Required Report: Required - Public Distribution **Date:** December 02, 2025

Report Number: TW2025-0030

Report Name: Fresh Deciduous Fruit Annual

Country: Taiwan

Post: Taipei

Report Category: Fresh Deciduous Fruit

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Report Highlights:

Apple imports for MY2025/26 are expected to be slightly lower than those for MY2024/25, at 155,000 metric tons (MT). AIT forecasts domestic production in MY2025/26 will be 1,000 MT due to unfavorable weather conditions during the growing season. Apple consumption in MY24/2025 reached a ten-year high, with a total of 169,573 MT imported and 1,101 MT produced domestically. The United States led in supply volume, while New Zealand ranked highest in value. Japan's apples commanded the highest CIF price at US $2.75/kg.

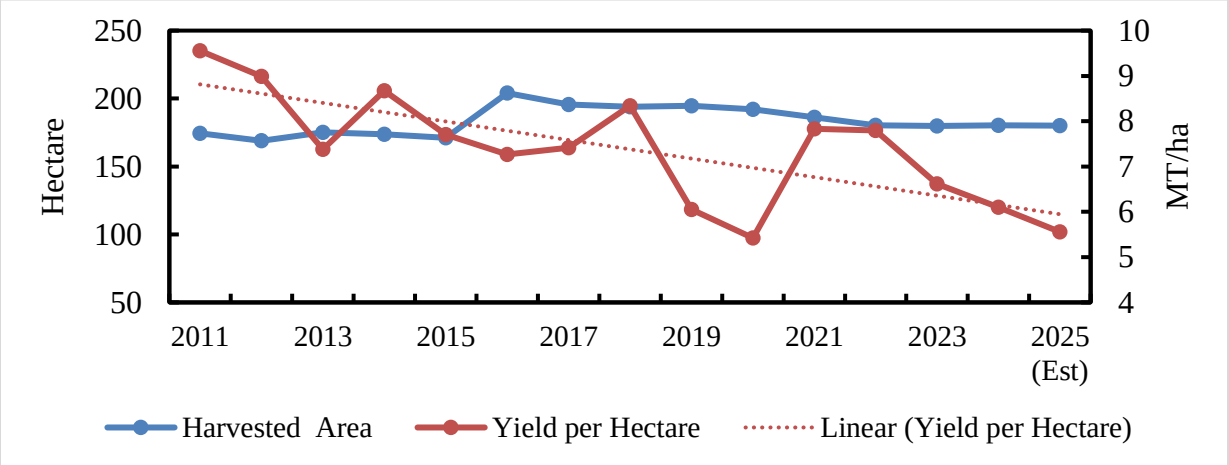
Production:

For MY 2025/2026, domestic production is forecast to decline further to approximately 1,000 metric tons (MT). This reduction is driven by unfavorable weather conditions, including freezing temperatures during the flowering and fruit-setting periods, as well as heavy rainfall during the fruit-ripening season. Many farmers have reported historically low yields this year, with some canceling pre-orders due to insufficient supply.

According to Ministry of Agriculture (MOA), Taiwan, in MY 2024/2025, total apple output fell to 1,101 MT, lower than earlier projections (Figure 1). This decline was primarily attributed to a typhoon that struck Taiwan in November 2024, causing fruit drop during the mid-late harvest season.

Taiwan's temperate fruits, including apples, are increasingly challenged due to shifts in suitable planting areas. Taiwan's apples are primarily grown in the mountainous areas of the Central Mountain Range in Taichung at an altitude of 2,000–2,200 meters. The flowering season occurs in March and April, while the harvest season typically begins in October and lasts until December. Due to factors such as terrain, climate, soil and water conservation, transportation, and competition from other high-altitude crops, the cultivation area for apples has limited capacity to expand. However, because domestic honey apples[1] still have a stable market and demand in Taiwan, the current cultivation area remains around 180 hectares. In the long term, AIT expects that more farmers will transition to growing other crops.

Figure 1 Taiwan Apple Production



Data source: Ministry of Agriculture (MOA), Taiwan and AIT estimate

[1] "Honey apple" is not a specific variety; it refers to a phenomenon caused by the significant temperature difference between day and night in high-altitude regions. During the ripening process, the starch converts into sorbitol, forming semi-transparent "honey cores (watercores)." This phenomenon is commonly observed in late-ripening apple varieties, such as Hui and Fuji.

Consumption

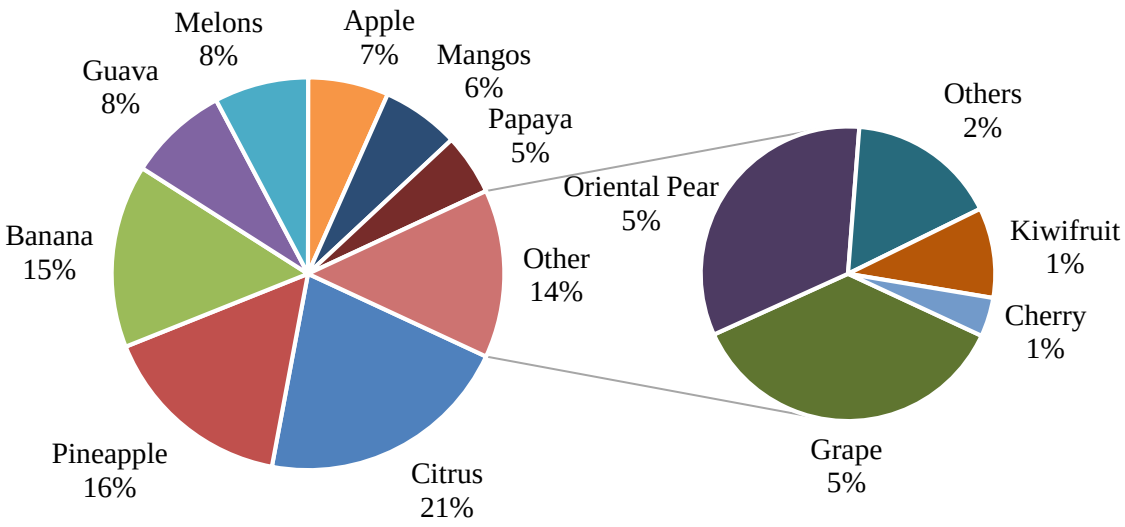
According to data from the Ministry of Agriculture (MOA), average per capita fruit consumption is around 110 kilograms, including 2 million MT of domestic production and 300,000 MT. The main fruits consumed by type are citrus, pineapples, bananas, mangoes, guavas, and apples (Figure 2).

Due to the numerous typhoons and heavy rainfall in 2024, domestic banana and other fruit production decreased, leading to increased opportunities for apples to fill the gap. As a result, apple consumption in MY 2024/25 rose to 170,644 MT. Anticipating domestically produced fruit returns to normal levels, AIT forecasts a slight decrease in apple consumption for MY 2025/26 at 155,000 MT.

Apples are best suited to fill local shortfalls in supply as they are the most imported fruit, accounting for about half of all imported fruits. They have also transitioned from being a luxury item to an everyday staple as the economy has developed. Consumers have a positive perception of apples, and their price fluctuations are generally less pronounced than those of seasonal local fruits (Figure 3). As a result, the demand for apples remains stable, making them a staple item at fruit stands and supermarkets (Figure 4). Additionally, high-quality, large apples continue to be the top choice for gift-giving among the Taiwanese public.

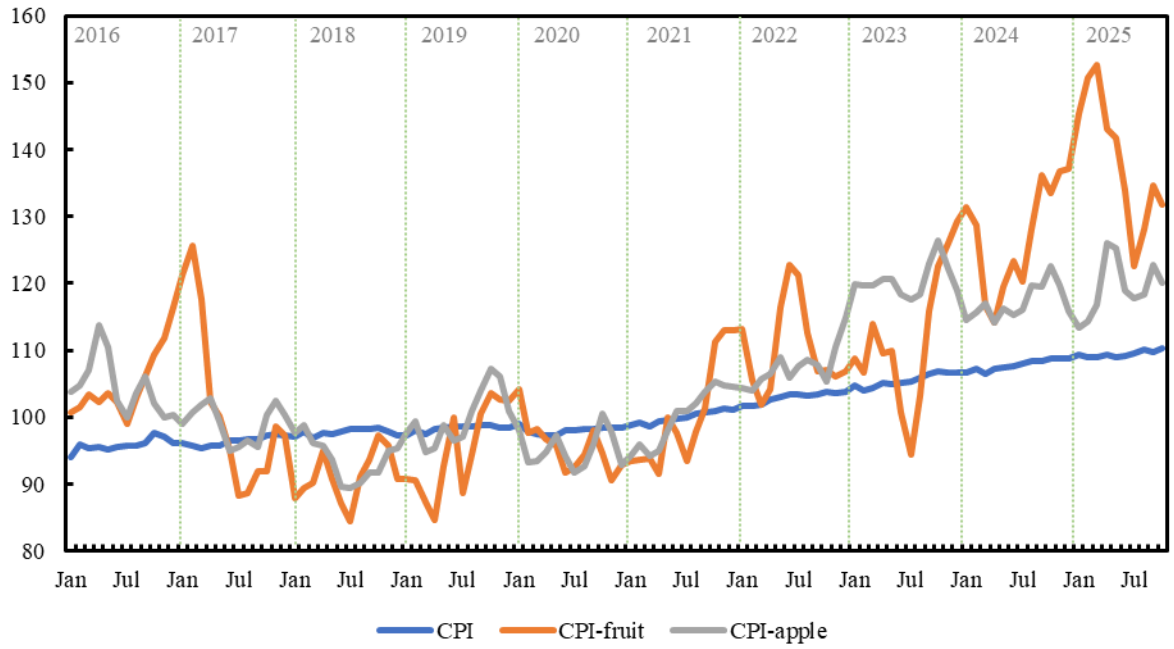
In the past, the most popular apple variety among Taiwanese consumers was Fuji, known for its sweetness and crisp texture. With the rise in marketing activities, more people have started paying attention to different apple varieties. In recent years, varieties such as Envy and Dazzle have also gained increased attention and popularity.

Figure 2 Taiwan Fruit Consumption by Volume



Data source: Ministry of Agriculture, Taiwan

Figure 3 Taiwan Consumer Price Index vs. Fruit and Apple (using 2021 as a Baseline)



Data source: Directorate-General of Budget, Accounting and Statistics, Executive Yuan

Figure 4 Apple Display in Supermarket

Photo credit: Author

Trade

Since locally produced apples account for less than 1 percent of total consumption in Taiwan, import volumes are nearly equivalent to consumption levels. In MY 2024/25, Taiwan's apple imports reached a decade-high of nearly 170,000 MT filled by New Zealand and Chile.

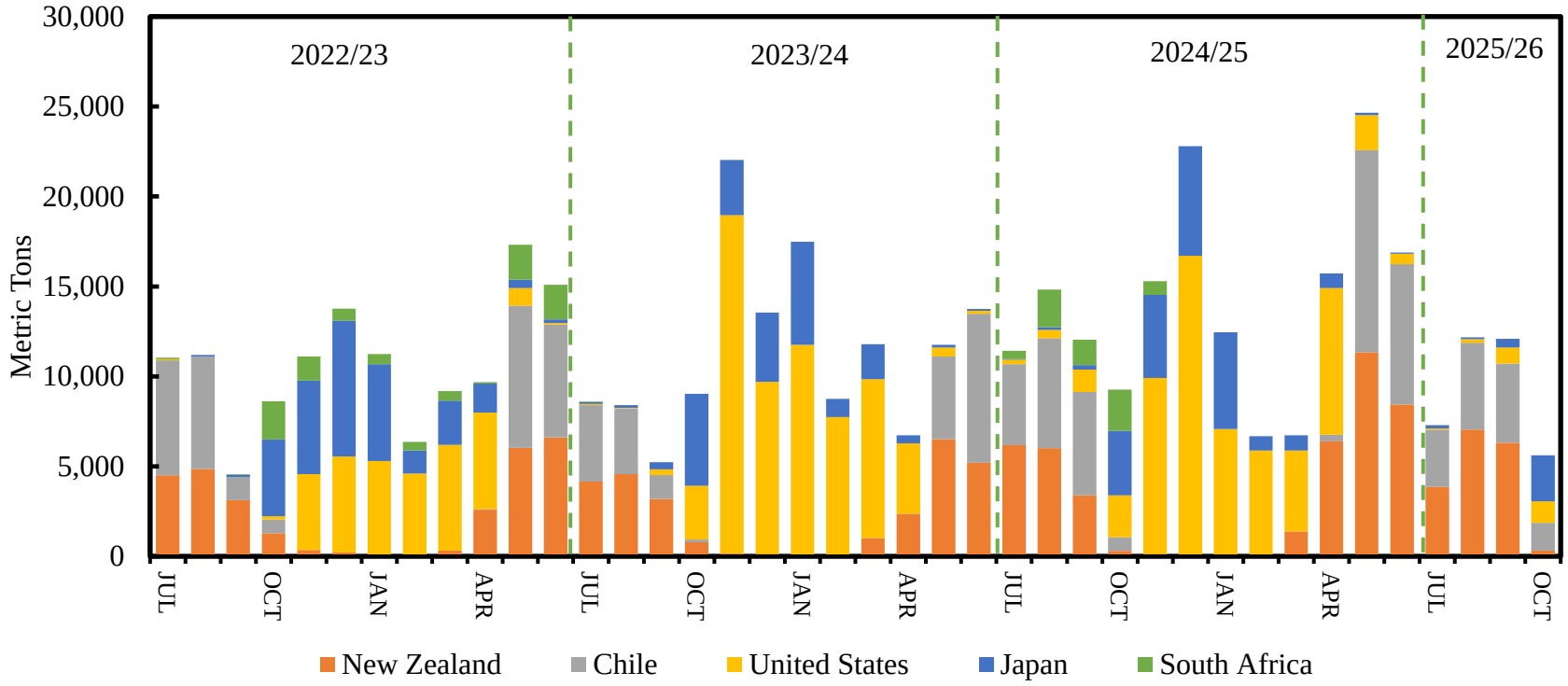
New Zealand supplied over 40,000 MT of apples to Taiwan in a single marketing year. Also, since April 2025, New Zealand has, for the first time, supplied over 3,857 MT of apples to Taiwan each month for six consecutive months (Figure 5). This was primarily due to New Zealand's ample supply and extended export season.

South African apples have not been imported into Taiwan in 2025 due to phytosanitary concerns related to apple moth. In the past, South Africa's apple exports to Taiwan peaked at 10,000 MT annually, but in recent years, volumes have dropped to below 5,000 MT.

In terms of volume, the United States was Taiwan's largest apple supplier in MY2024/25 (Figure 6). However, in terms of value, New Zealand ranked as the top supplier. Among the five major supplying countries, Japan's apples commanded the highest unit value at US $2.75/kg[2], followed by New Zealand (US $2.21/kg), the United States (US $1.48/kg), Chile (US $1.37/kg), and South Africa (US $1.02/kg) (Figure 7).

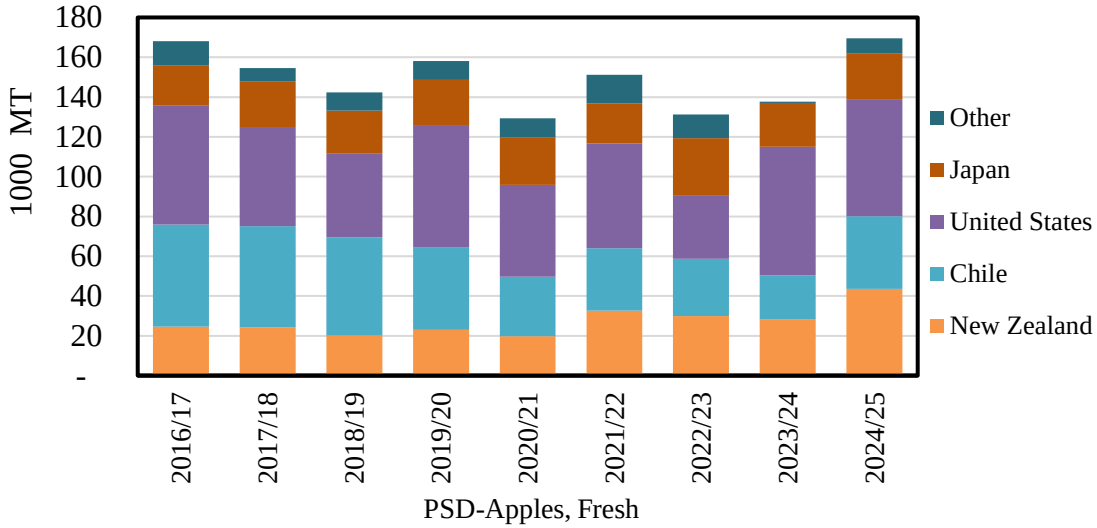
[2] Data from Trade Data Monitor, LLC

Figure 5 Taiwan Apple Import by Month and Supplier



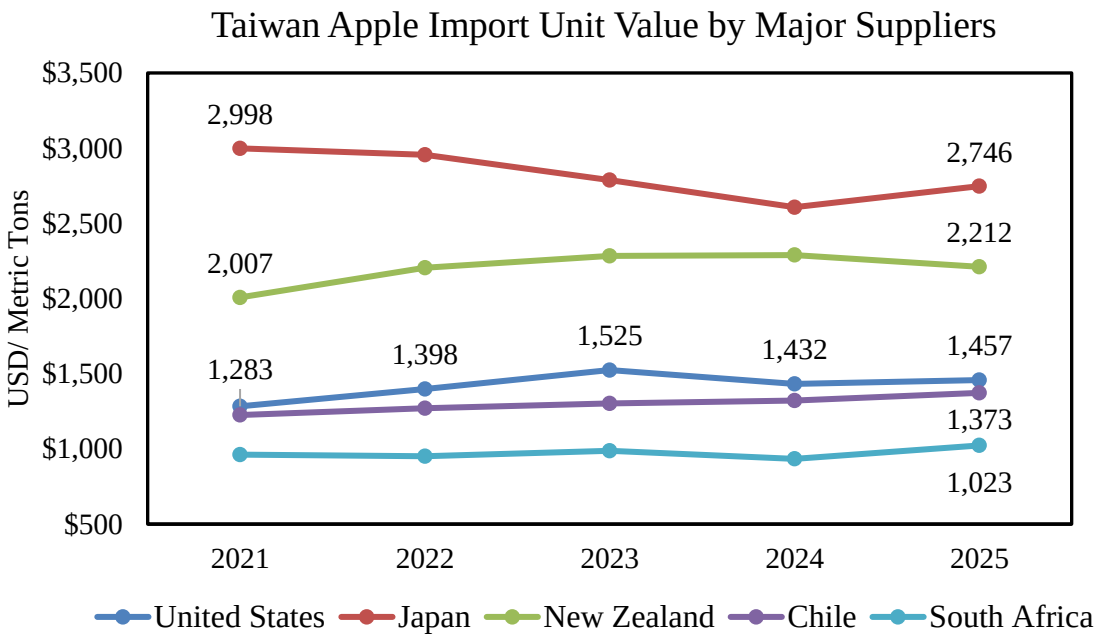
Data source: Trade Data Monitor, LLC

Figure 6 Taiwan Import from World



Data source: Trade Data Monitor, LLC

Figure 7 Taiwan Apple Import Unit Value by Major Suppliers



Data source: Trade Data Monitor, LLC

Table 1 Taiwan Apple Import from World

Value (1000USD)	MY2022/23	MY2023/24	MY2024/25	MY2024/25 Market share	MY23/MY24 Change
World	247,977	244,770	303,184		24%
United States	48,781	92,664	85,798	28%	-8%
New Zealand	68,184	64,267	96,385	32%	50%
Japan	79,716	57,493	62,522	21%	9%
Chile	37,648	29,396	50,154	17%	71%
South Africa	9,681	20	7,182	2%	3590%

Volume (MT)	MY2022/23	MY2023/24	MY2024/25	MY2024/25 Market share	MY23/MY24 Change
World	131,253	137,726	169,543		23%
United States	31,996	64,693	58,871	35%	-9%
New Zealand	29,872	28,077	43,582	26%	55%
Japan	28,601	22,050	22,765	13%	3%
Chile	28,892	22,256	36,539	22%	64%
South Africa	9,794	22	7,021	4%	-100%

Data source: Trade Data Monitor, LLC

Policy

Import Tariff: (HS 080810 / fresh apple)

Most major apple exporters to Taiwan face a 20 percent tariff, except for New Zealand which has had duty-free access since 2013.

Taiwan Apple Tariffs, by Exporting Country

Country	Tariff
U.S., Chile, Japan, South Africa	20%
New Zealand	0%

Import Phytosanitary Regulations:

Fresh food is regulated by Taiwan Food and Drug Administration (TFDA) and Animal and Plant Health Agency. (APHIA). Fresh apples from the United States are regulated under APHIA's Quarantine Requirements for the importation of Fresh apples from The United States (2024.7.31 version) and 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 authorities. According to Article 5.6, if the pest list for quarantine requirement has changed, the updated list can be found on the website.

MRL and Contaminants Standard

TFDA is the competent authority responsible for border inspection. Due to differences in cultivation methods, the Maximum Residue Limits (MRL) in the United States and Taiwan vary, and there were few violations occur during border inspections. Taiwan uses the positive list system Pesticide Residue Limit in Food. Please check the most updated MRL on the integrated website. Standards for heavy metals are listed in TFDA's Sanitation Standard for Contaminants and Toxins in Food.

Apples, Fresh	2023/2024		2024/2025		2025/2026	
Market Year Begins	Jul 2023		Jul 2024		Jul 2025	
Taiwan	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (HA)	176	180	179	181	0	180
Area Harvested (HA)	176	180	179	180	0	180
Bearing Trees (1000 TREES)	62	64	64	64	0	63
Non-Bearing Trees (1000 TREES)	0	0	0	0	0	0
Total Trees (1000 TREES)	62	64	64	64	0	63
Commercial Production (MT)	1189	1189	1250	1101	0	1000
Non-Comm. Production (MT)	0	0	0	0	0	0
Production (MT)	1189	1189	1250	1101	0	1000
Imports (MT)	137700	137727	145000	169543	0	155000
Total Supply (MT)	138889	138916	146250	170644	0	156000
Domestic Consumption (MT)	138889	138916	146250	170644	0	156000
Exports (MT)	0	0	0	0	0	0
Withdrawal From Market (MT)	0	0	0	0	0	0
Total Distribution (MT)	138889	138916	146250	170644	0	156000
(HA) ,(1000 TREES) ,(MT)						
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Data Update Source: Ministry of Agriculture, Taiwan and Trade Data Monitor, LLC

Attachments:

No Attachments