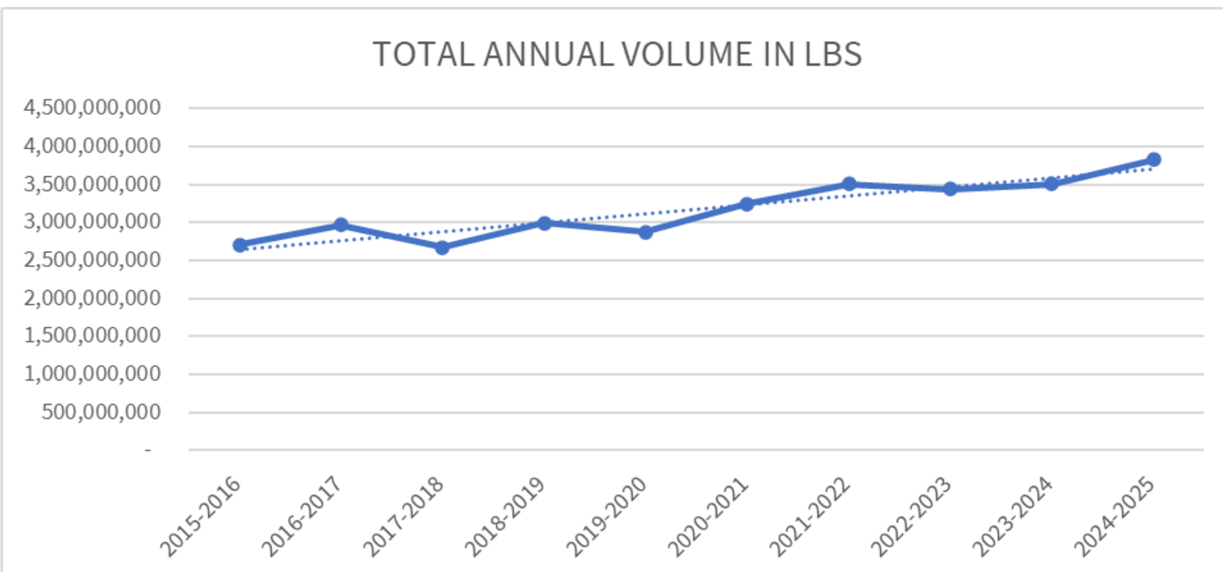
August 11, 2025

ANNUAL REPORT OF THE GRAPE MARKET IN THE UNITED STATES IN 2024-2025

Grapes are a fruit that is widely accepted by consumers in the United States. It has always had a very good market, however, in recent years, this has grown due to the increase in the availability of the fruit for the consumer throughout the year, in addition to the introduction of new varieties, flavors and colors, which make it more attractive.

This document analyzes the supply of the grape market in the United States between the months of August 2024 and July 2025 in order to have a period of a full year and at the same time have the most up-to-date data possible.

ANNUAL GROWTH OF GRAPES BETWEEN 2016 AND 2025



In the graph it can be seen that the grape market in the last decade has gone through two different stages in the last ten years, because between 2016 and 2020, it had a very poor growth, since the annual average of those years was 1.2%, while in the second half of the decade an important positive trend can be seen, since between 2020 and 2025 it has practically grown every year, resulting in this second half an average of 6.6%, recovering part of the stagnant market in the first half of the decade, so the average annual growth during this decade was 4.12%. Another noteworthy point is the trend of the last five years, which indicates a market in clear growth.

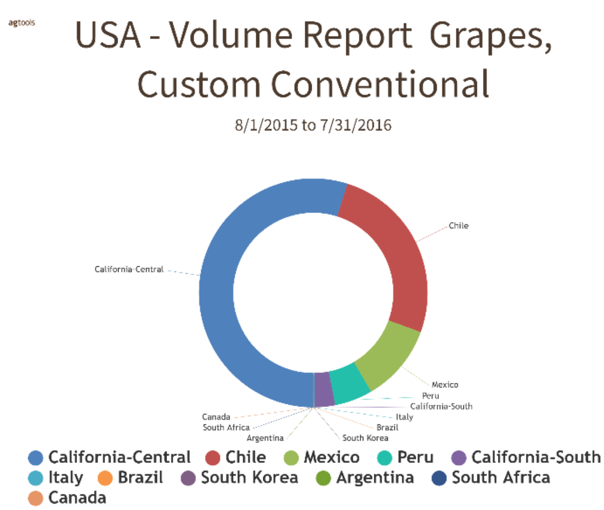
TOTAL ANNUAL VOLUME IN LBS BETWEEN 2016 AND 2025

PERIOD	VOLUME LBS	GROWTH LBS	GROWTH %
2015-2016	2,708,318,507		
2016-2017	2,967,327,525	259,009,018	9.6%
2017-2018	2,669,143,078	(298,184,447)	-10.0%
2018-2019	2,995,069,826	325,926,748	12.2%
2019-2020	2,870,363,289	(124,706,537)	-4.2%
2020-2021	3,240,455,657	370,092,368	12.9%
2021-2022	3,506,847,521	266,391,864	8.2%
2022-2023	3,434,649,873	(72,197,648)	-2.1%
2023-2024	3,504,571,253	69,921,380	2.0%
2024-2025	3,823,063,038	318,491,785	9.1%
	AVERAGE ANNUAL GROWTH		**4.12%**

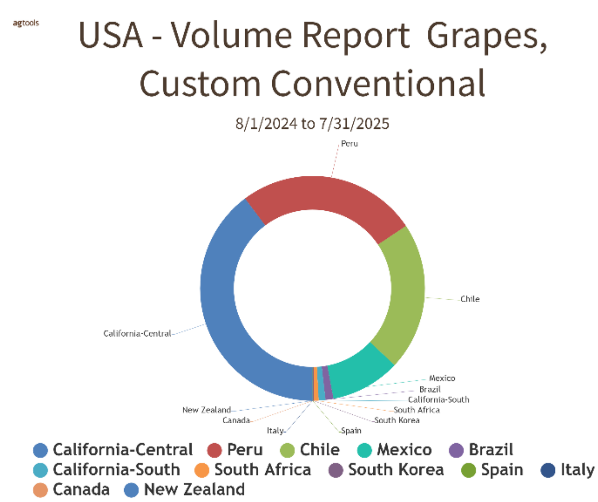
At the beginning of the decade, the total market sold 2.708 billion lbs. per year. By 2020 that volume had barely reached 2.870 billion lbs., after five years, however, by 2025 the market has grown to reach 3.823 billion lbs., which reflects that, in the last five years, the average annual growth reached 6.6%, highlighting the years 2021 with 12.9%, 2022 with 8.2% and the current year of 2025 where it has reached 9.1%.

COMPARISON OF MARKET SHARES BY REGION 2016 VS 2025

2016



2025



In the last decade, there have been changes not only in the total market, but also in the shares of the regions. These graphs indicate the distribution of the market by region in 2016 and 2025 in order to compare the change in 10 years. In 2016, central California contributed more than 54% of the volume and the rest of the supply came mainly from international markets. By 2025 there is a much larger market and to supply that market there have been strong changes in the market share of each area.

GROWTH COMPARATIVE OF GRAPES OF THE MAIN SUPPLYING REGIONS IN 10 YEARS						
REGION	**2015-2016**	**SHARE %**	**2024-2025**	**SHARE %**	**VAR 10 YRS LBS**	**VAR 10 YRS %**
California Central	1,493,778,020	54.7%	1,519,789,499	39.8%	26,011,479	-14.9%
Peru	146,247,795	5.4%	989,085,748	25.9%	842,837,953	20.5%
Chile	702,925,175	25.7%	816,162,539	21.3%	113,237,364	-4.4%
Mexico	300,643,070	11.0%	383,486,656	10.0%	82,843,586	-1.0%
Rest of the regions	89,529,274	3.3%	114,538,596	3.0%	25,009,322	-0.3%
TOTAL (Lbs)	**2,733,123,334**	**100.0%**	**3,823,063,038**	**100.0%**	**1,089,939,704**	**39.9%**

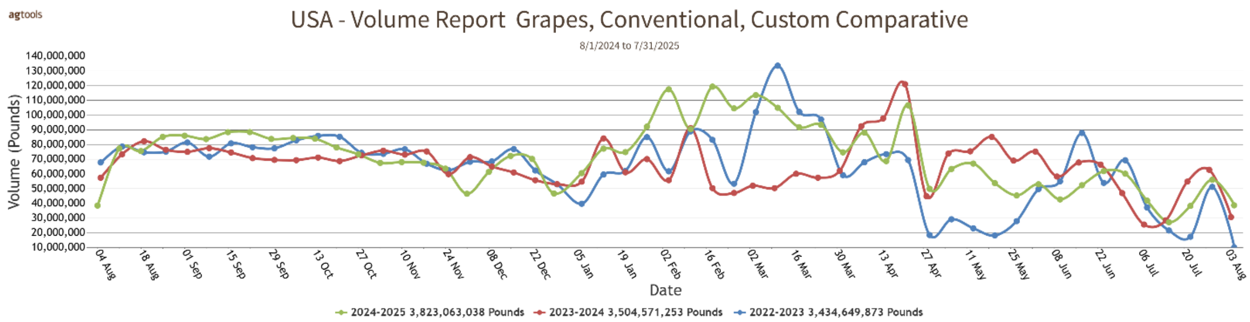
Central California's volume has seen very little change, however, with the growth of the market, its share has fallen to 39.8%. Peru is the most impactful case, as it went from a volume of 146 million lbs. in 2016 to 989 million lbs. in 2025 and reaching a market share of 25.9%. Chile had a very moderate increase in volume, so its share fell to 21.3% Mexico had a growth almost equal to that of the total market, so its market share barely fell one percentage point in ten years.

GRAPE SUPPLYING REGIONS IN 2024-2025

GROWTH COMPARATIVE BY REGION BETWEEN AUGUST 1ST 2024 AND JULY 31ST 2025						
REGION	**2024-2025**	**SHARE %**	**VAR LBS**	**VAR %**	**2023-2024**	**SHARE %**
California Central	1,519,789,499	39.8%	144,548,732	10.5%	1,375,240,767	39.2%
Peru	989,085,748	25.9%	276,884,196	38.9%	712,201,552	20.3%
Chile	816,162,539	21.3%	(79,146,555)	-8.8%	895,309,094	25.5%
Mexico	383,486,656	10.0%	(20,207,154)	-5.0%	403,693,810	11.5%
Brazil	43,348,710	1.1%	(13,355,311)	-23.6%	56,704,021	1.6%
California South	37,251,720	1.0%	(6,245,712)	-14.4%	43,497,432	1.2%
South Africa	25,998,474	0.7%	10,430,119	67.0%	15,568,355	0.4%
South korea	6,128,553	0.2%	6,128,553	100.0%	-	0.0%
Spain	1,510,146	0.0%	(304,579)	-16.8%	1,814,725	0.1%
Italy	271,645	0.0%	(267,102)	-49.6%	538,747	0.0%
Canada	28,248	0.0%	25,498	927.2%	2,750	0.0%
New Zealand	1,100	0.0%	1,100	100.0%	-	0.0%
TOTAL (Lbs)	**3,823,063,038**	**100.0%**	**318,491,785**	**9.1%**	**3,504,571,253**	**100.0%**

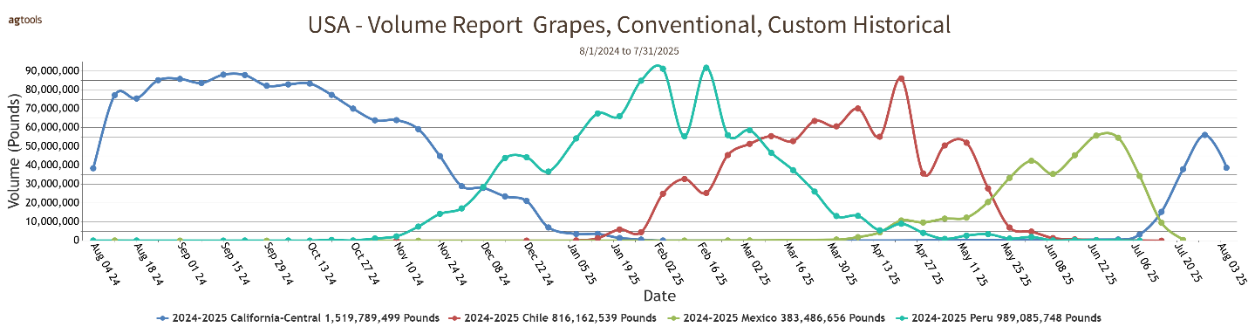
During the last twelve months, this market has received fruit from twelve different regions, however, the four main areas supply 97% of the market's needs, these regions being central California, Peru, Chile and Mexico, while the other eight regions only participate with 3% of the market. Market growth in this period was 9.1%. Among the main regions that grew more than the market were Central California, Peru and South Africa. South Korea appears for the first time as a supplier region. Those that had negative growth were Chile, Mexico, Brazil, Southern California mainly.

3-YEAR COMPARISON OF TOTAL MARKET GRAPE VOLUME



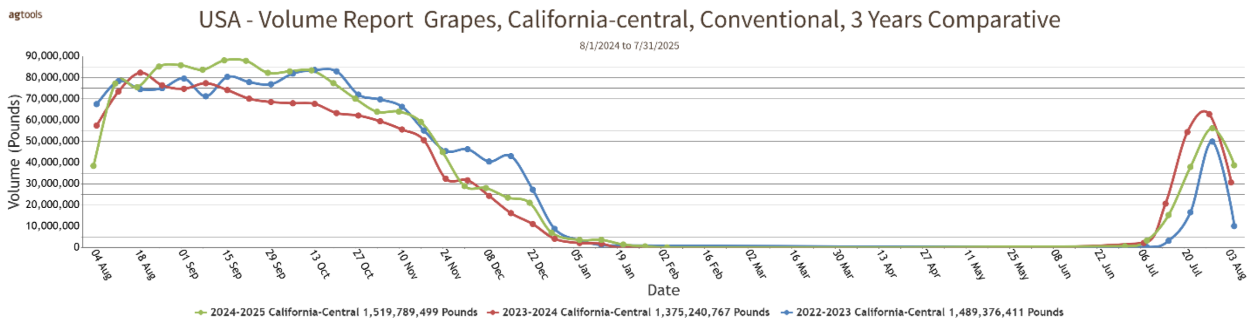
In the graph you can see that this market has two seasons with different activity, while the supply remains relatively stable in the months of August to December, which is when the regions of California dominate the market. Between January and July, the flow of product is very irregular and with different behavior patterns year after year. During these months, most of the volume comes from third countries such as Peru, Chile, Mexico or Brazil, however, this season is the one that registers the highest growth

WEEKLY VOLUME OF THE 4 MAIN REGIONS IN 2024-2024



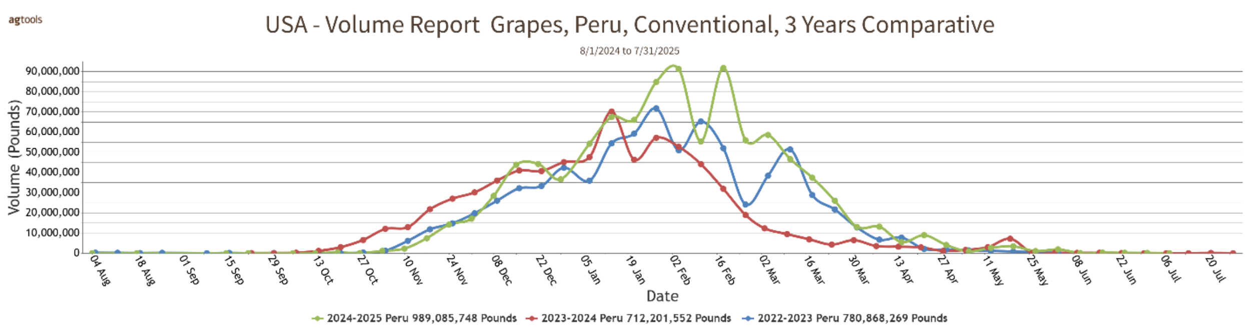
In order to supply the needs of the market throughout the year, the main regions complement each other and each one reaches its peak production without competing with the previous one. The predominance of central California between July and December stands out, which is the one with the highest volume and duration. Peru participates from November to May, reaching its peak between January and February. Chile has a supply between the months of January to June with its peak in April and Mexico covers the transition period between South America and North America in the months of April to July, having its highest volume in the month of June.

3-YEAR COMPARISON OF CENTRAL CALIFORNIA GRAPE VOLUME



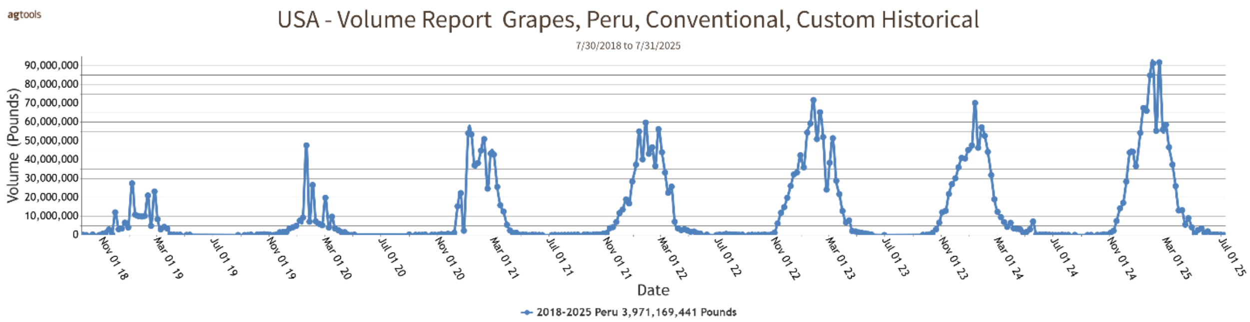
This being the main region, each year presents a very similar pattern of behavior, as it begins at the beginning of July and increases its volume in an accelerated manner, reaching its peak between August and September, ending at the beginning of the year. The volume between each year has little variation, although in the year 2023-2024 a sharp drop was observed in the second half of the season, but for the following season it recovered significantly.

3-YEARS COMPARISON OF VOLUME OF GRAPES FROM PERU



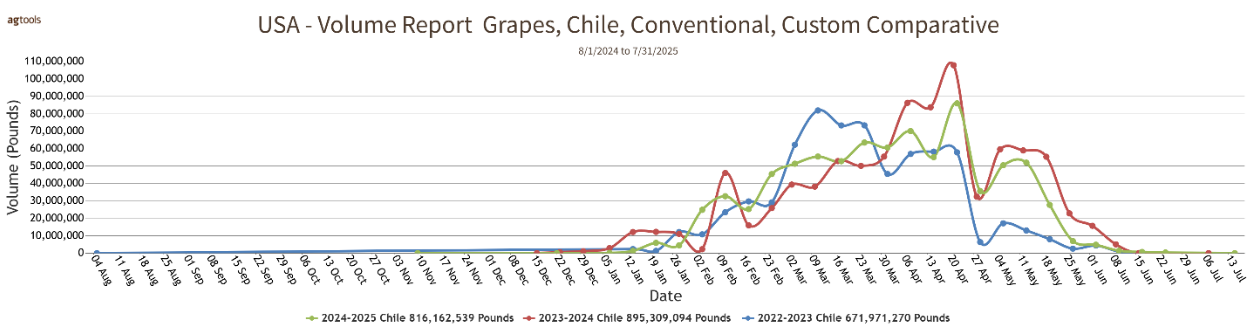
This is the region that has presented the greatest change in the last decade, as it has had significant growth. Its supply runs from October to April, although it extends with little volume until May. Between 2022-2023 and 2023-2024 there was a significant reduction in volume, despite having started the season with a good supply, between the months of January and May there was a sharp drop in volume, which caused a seasonal decline of 8.7%. For the 2024-2025 season, not only was the volume recovered, but an all-time high was established for the region, reaching 448 thousand tons.

EVOLUTION OF PERUVIAN GRAPES IN 7 YEARS



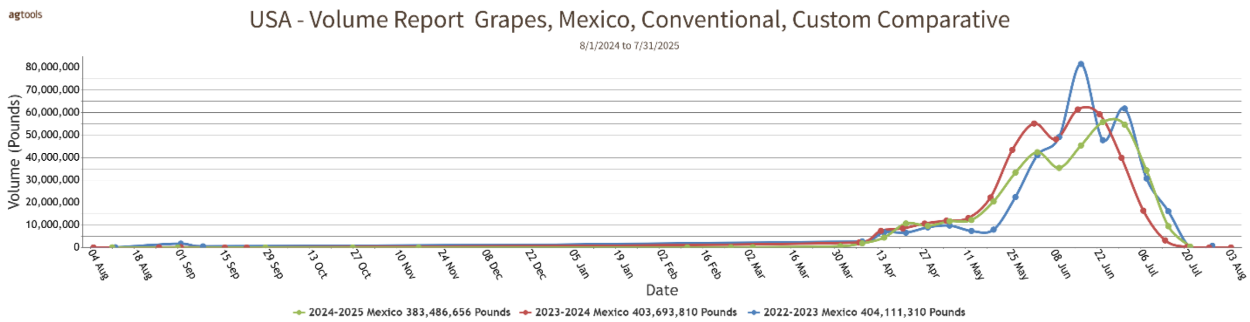
This graph shows the supply of the region of Peru in the last seven years, where you can see how it has been evolving season after season and despite having had a drop in 2024, by 2025 it reached the highest volume of the decade, which indicates that this region will continue with that rate of growth. Thus, gaining greater market share, consolidating itself as the second most important region in a few years.

3-YEAR COMPARISON OF CHILE GRAPE VOLUME



This region, which is the third in importance due to the volume of supply, participates in the market between January and June. In the last three years, its volume has had an erratic behavior, because in addition to availability, logistics has a great impact on this area. In the 2022-2023 season, its volume reached 304 thousand tons, with a very low volume end to the season. For 2023-2024, 406 thousand tons were achieved, a growth of more than 33%, reaching the highest volume in the month of April, but for 2024-2025 the volume fell again to 370 thousand tons, a decline of 8.8%, however, well above the result of the 2022-2023 season

3-YEAR COMPARISON OF MEXICO GRAPE VOLUME

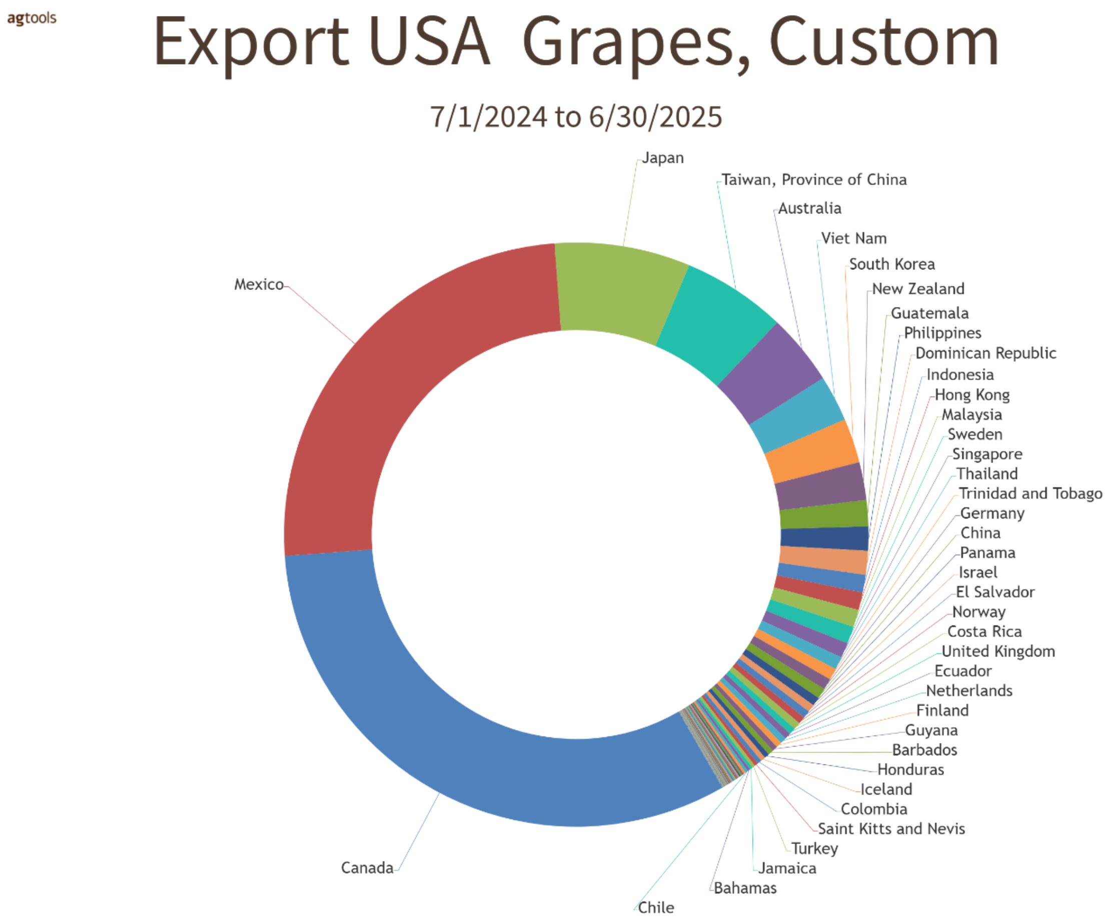


This region has performed very similar every year, with little change and no growth. The total volume of the 2022-2023 season reached 183 thousand tons and the week with the highest volume was also presented in the second week of June. For the 2023-2024 season, the annual result was very similar to that of the previous season, so there was only a slight setback. For the 2024-2025 season, 173 thousand tons were reached, a decrease of 5.0%, which confirms that this region is losing share in a market that is constantly growing that other regions are contributing.

EXPORTS OF GRAPES FROM UNITED STATES TO THE WORLD

The United States is not only a consumer of grapes, but also a strong exporter of grapes, since in the last twelve months it has sent product to 39 different countries, where the ten main destinations are Canada, Mexico, Japan, Taiwan, Australia, Vietnam, South Korea, New Zealand, Guatemala and the Philippines.

DISTRIBUTION CHART OF THE EXPORT OF GRAPES FROM THE UNITED STATES



Although the top ten destinations stand out, it is important to mention that these exports reach destinations as varied and distant as Finland, Turkey, Hong Kong, Iceland or Latin America, although more than 60% is concentrated in the four main destinations, which are Canada, Mexico, Japan and Taiwan.

Grapes are a product that is widely accepted in the United States market, which is also a high-value fruit and in recent years new varieties have been introduced that have helped increase the value of this fruit, so not only is the volume growing, but also the monetary value of the market and this trend is expected to continue in the coming years.

* * * * *