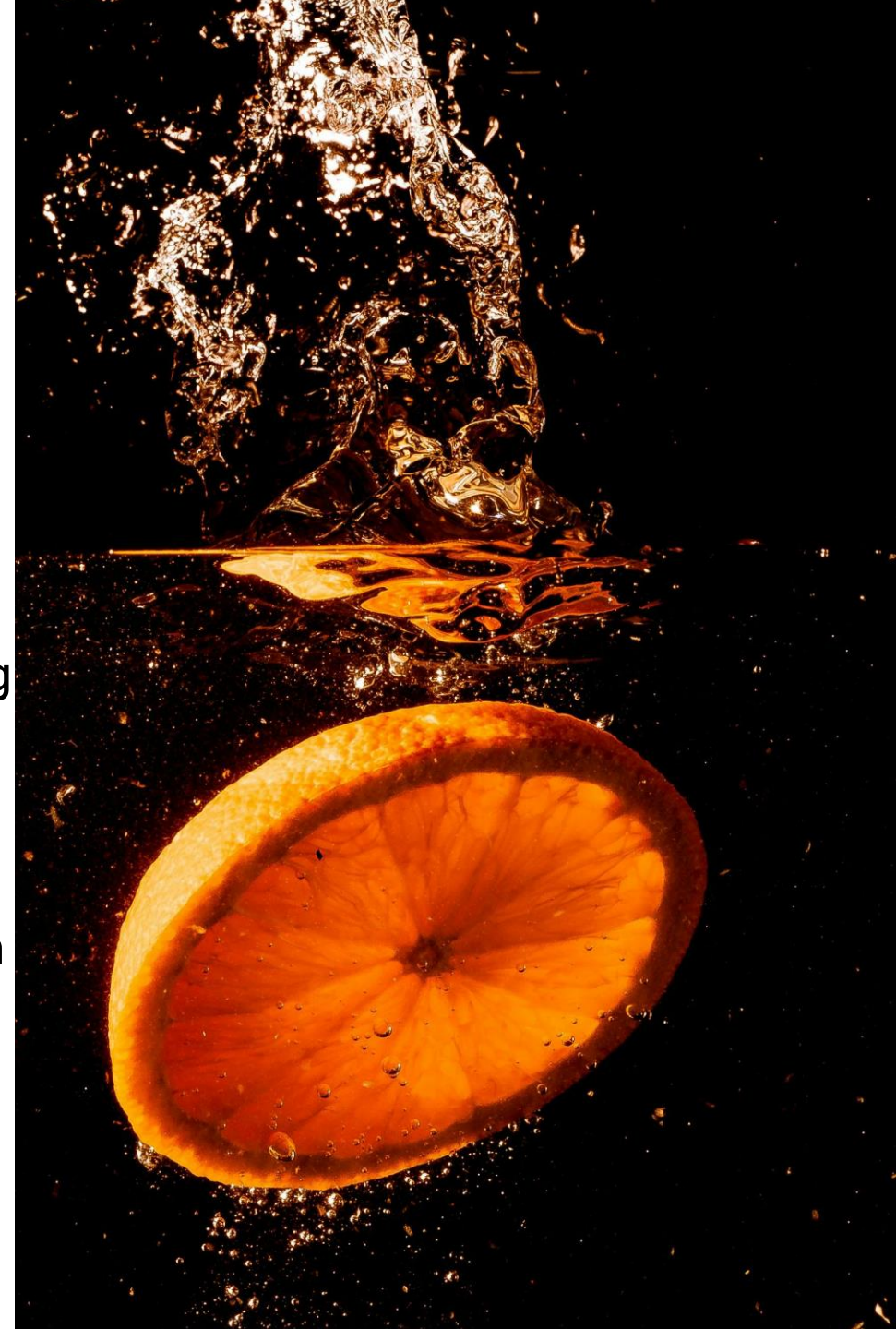
SOUTH AFRICAN CITRUS – COMPETITIVE ADVANTAGE

- Diverse product range: Oranges, mandarins, lemons, and grapefruit.
 - Counter-seasonal supply: Offers citrus during off-season periods for key markets.
 - Strong sustainability credentials: South Africa aligns with the increasing global demand for eco-friendly produce.
 - Established market presence but requires further expansion into high-growth regions.
-



ASIA – A GROWING OPPORTUNITY

- India & Bangladesh:
 - Expanding Consumption stunted by High Tariffs
 - Growth Potential: India's citrus imports are growing 57% year-over-year, while Bangladesh is a developing market with steady demand.
- Japan & South Korea:
 - Premium Markets: Both markets have strict quality standards but offer high price realization for premium citrus with increasing demand driven by demand for sweet citrus and increasing use in Foodservice segment



ASIA – A GROWING OPPORTUNITY

- Indonesia:
 - Expanding Citrus Imports: Indonesia's citrus imports are steadily increasing, presenting an opportunity for SA citrus exporters.
 - Focus on Premium Markets: There is growing demand for high-quality oranges and lemons, particularly in retail and foodservice sectors.
- Taiwan:
 - Strong citrus consumption base, but imports influenced by regional supply shifts.
 - Supply Gaps from China Ban: China's suspension of Taiwanese citrus exports in 2022 has reshaped market dynamics, opening potential opportunities for South African citrus.



ASIA – A GROWING OPPORTUNITY

- Vietnam:
 - New Market Access: South Africa secured export approval for oranges to Vietnam in March 2024.
 - Rising Citrus Demand: Vietnam's citrus imports have grown significantly, with increasing demand for oranges, mandarins, and lemons.
 - Competitive Landscape: Australia and Egypt are key competitors, but South African citrus offers counter-seasonal supply advantages.





MIDDLE EAST – A STRATEGIC MARKET

- **Regional Trade Hubs:** UAE & Saudi Arabia serve as major re-export hubs for citrus across the Middle East to service Qatar, Kuwait, Oman, Bahrain.
- **Strong Demand for Citrus:** Consumers prefer oranges, lemons, and mandarins, with year-round availability being a key factor.
- **Retail & Hospitality Growth:** Premium supermarkets and HORECA (hotels, restaurants, catering) drive demand for high-quality citrus.
- **Rising Health Awareness:** Increasing focus on natural and fresh produce consumption supports growth in citrus imports.

MARKET ENTRY STRATEGIES



Strengthen Trade Relationships:

Collaborate with importers, distributors, and retailers to expand reach.

Retail & E-Commerce Presence:

Capitalize on the growth of modern supermarkets and online grocery platforms.

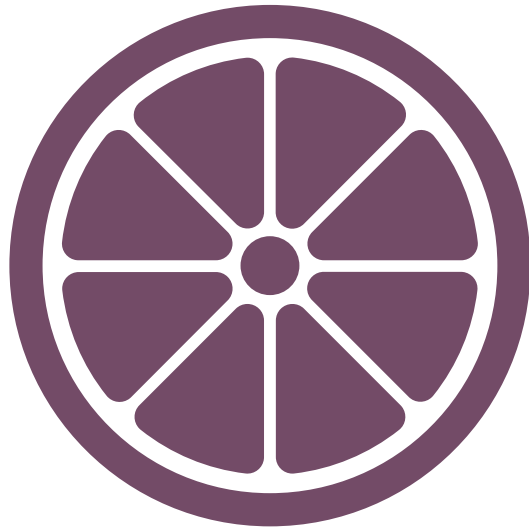
Branding & Marketing Initiatives:

Position South African citrus as a premium, sustainable, and high-quality product.

Regulatory & Trade Compliance:

Address import duties, phytosanitary requirements, and market access challenges.

MARKET DEVELOPMENT STRATEGIES



Trade & Industry Partnerships

- ✓ Engaging with Retail Chains & Distributors
 - Partnering with major retailers to curate category management programs & seasonal promotions.
 - ✓ Promotions among Importers & Wholesalers with a focus on key distribution hubs
 - Loyalty and networking programs for wholesalers
 - Branded packaging initiatives
 - ✓ Participation in Global & Regional Trade Shows
 - Impactful presence at events like Asia Fruit Logistica, Gulfood Green, and FoodEx Japan.
 - Hosting exclusive B2B Trade Missions and buyer networking sessions
 - Coordinating South Africa Citrus Week in key markets to highlight health benefits, taste, and availability.
-

MARKET DEVELOPMENT STRATEGIES



Culinary & Foodservice Engagement

- ✓ Menu Promotions in Restaurants & Cafés
 - Introduce SA citrus-infused menus at leading restaurants
 - Culinary Trainings to drive citrus in food service and menu development workshops as well as cocktails & mocktails
 - ✓ SA Citrus in Food Processing and Manufacturing
 - Culinary Trainings to increase use of citrus in food processing and snack
 - ✓ Retail & Consumer Cooking Promotions
 - Partnering with supermarkets for in-store tastings and cooking demos.
 - Creating easy citrus recipe videos with leading influencers
 - Featuring SA citrus in meal-kit programs with grocery retailers and e-commerce platforms.
-

MARKET DEVELOPMENT STRATEGIES



Consumer & Digital Marketing Activations



Health & Wellness Campaigns

- Positioning SA citrus as a superfood rich in Vitamin C to attract health-conscious consumers.
 - Collaborating with nutritionists, fitness influencers, and wellness brands for cross-promotion.
 - Partnering with food bloggers, chefs, and lifestyle influencers for citrus-based content.
 - Developing seasonal marketing pushes (e.g., Summer Citrus Campaign, Immunity Booster Promotions).
 - SA Citrus gift packs for Ramadan, Chinese New Year, and other festivals
 - Introducing citrus-based ready-to-drink beverages, frozen citrus packs, and dried citrus snacks.
 - Exploring opportunities in airline catering and convenience store formats.
-



FUTURE GROWTH OUTLOOK

South African citrus is well-positioned for growth in Asia, and the Middle East.

Demand is expected to increase over the next five years, driven by consumer preference for healthy, fresh produce.

The industry must leverage trade partnerships, marketing, and logistics efficiency to expand market presence.

Collaboration with government and trade bodies is essential to secure long-term market access.

NEXT STEPS & CALL TO ACTION



Engage with key importers and retail chains in priority markets.



Develop strategic marketing campaigns targeting health-conscious consumers.



Strengthen trade relations and explore new distribution networks.



Participate in trade shows and B2B meetings to increase visibility and demand.

QUIKRELATIONS GROUP'S SUCCESS STORY

Driving 1000% Growth in India & Middle East

Successfully curated strategic market expansion initiatives for South African Apples & Pears in India and Australian Avocados & Mangoes in the Middle East, delivering over 1000% growth in less than five years.

- ✓ Market Penetration & Trade Partnerships
 - ✓ Retail & Consumer Promotions
 - ✓ Streamlined Logistics & Market Access
-





THANK YOU



SACHIN KHURANA
sachin@qrgroup.in
+919888908706