

Week 22 Fruit Wholesale Market Report:

# Holiday effect drives fruit market as South African grapefruit prices decline

This weekend's Dragon Boat Festival has driven demand for certain fruits, including apples, blueberries, durians, and mangosteens. However, many traders note that this year's holiday purchasing momentum falls short of previous years.

New Zealand's Gala apples saw a slight price increase to around \$45.50 per box, while Rose apples (commonly packed in gift boxes) performed better in the first half of the week. Although gift box prices are 20% higher than last year, overall market prices remain moderate. Large-sized Rose apples (e.g., #80 and #85) face sluggish sales due to oversupply. Traders report that despite higher arrivals this year, demand for large fruits has not kept pace, leading to lower prices compared to previous years.



*Left: New Zealand Rose apples (large size); Right: South African grapefruits*

Meanwhile, the citrus market has seen diverging trends. South African grapefruits have dropped sharply to \$19.30–22.10 per box, down nearly 30% from last week. In contrast, Egyptian oranges have risen by approximately 20%, with high-quality fruit selling for \$20.70–23.50 per box and select brands reaching \$24.80 per box. Traders attribute this shift to dwindling supplies of U.S. oranges as their season ends, combined with reduced arrivals of Egyptian oranges, which are also in their late season. Limited quantities of Australian oranges have also begun entering the market.



*Left: South African apples; Right: Shine Muscat grape in gift box*

The durian market saw a brief uptick early in the week, with Thai Monthong durians (A6 grade) peaking at \$114.50 per box before settling back to around \$110.40 per box later in the week. Current prices generally range between \$96.90 and \$108.00 per box, with premium-quality batches concentrated in the \$101.00–108.00 per box range. Although overall prices remain higher than last year, traders highlight that large arrivals have been accompanied by fewer top-grade batches. While the Dragon Boat Festival provided a temporary lift in demand, the overall sales performance fell short of expectations.





*Left: Peruvian avocados; Right: Monthong durians in Thailand*

Other fruits also felt the holiday's influence. Thai mangosteens saw slight price improvements, though traders anticipate a decline next week. Some note that this year's arrivals have been of lower quality compared to the same period last year.

Blueberry prices edged up due to festive demand, though sales volumes showed little change. On the other hand, Peruvian avocados saw prices soften as increased arrivals were met with inconsistent quality.



### *Apple gift boxes*

In response to the holiday, many traders prominently displayed gift boxes featuring items like apples and Shine Muscat grapes. However, feedback suggests that this year's market response to gift packaging has been tepid, with more affordable options proving easier to sell than premium offerings.

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