



Empowering  
Egyptian  
Food Exports

# Food Export Council

## Exploring the Global Demand for Frozen Strawberries and Egypt's Export Potential

HS Code: 081110

Feb 2026



Partner Bank



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# Product Overview – HS Code 081110

## 1. Product Name:

- Frozen strawberries, uncooked or cooked by steaming or boiling in water, whether or not sweetened.

## 2. Product Description

- The HS code refers to strawberries are preserved through freezing to maintain their freshness and extend shelf life. Widely used in various culinary applications, they offer convenience and year-round availability. Frozen strawberries retain their flavor, texture, and nutritional value, making them a popular choice among consumers and food manufacturers alike.

## 3. Key Features & Benefits

- Year-round availability, regardless of season
- Convenient for food manufacturers and retailers
- Retains high vitamin and antioxidant content
- Supports value-added product development (smoothies, bakery, chocolate coatings)

# Introduction

This report highlights the **growing global market for frozen strawberries**, with a particular focus on **Egypt's export performance under HS Code 081110**. In 2024, **the global import value of frozen strawberries USD 1.4 billion**.

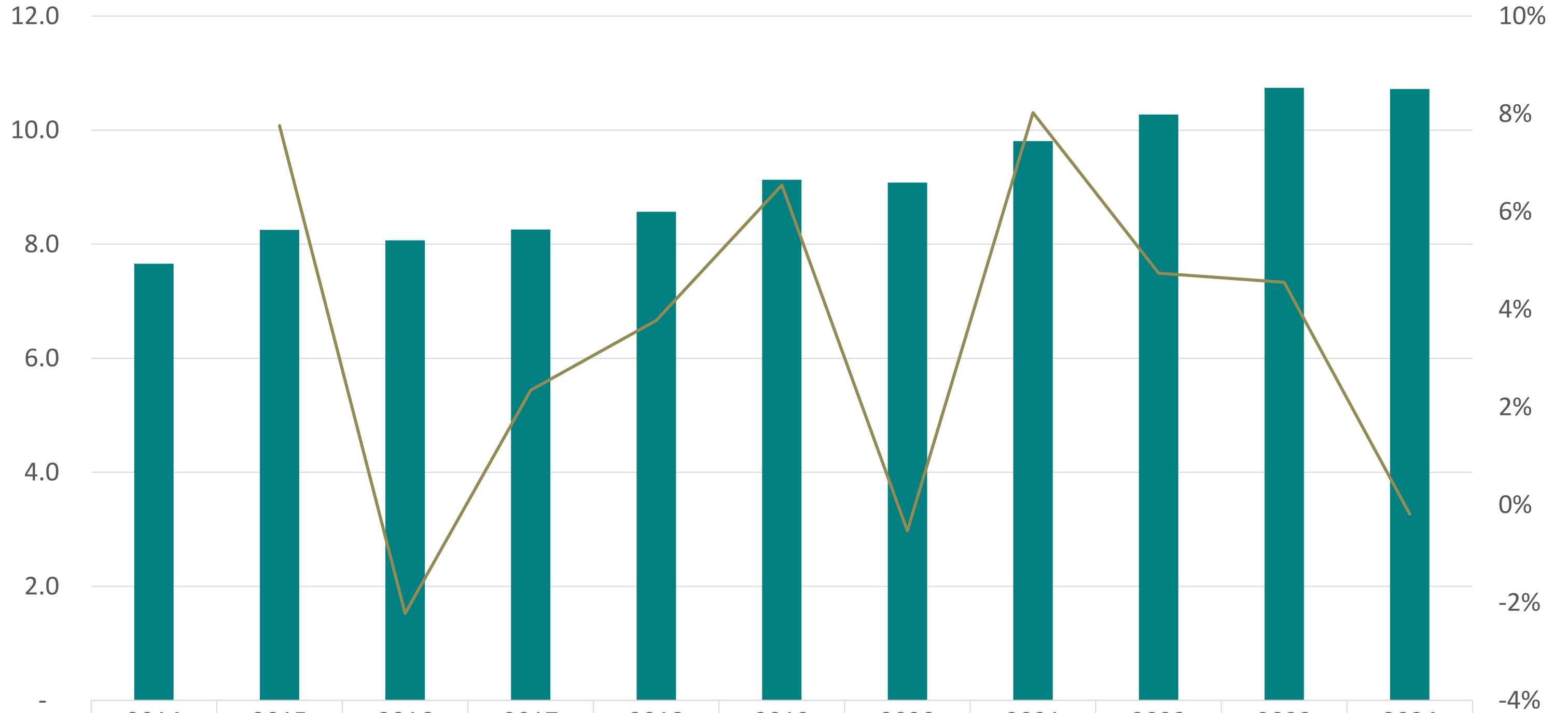
Egypt ranked **1st globally** in HS 081110 in 2024, **with a 27% market share based on ITC data**. Exports reached **USD 697 million in 2025, marking an 82% increase compared with USD 383 million in 2024, according to GOEIC**. Egypt is expected to maintain its leading position, with ITC projecting the market share could still reach around 40%.

Egypt has strong potential to expand in the global frozen strawberries market by leveraging its competitive cost structure, established processing capabilities, and consistent product quality, enabling further integration into high-growth import markets.

# Global Strawberries Production



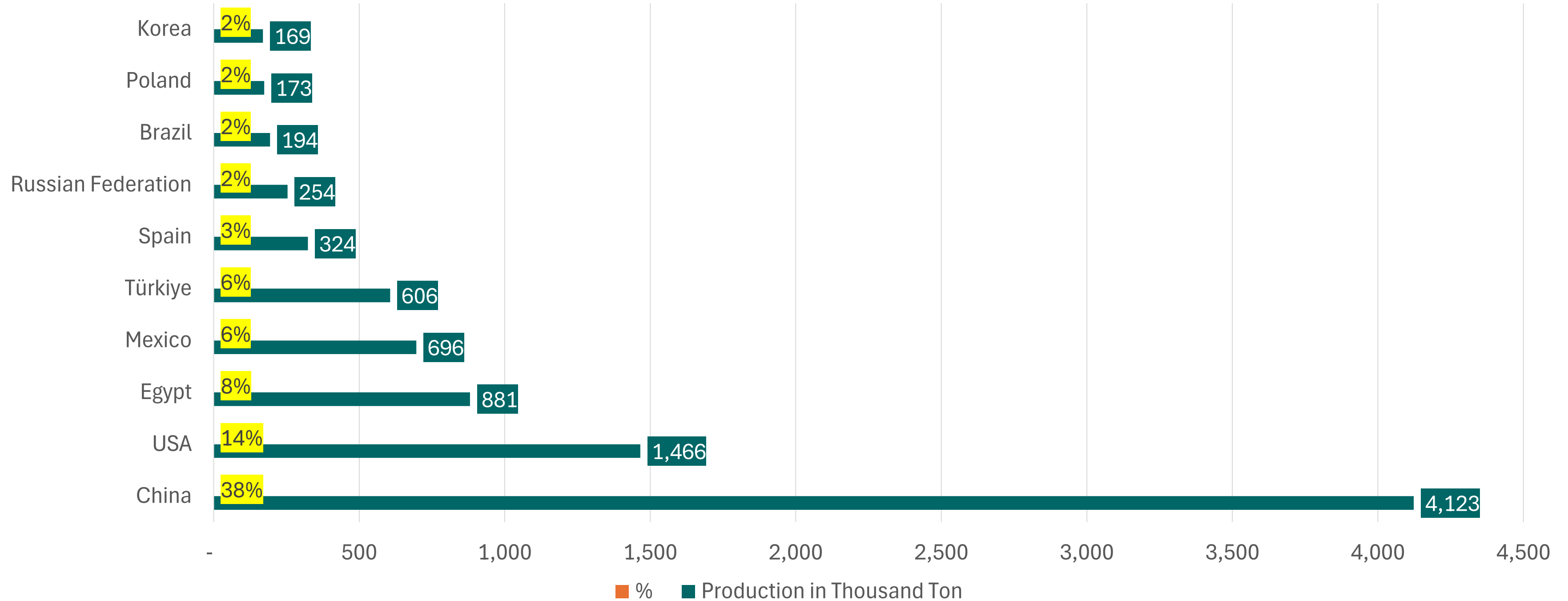
# Global Strawberry Production (2014–2024)



Production in Million Ton  
Growth rate %

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Production in Million Ton	7.7	8.3	8.1	8.3	8.6	9.1	9.1	9.8	10.3	10.7	10.7
Growth rate %		8%	-2%	2%	4%	7%	-1%	8%	5%	5%	-0.2%

# Top Strawberry Producing Countries – 2024



**Note:**

In 2024, these top 10 strawberry-producing countries accounted for approximately **83%** of the total global production, with **8.9 million tons**, while the remaining countries contributed **1.8 million tons**, bringing the world total to **10.7 million tons**.

Source: FAO

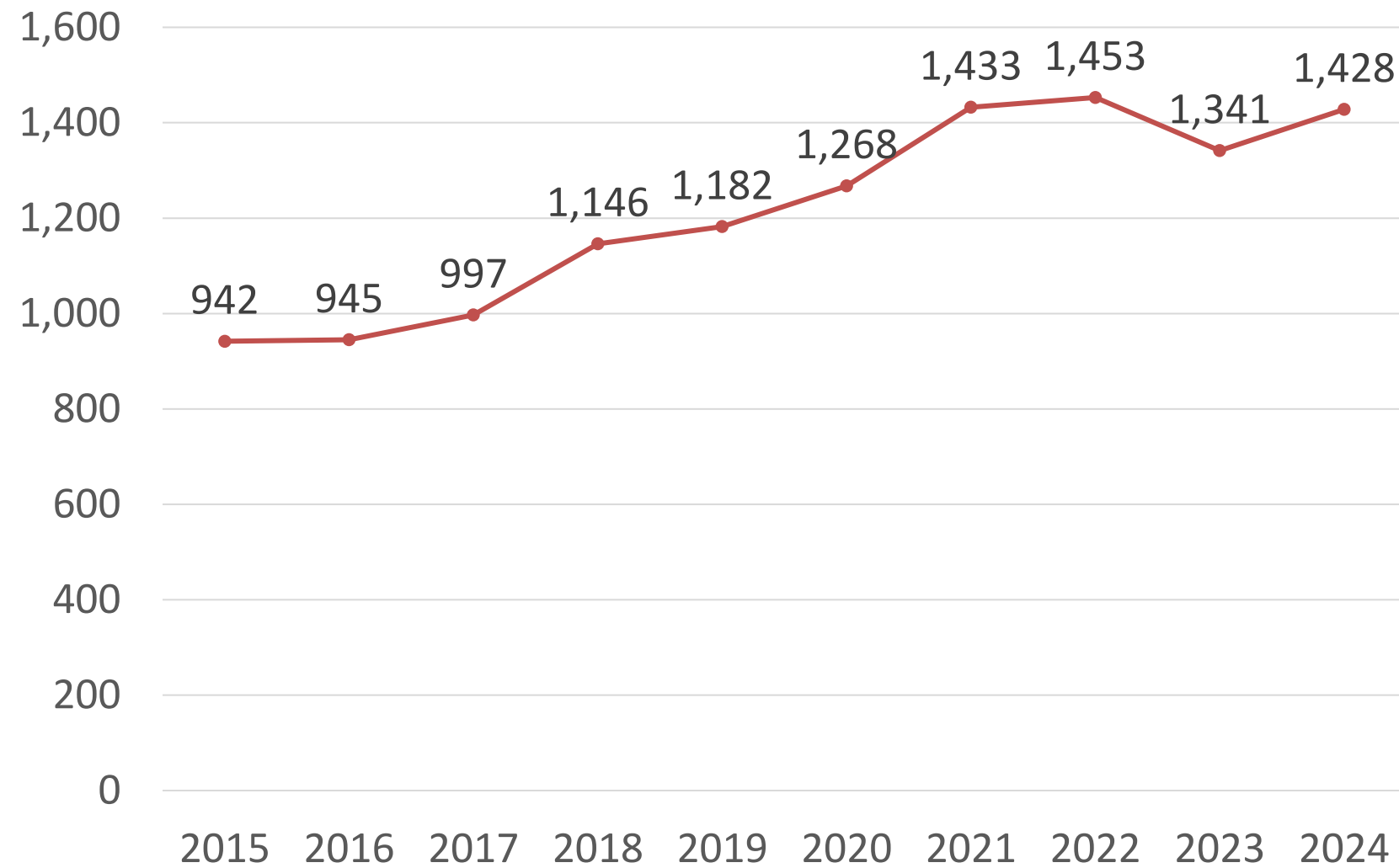


## **Analysis of HS Code 081110**

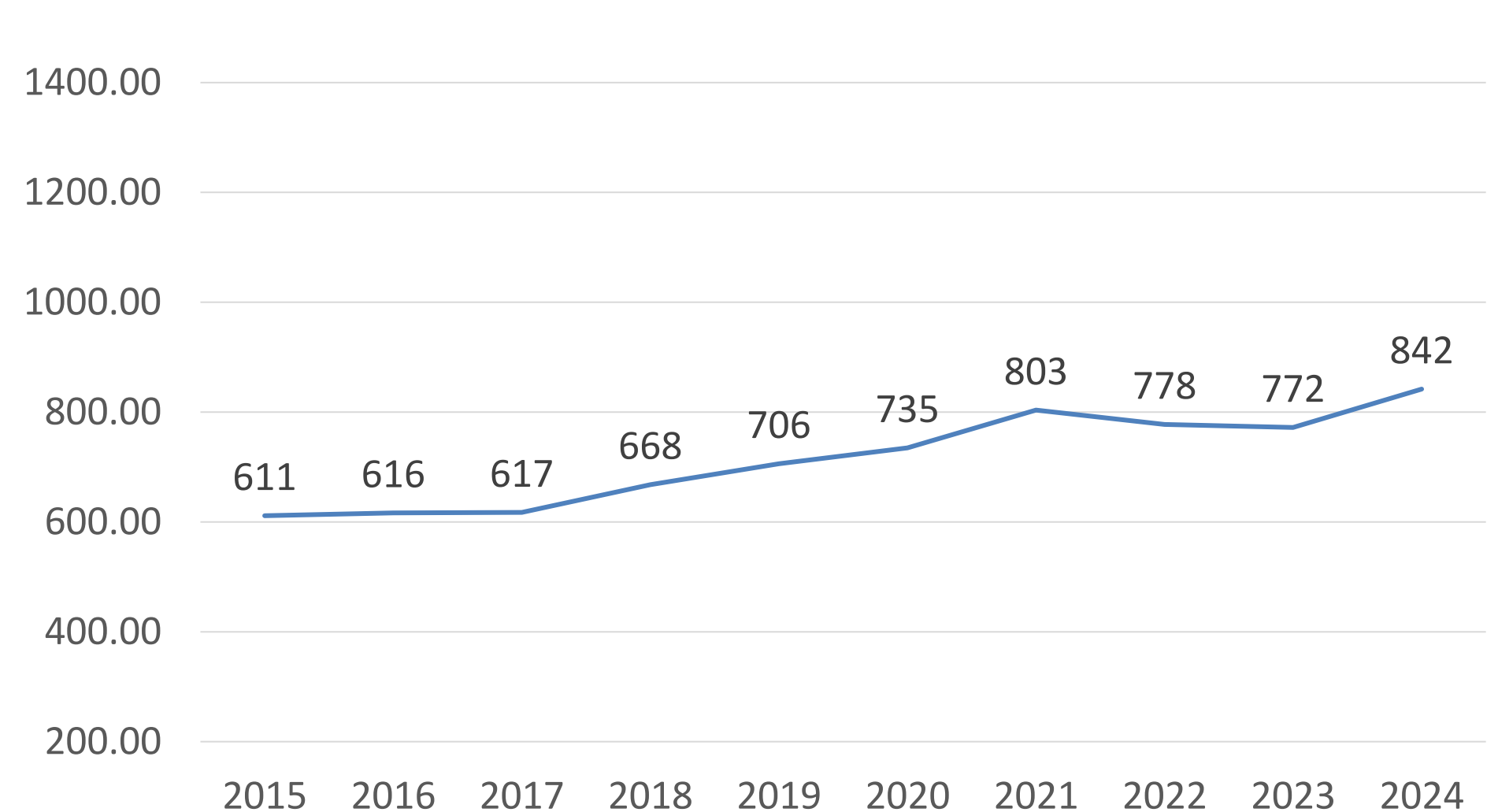
**Frozen Strawberries**

# Global Imports and Trend Analysis HS Code 081110

Global Import Values from 2015 to 2024 (in Million USD)



Global Import Volume from 2015 to 2024 (in Thousands Ton)



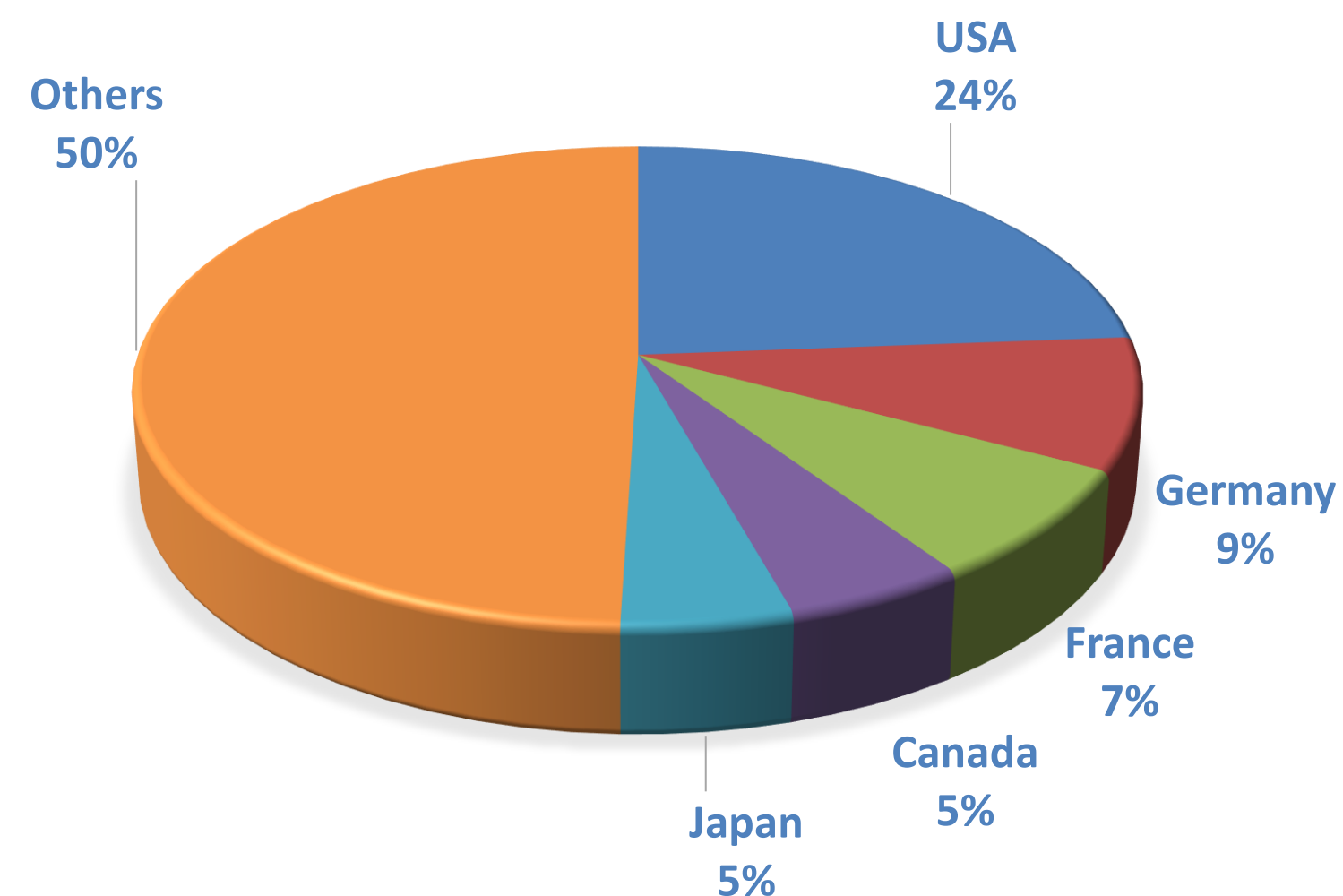
In 2024, global imports of frozen strawberries (HS 081110) reached **USD 1.4 billion** and **842 thousand tons**, with values growing at **2% annually** and volumes at **3%** between 2020–2024. Import values rose **7% year-on-year**, with an average unit value of **USD 1,696 per ton**, reflecting steady and resilient global demand and strong opportunities for exporters.

Source: ITC (Trade Map)

# Top Importing Markets Globally in 2024 HS Code 081110

Rank	Country	Import Value in Million USD	Trade balance in 2024 (USD thousand)	Import Quantity in Thousand Ton	Share in Global Imports	Annual Growth (Value, 2020-2024)%	Annual Growth (Quantity, 2020-2024)%	Annual Growth (Value, 2023-2024)%	Unit value (USD/unit)
	World	1,428	(31,678)	842		2%	3%	7%	1,696
1.	USA	340	(285,220)	158	24%	-1%	-2%	5%	2,151
2.	Germany	127	(92,333)	88	9%	-7%	-5%	7%	1,444
3.	France	111	(101,477)	66	8%	3%	2%	3%	1,675
4.	Canada	74	(62,840)	36	5%	0%	1%	4%	2,084
5.	Japan	70	(70,262)	31	5%	-2%	-2%	4%	2,307
6.	Netherlands	60	4,063	43	4%	-5%	-3%	-9%	1,374
7.	Belgium	57	(5,589)	36	4%	2%	4%	6%	1,589
8.	China	55	34,648	37	4%	8%	13%	-14%	1,482
9.	Poland	53	73,402	41	4%	9%	12%	12%	1,294
10.	Russian Federation	35	(34,540)	19	3%	12%	12%	16%	1,811

TOP IMPORTING MARKETS GLOBALLY

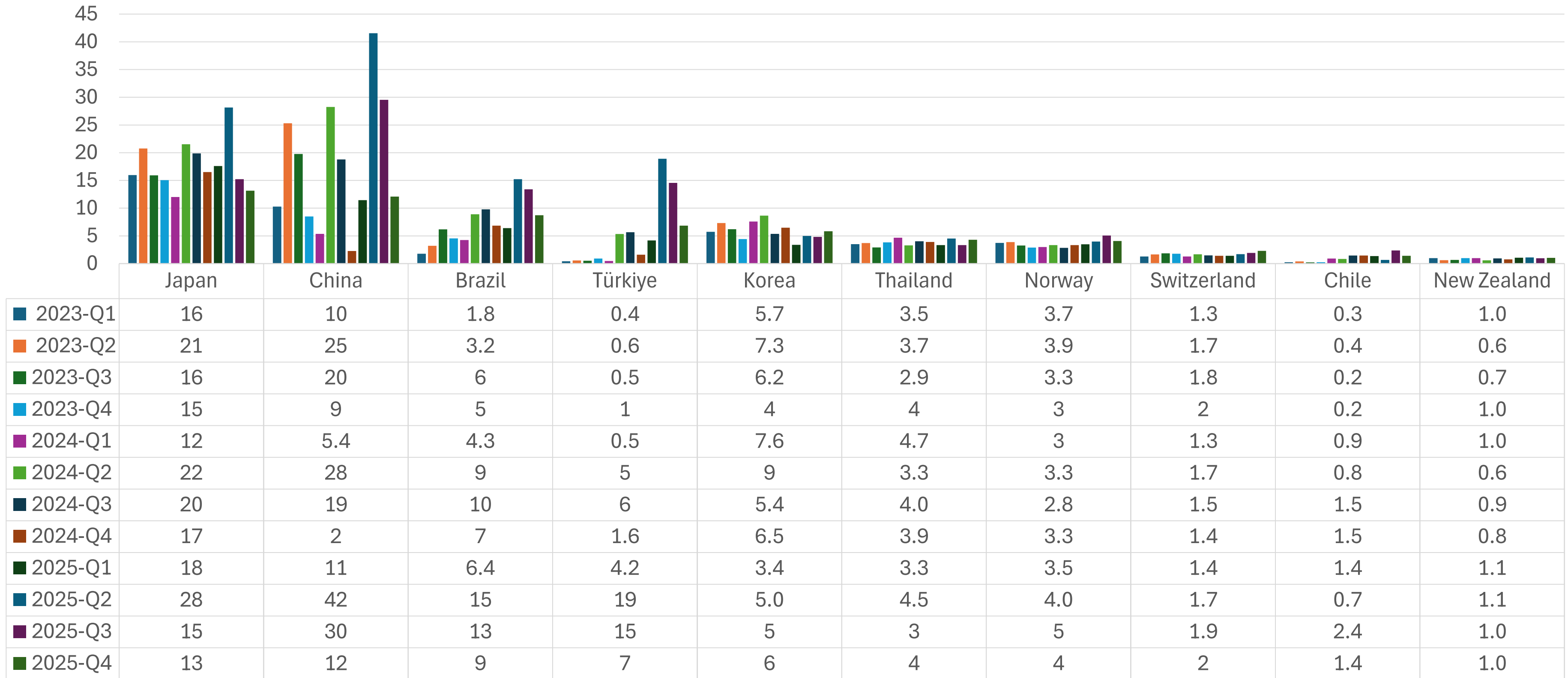


The data shown in light green are estimated by UNSD. For further information, please refer to the

The data in orange represents mirror figures based on partner data. [UNSD explanatory note.](#)

Source: ITC (Trade Map)

# Analysis of Global Import Value from Q1 2023 to Q4 2025 by Country in Million USD



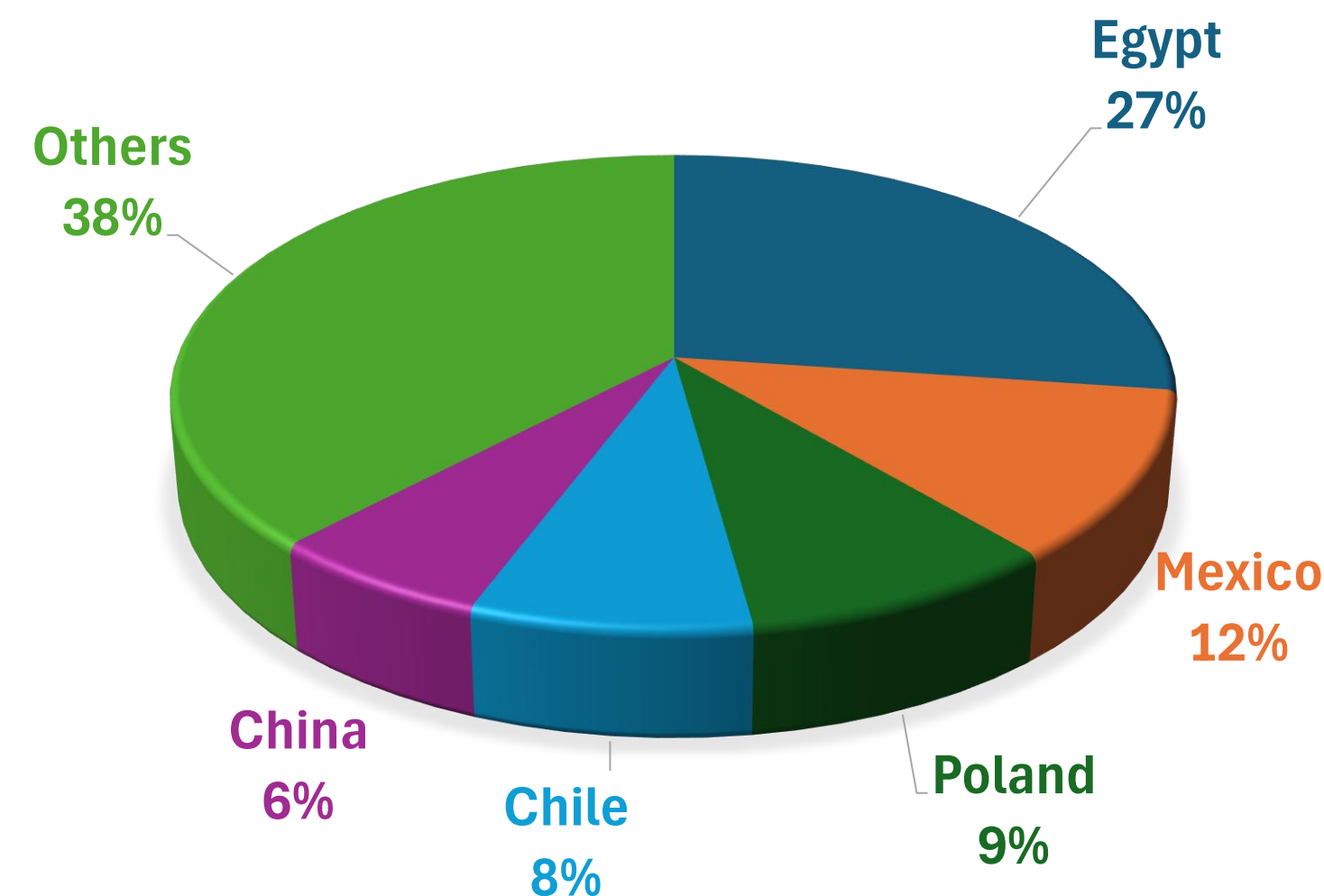


# Top Exporting Markets Globally in 2024 HS Code 081110



Rank	Country	Export Value in Million USD	Trade balance in 2024 (USD thousand)	Export Quantity in Thousand Ton	Share in Global Exports	Annual Growth in Value (2020-2024)	Annual Growth in Quantity (2020-2024)	Annual Growth in Value (2023-2024)	Unit value (USD/unit)
1.	Egypt	381	381,041	191 353 GOEIC	27%	24%	23%	14%	1,992 (ITC) 1,485 GOEIC
2.	Mexico	163	159,727	76	12%	-2%	-3%	-10%	2,128
3.	Poland	126	73,402	64	9%	-6%	-9%	6%	1,974
4.	Chile	112	107,385	46	8%	-6%	-8%	22%	2,455
5.	China	89	34,648	65	6%	2%	3%	24%	1,368
6.	Morocco	74	73,575	47	5%	-11%	-13%	13%	1,572
7.	Netherlands	63	4,063	34	5%	0%	0%	1%	1,884
8.	Peru	57	55,094	29	4%	8%	9%	-2%	1,922
9.	USA	55	(285,220)	21	4%	5%	5%	22%	2,571
10.	Belgium	52	(5,589)	25	4%	6%	4%	-2%	2,081

## TOP EXPORTING MARKETS GLOBALLY



Egypt's exports represent **27%** of world exports for this product, its ranking in world exports is **1**.

The data in orange represents mirror figures based on partner data.

The data shown in light green are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

Source: ITC (Trade Map)

# Egypt's Export Status



# Egypt's Frozen Strawberries Exports: Value and Growth (2015–2025)



Exports under HS Code 081110 are currently driven by 419 Egyptian companies, with just 18 of them contributing nearly USD 359 million out of the total USD 697 million export value in 2025 representing 52% of the export value.

**Source: GOEIC**



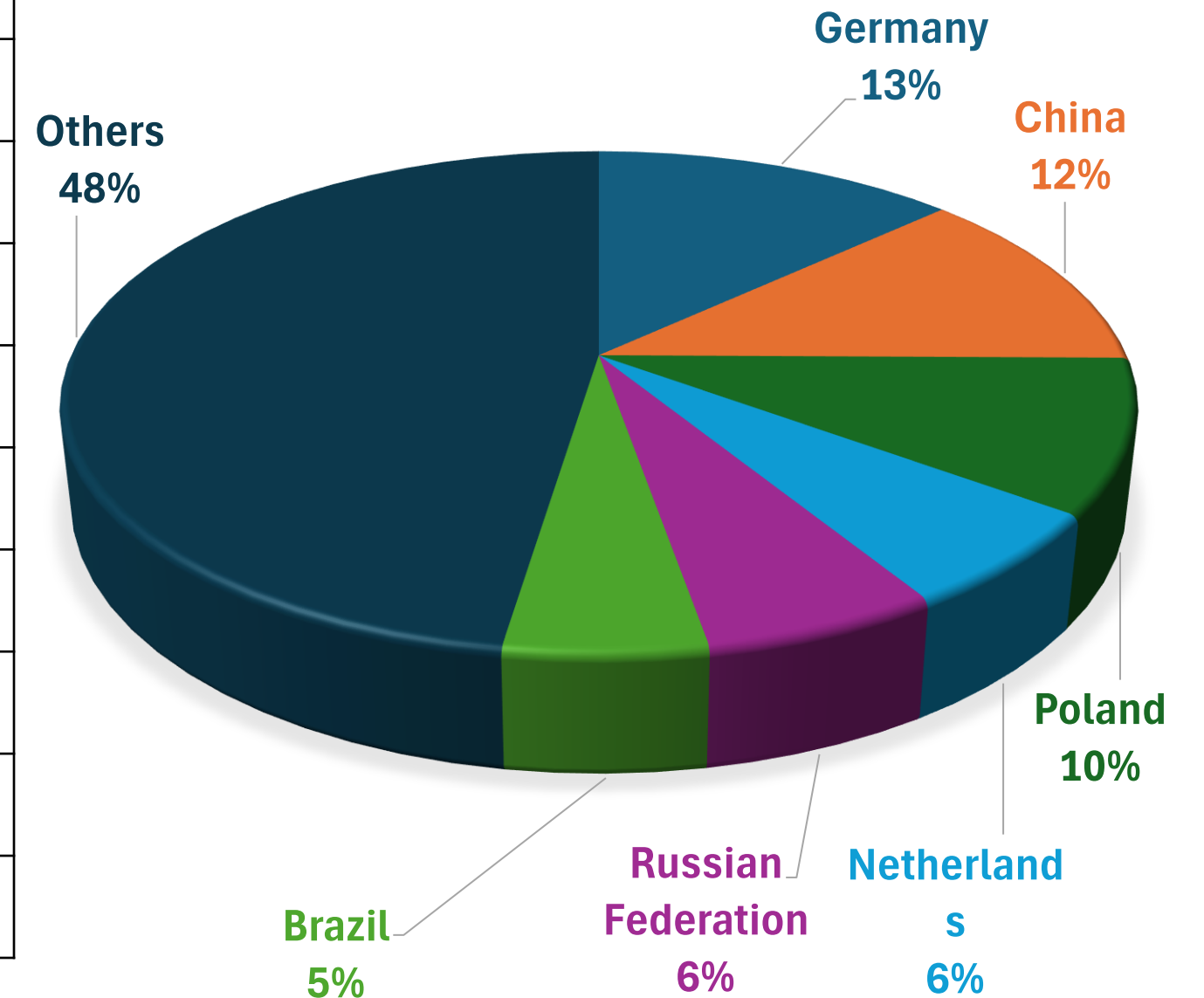
# EGYPTIAN EXPORT MARKET SHARE BY COUNTRY



## Egypt's Frozen Strawberries Exports by Destination (2021–2025, Million USD)

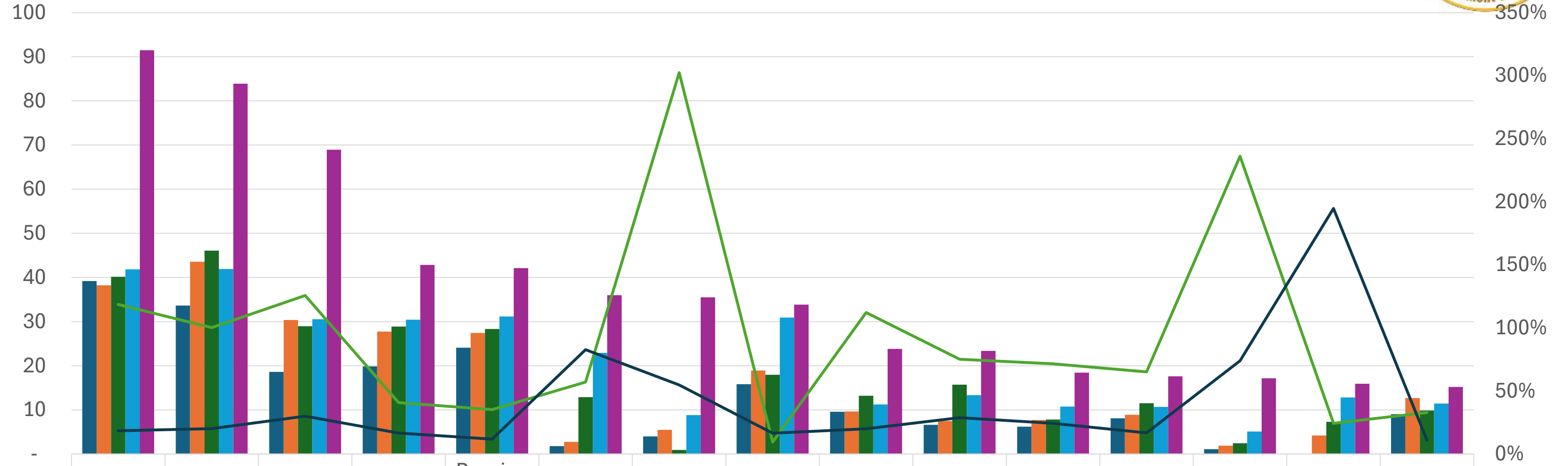
Country	2021	2022	2023	2024	2025	Annual Growth (2024-2025) %	CAGR between (2021--2025) %	Unit value (USD/unit) In 2025
Germany	39	38	40	42	91	119%	18%	1,246
China	34	44	46	42	84	100%	20%	1,455
Poland	19	30	29	31	69	126%	30%	1,682
Netherlands	20	28	29	30	43	41%	17%	1,286
Russian Federation	24	27	28	31	42	35%	12%	1,076
Brazil	2	3	13	23	36	57%	83%	1,001
Türkiye	4	5	1	9	35	302%	55%	1,104
USA	16	19	18	31	34	10%	16%	1,561
Belgium	10	10	13	11	24	112%	20%	1,309
France	7	7	16	13	23	75%	29%	1,305

## EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2025 GOEIC DATA



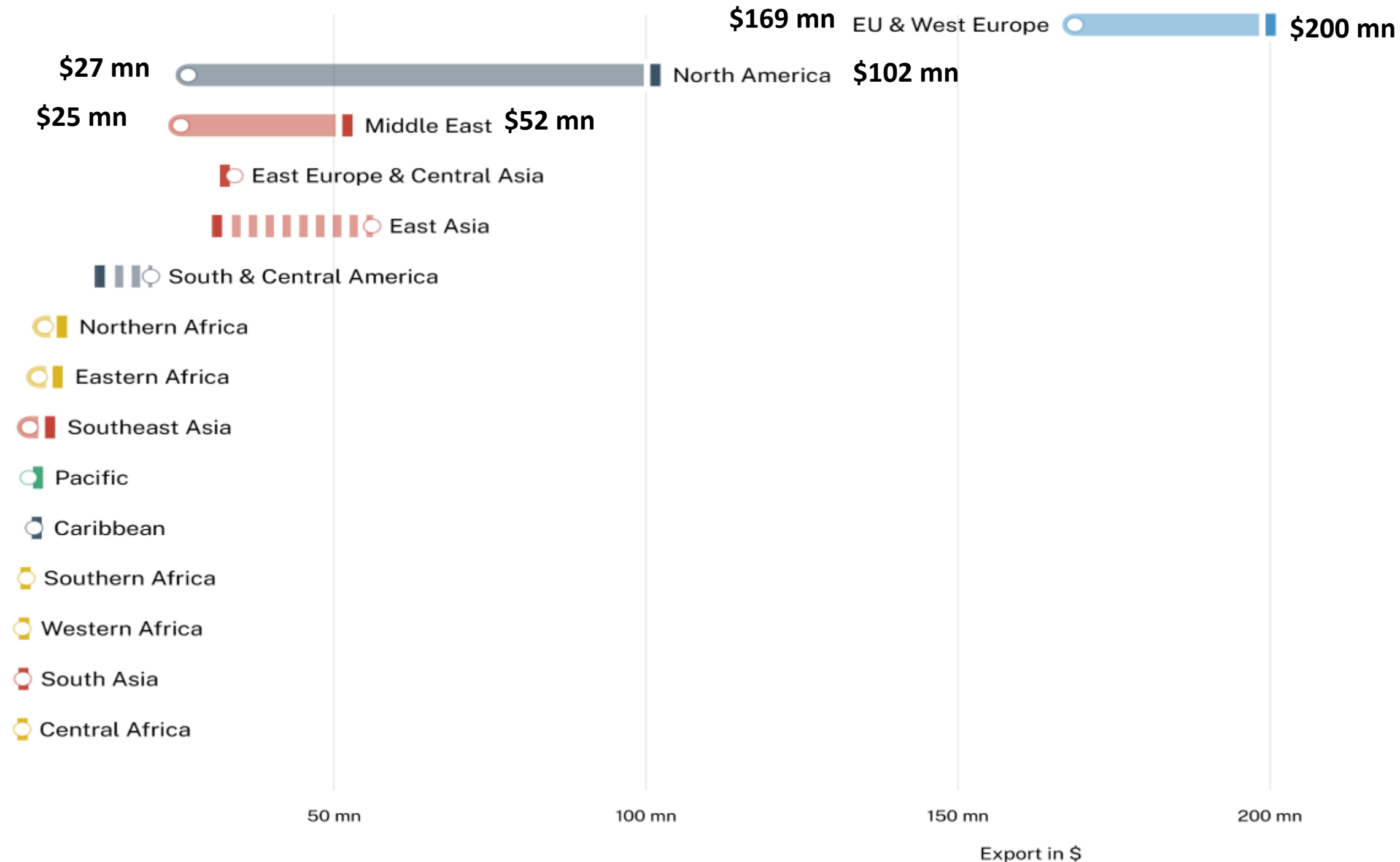
The top 10 countries imported **USD 482 million** of frozen strawberries from Egypt in 2025, out of a total of **USD 697 million**, accounting for **69%** of Egypt's total frozen strawberry exports.

# Egypt Frozen Strawberries: Top Export Value Destinations and Growth Trends in Million USD



	Germany	China	Poland	Netherlands	Russian Federation	Brazil	Türkiye	USA	Belgium	France	UK	Italy	Serbia	Guatemala	Saudi Arabia
2021	39	34	19	20	24	2	4	16	10	7	6	8	1	0	9
2022	38	44	30	28	27	3	5	19	10	7	8	9	2	4	13
2023	40	46	29	29	28	13	1	18	13	16	8	12	2	7	10
2024	42	42	31	30	31	23	9	31	11	13	11	11	5	13	11
2025	91	84	69	43	42	36	35	34	24	23	18	18	17	16	15
Growth (2024-2025) %	119%	100%	126%	41%	35%	57%	302%	10%	112%	75%	72%	65%	236%	24%	33%
CAGR (2021--2025)	18%	20%	30%	17%	12%	83%	55%	16%	20%	29%	24%	17%	74%	195%	11%

# Potential Sub-regions for Egypt's Exports of Frozen Strawberries (HS 081110): (Estimate for 2030)



## Markets with potential for Egypt's exports of Strawberries, frozen

### Legend

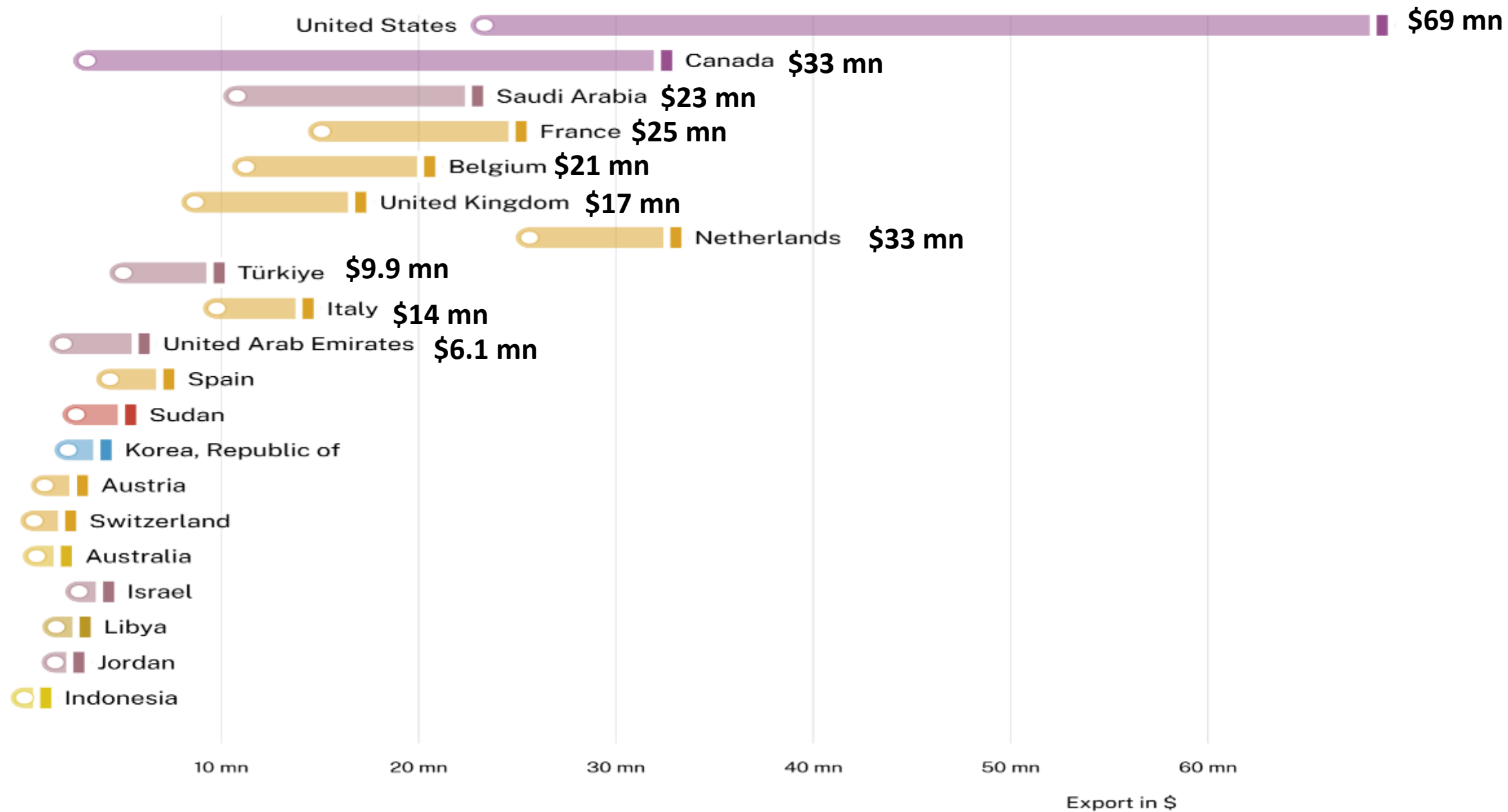
- Export potential
- Baseline exports
- ◐ Potential to baseline exports gap
- Europe
- Asia
- Americas
- Africa
- Pacific

## Egypt to World for 081110

### Strawberries, frozen

- Export potential **\$453 mn**
- Unrealized potential **\$170 mn**

## Potential Countries for Egypt's Exports of Frozen Strawberries (HS 081110): (Estimate for 2030)



### Markets with potential for Egypt's exports of Strawberries, frozen

#### Legend

- Export potential
- Baseline exports
- Potential to baseline exports gap
- EU & West Europe
- North America
- Middle East
- Eastern Africa
- East Asia
- Northern Africa
- Pacific
- Southeast Asia

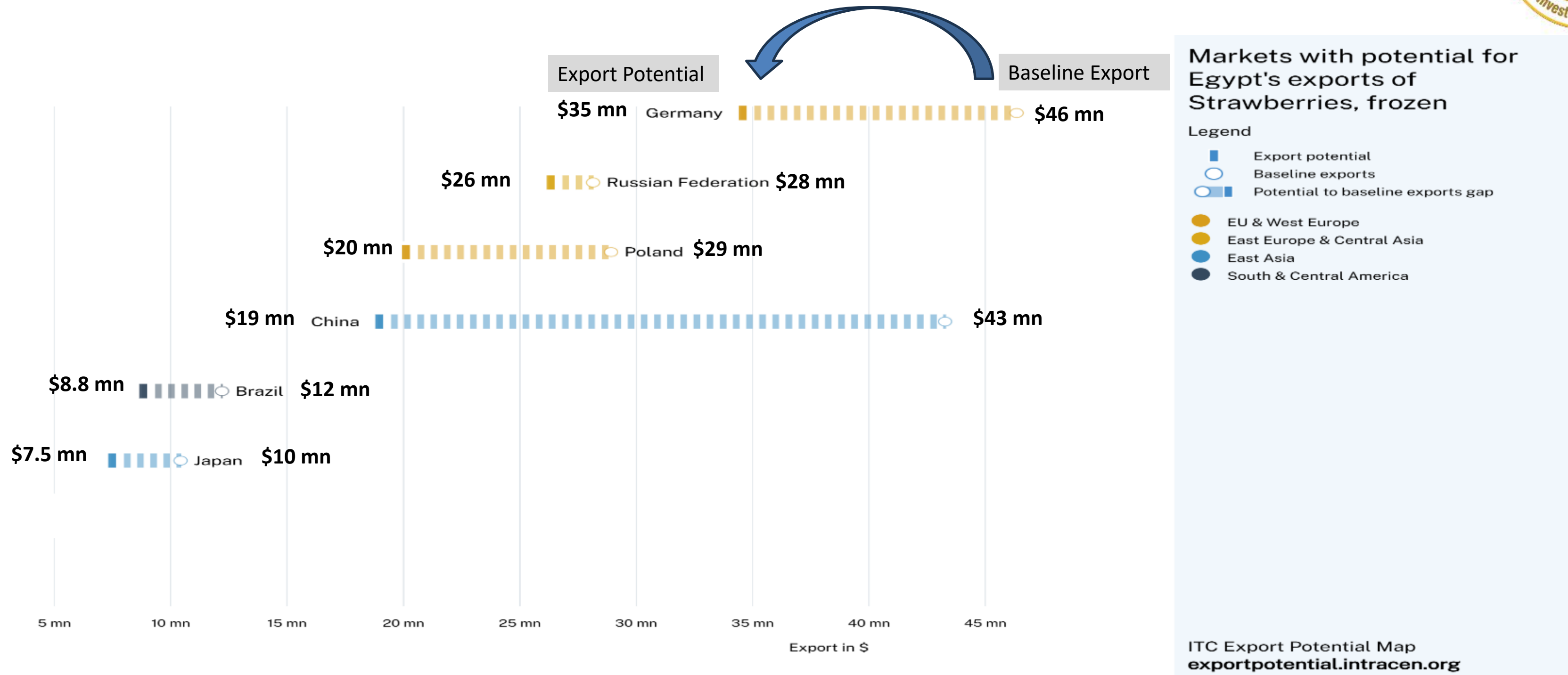
ITC Export Potential Map  
[exportpotential.intracen.org](http://exportpotential.intracen.org)

### Key findings

The markets with greatest potential for Egypt's exports of 081110 Strawberries, frozen are United States, Canada and Saudi Arabia. United States shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$46 mn, representing 0.1% of unrealized export potential.

Source: Export Potential Map

# Saturation Risk for Egypt's Frozen Strawberries (HS 081110) – 2030



## Key findings

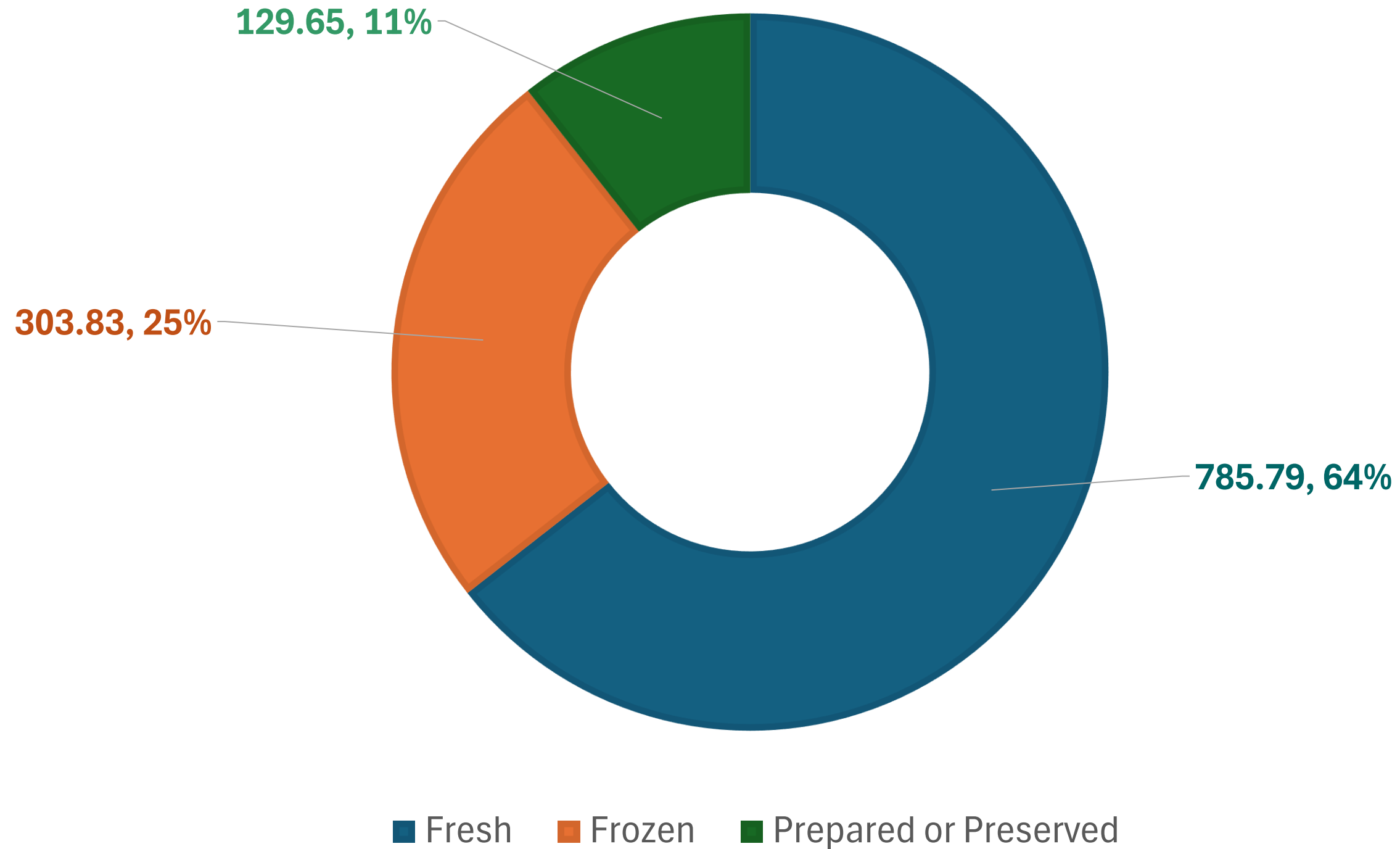
This slide shows that in the selected markets, Egypt's baseline exports of frozen strawberries already exceed the estimated export potential for 2030, indicating high market saturation. As a result, these destinations present a risk of stagnation or decline, with limited scope for further volume growth. Future efforts should therefore focus on maintaining market share and improving competitiveness. Source: Export Potential Map

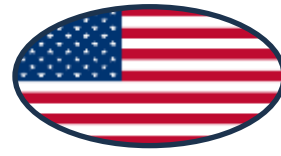
# Recommended Markets



**USA Trade Frozen  
Strawberry Analysis  
in period (Jan – Oct) 2025**

**USA STRAWBERRY IMPORTS BY MARKET SEGMENT (MILLION USD)**

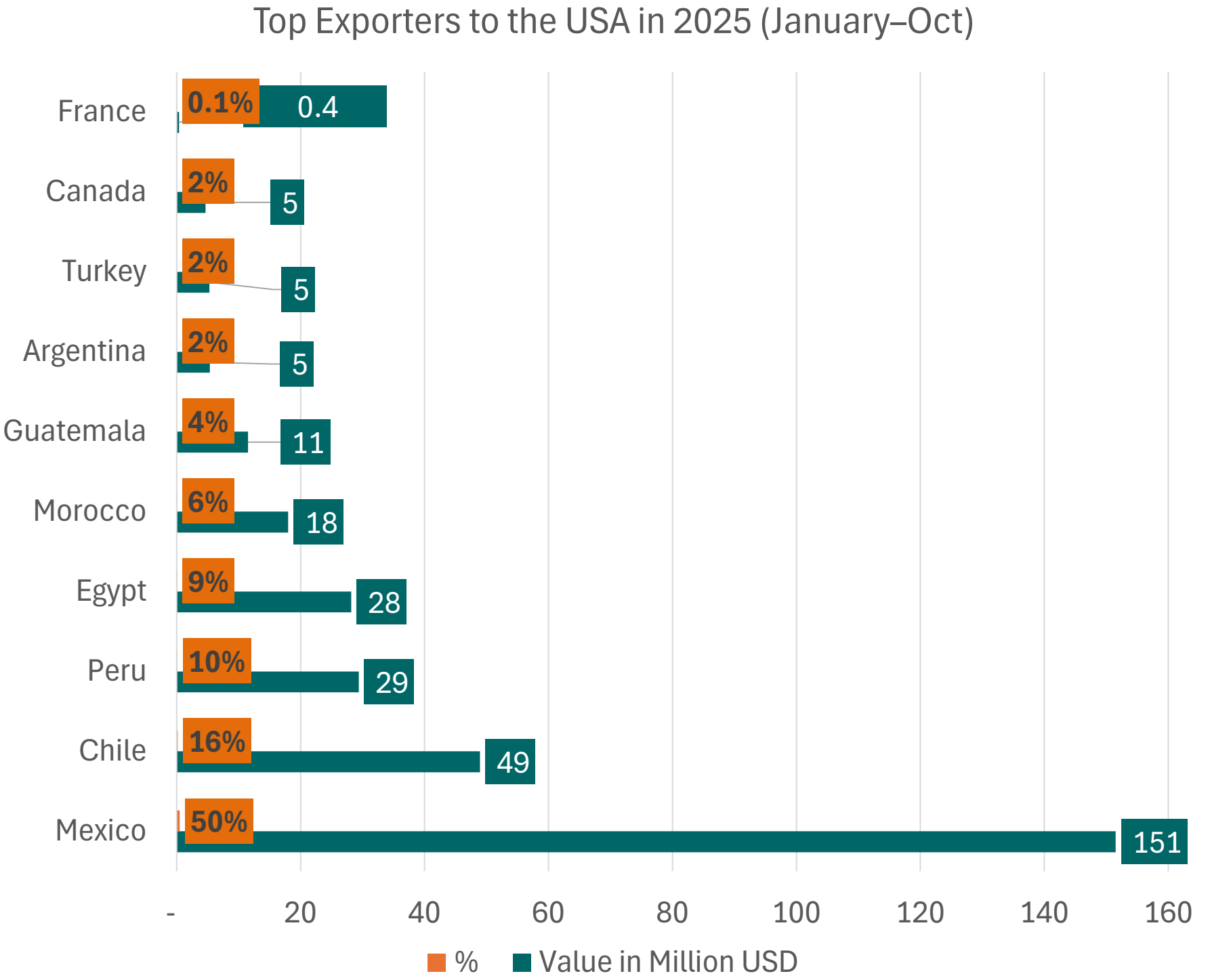




## USA Trade Frozen Strawberry Analysis in period (Jan – Oct) 2025

**Top Exporters to USA by Share in Imports: Import Value, Volume in 2025 (January–Oct)**

Country	Imported Value in Million USD	Imported Volume in Thousand Tons	Share in USA's Import	Unit Value (USD/unit)
Mexico	151	71	50%	2,247
Chile	49	21	16%	2,362
Peru	29	14	9.6%	2,137
Egypt	28	19	9.3%	1,499
Morocco	18	8	6%	2,292
Guatemala	12	4	4%	2,551
Argentina	5	3	1.7%	1,515
Turkiye	5	5	1.7%	1,192
Canada	4.7	2	1.6%	2,866



Source: USDA

## Sample of Importing Companies of Frozen Strawberries in the USA

Sample of VLM Suppliers:

**VLM Foods USA – Dover**

**Interglobo North America – Jersey City**

**Nature's Touch Frozen Foods – Front Royal**

**Fruitrade International – Cheyenne**

**Pacific Coast Fruit Products – USA**

- **Agristo** – Belgium
- **Provefrut S.A.** – Ecuador
- **Dujardin Foods** – Belgium
- **Ardo** – Belgium
- **Gaomi Ruifeng Foods** – China



# Canada market

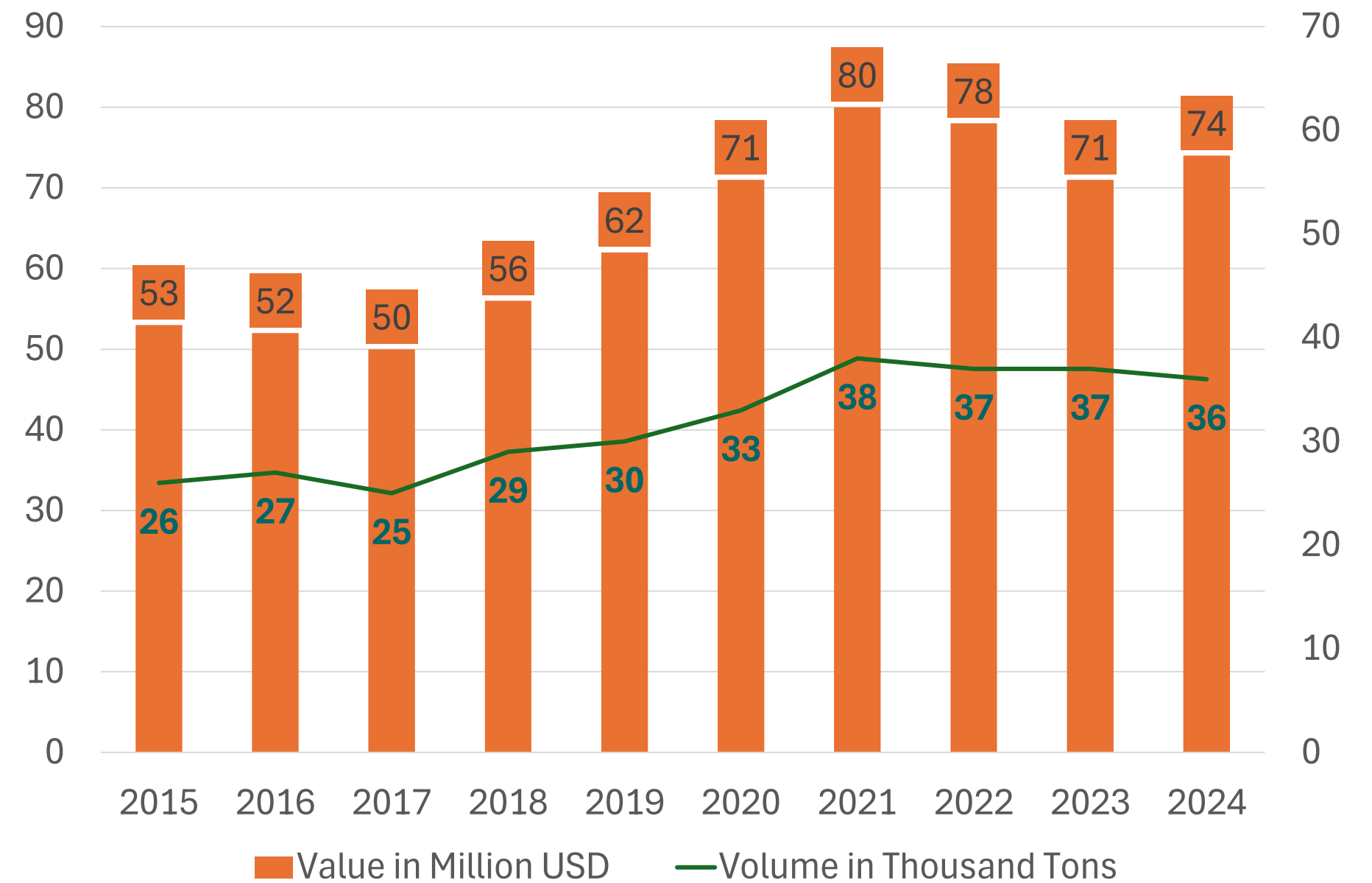
## Overview of Canada's Import Performance in 2024 (Trade Map)

- Canada's imports represent 5%.
- Its ranking in world imports is 4<sup>th</sup>.
- Total Imports: 74 million USD
- Import Quantity: 36 thousands tons
- Unit Value(USD/unit): 2,084

## Annual Growth Analysis

- Annual Growth Value (2020-2024): 0%
- Annual Growth Quantity (2020-2024): 1%
- Annual Growth Value (2023-2024): 4%

Canada Frozen Strawberries: Value and Volume Import Trends (2015-2024)



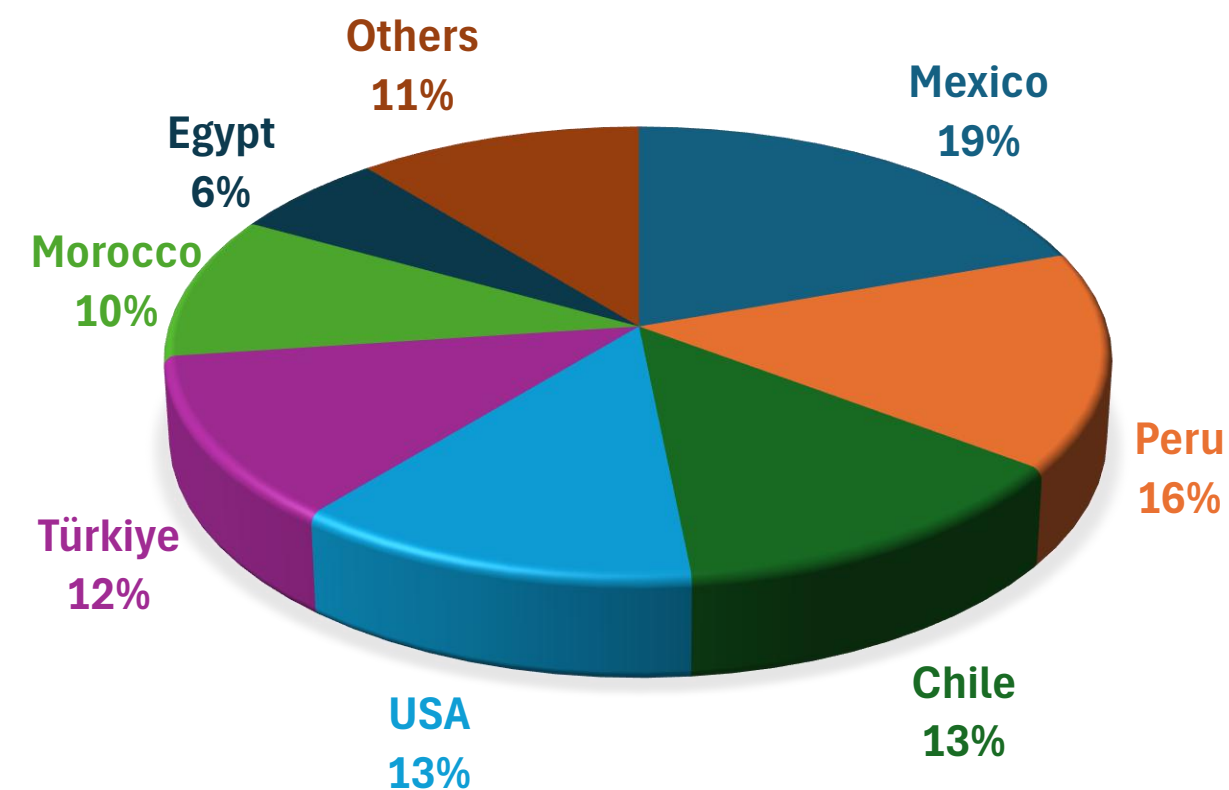


## Canada market

**Top Exporters to Canada by Share in Imports: Import Value, Volume, and Unit Value in 2024** based on available data

Rank	Country	Import Value in Million USD	Trade balance in 2024 (USD thousand)	Import Quantity in Ton	Share in Canada's Imports	Annual Growth (Value, 2020-2024)%	Annual Growth (Quantity, 2020-2024)%	Annual Growth (Value, 2023-2024)%	Unit value (USD/unit)
1.	Mexico	15	(14,515)	6,050	20%	-2%	-3%	11%	2,399
2.	Peru	12	(11,500)	6,113	16%	4%	6%	-19%	1,887
3.	Chile	10	(9,793)	4,799	13%	-14%	-10%	-16%	2,041
4.	USA	9	1,450	4,224	13%	-3%	-2%	-1%	2,213
5.	Türkiye	8.8	(8,803)	3,651	12%	9%	7%	21%	2,411
6.	Morocco	7.6	(7,572)	4,082	10%	5%	5%	79%	1,855
7.	Egypt	4.5	(4,450)	2,980	6%	49%	50%	67%	1,493
8.	China	3.5	(3,486)	2,085	5%	1%	1%	-2%	1,672
9.	Argentina	1.3	(1,260)	649	1.7%	2%	0%	-60%	1,941
10.	France	0.115	(113)	649	37	7%	13%	14%	3,108

**TOP EXPORTERS TO CANADA BY SHARE IN IMPORTS**





## Saudi Arabia market

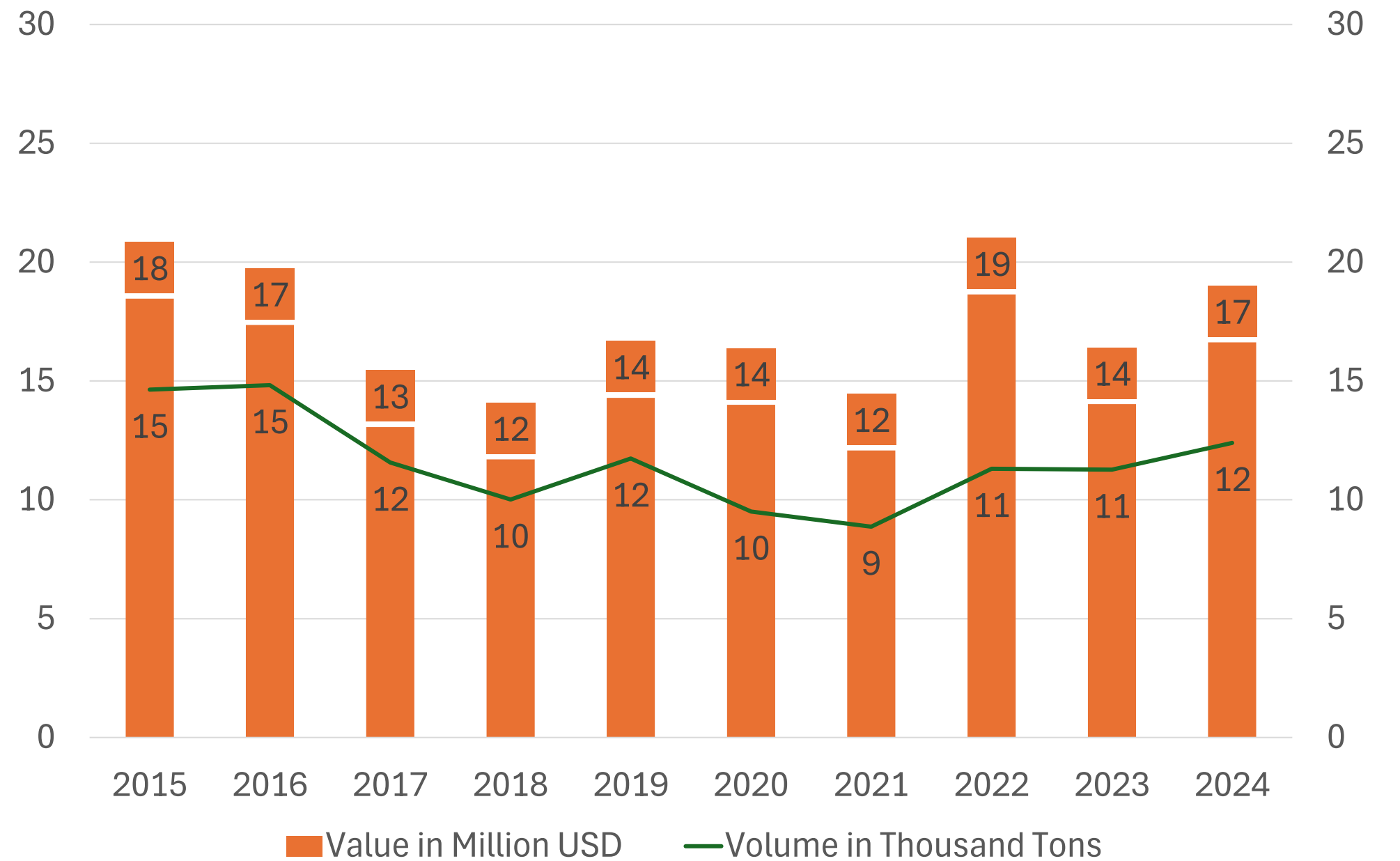
### Overview of Saudi Arabia's Import Performance in 2024 (Trade Map)

- Saudi Arabia's imports represent 1.2%.
- Its ranking in world imports is 19<sup>th</sup>.
- Total Imports: 17 million USD
- Import Quantity: 12 thousands tons
- Unit Value(USD/unit): 1,342

### Annual Growth Analysis

- Annual Growth Value (2020-2024): 5%
- Annual Growth Quantity (2020-2024): 8%
- Annual Growth Value (2023-2024): 19%

### Saudi Arabia Frozen Strawberries: Value and Volume Import Trends (2015-2024)





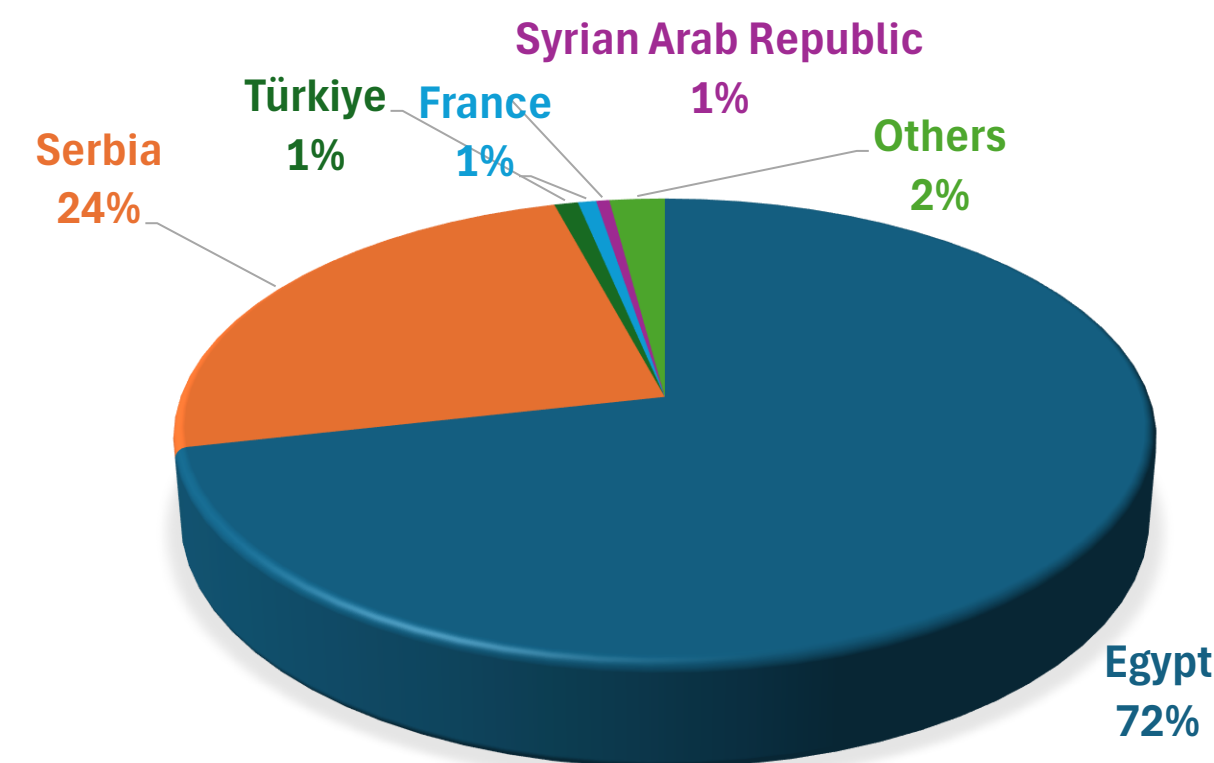
## Saudi Arabia market

### Top Exporters to Saudi Arabia by Share in Imports: Import Value, Volume, and Unit Value in 2024

based on available data

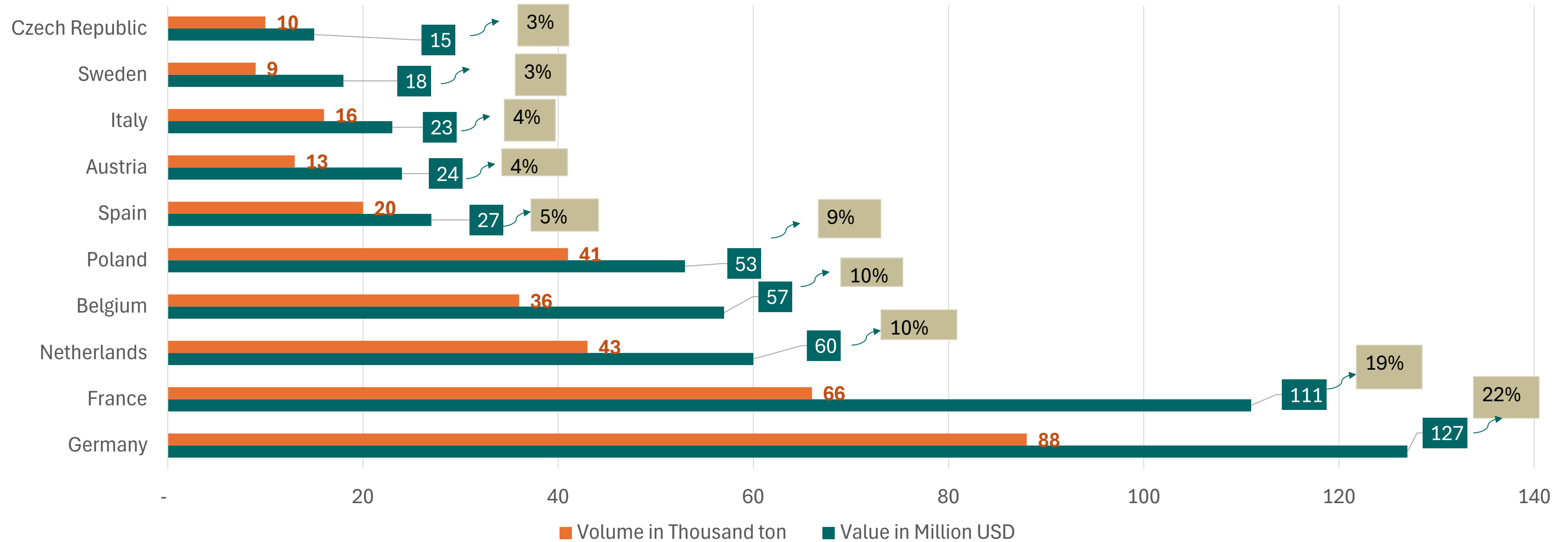
Rank	Country	Import Value in Thousand USD	Trade balance in 2024 (USD thousand)	Import Quantity in Ton	Share in Saudi Arabia's Imports	Annual Growth (Value, 2020-2024)%	Annual Growth (Quantity, 2020-2024)%	Annual Growth (Value, 2023-2024)%	Unit value (USD/unit)
1.	Egypt	11,892	(11,892)	11,162	72%	10%	11%	4%	1,065
2.	Serbia	4,037	(4,037)	931	24%	34%	32%	215%	4,336
3.	Türkiye	152	(152)	138	1%	161%	188%	508%	1,101
4.	France	116	(116)	21	1%	39%	43%	488%	5,524
5.	Syrian Arab Republic	84	(84)	42	1%	-12%	-25%	-39%	2,000
6.	Poland	82	(82)	23	1%	-31%	-40%	604%	3,565
7.	UK	42	(42)	5	0.3%	-16%	-38%	7%	8,400
8.	China	39	(39)	21	0.2%	-	-	1295%	1,857
9.	USA	34	(34)	9	0.2%	-32%	-24%	-47%	3,778
10.	Canada	34	(34)	5	0.2%	21%	3%	4%	6,800

TOP EXPORTERS TO SAUDI ARABIA BY SHARE IN IMPORTS



# EU Market Overview

## Top 10 EU Importers of Frozen Strawberries



### Key Points:

- The European Union is a **major importer of frozen strawberries**.
- Strong demand in **Germany, France, and the Netherlands**.
- **European countries represent around 40% of global frozen strawberry imports. The top 10 EU importers account for nearly 90% of total EU imports, valued at USD 515 million out of USD 575 million.**
- Growing demand for **high-quality, traceable, and sustainably produced berries** – opportunity for Egyptian exporters.

# Information on EU Market Requirements, Certifications, and Segmentation for Frozen Strawberries

## 1. Regulatory & Safety Requirements

- **Mandatory:** Frozen strawberries must meet EU, EFTA, and UK safety standards regarding pesticide residues, microbiological contamination, and contaminants like heavy metals.
- **Phytosanitary certificates:** Not required for frozen strawberries (Regulation EU 2019/2072).
- **Additives:** Must comply with EU approved lists (Regulations 231/2012 & 1333/2008).
- **Hygiene:** Poor hygiene during harvest or transport is a major cause of microbiological contamination (e.g., norovirus, salmonella).
- **Quality:** Quick-freezing, temperature control at -18°C, clean and intact berries, minimal juice loss after thawing.

## 2. Certifications & Sustainability

- **Food safety certifications:** Most buyers prefer GFSI-recognised certifications like IFS, BRCGS, FSSC 22000, SQF.
- **CSR standards:** SEDEX/SMETA, amfori BSCI, BCorp.
- **Organic:** Requires EU-recognised certification and electronic certificate of inspection (e-COI).
- **Sustainability:** Fairtrade, Rainforest Alliance, SIFAV initiatives.
- **Ethnic markets:** Halal or Kosher certification for niche markets.

## 3. Market Segments & Channels

- End-users:**
- Food processing – jams, beverages, desserts, bakery fillings.
  - Retail & Foodservice – increasing due to smoothies, frozen snacks, and desserts.
- Forms of frozen strawberries:** IQF (premium), block/crumbled (economical), sliced/mixed-form (niche).
- Main channels:** Specialized importers/wholesalers, food ingredient suppliers; direct retail supply is demanding.

## Conclusion

- **Global imports** of frozen strawberries (HS 081110) reached **USD 1.4 billion** and **841 thousand tons**, with **values** growing at **2% annually** and **volumes** at **3% between 2020–2024**. **Import values rose 7% year-on-year**, with an average unit value of USD 1,696 per ton, reflecting steady and resilient global demand and strong opportunities for exporters.
- Egypt ranked **1st globally** in HS 081110 in 2024, with a **27% market share based on ITC data**. **Exports reached USD 697 million in 2025, marking an 82% increase compared with USD 383 million in 2024, according to GOEIC**. The country is expected to maintain its leading position, with ITC projecting the market share could still reach around 40%.
- **Key importing markets** — USA, Germany, France, Canada, and Japan — together accounted for 50% of global imports in 2024. The USA led with 24%, followed by Germany (9%), France (7%), Canada (5%), and Japan (5%).
- **Leading exporting countries** — Egypt, Mexico, Poland, Chile, and China — collectively represented 62% of global exports in 2024. Egypt led with 27%, Mexico 12%, Poland 9%, Chile 8%, and China 6%.
- **Markets with the highest potential for Egypt's frozen strawberry exports** include the **United States, Canada, and Saudi Arabia**. The United States shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth **USD 46 million**, representing 0.1% of unrealized export potential.
- **Egypt's frozen strawberry exports to the EU and Western Europe** have an estimated export potential of USD 200 million, with baseline exports at USD 169 million. **This leaves an unrealized potential of USD 53 million**, indicating room for growth in these key markets.

Price Slashing Challenges in Egypt.

Building Customer Confidence in Egyptian Products.

Issues with Seedlings.

Managing Pesticide Residues.

Intellectual Property Protection.



General Organization for Export and Import Control (GOEIC)

International Trade Centre (ITC)

Food and Agriculture Organization (FAO)

United States Department of Agriculture (USDA)

Centre for the Promotion of Imports from developing countries (CBI)



**FEC Market Intelligence Unit:**

For more details, please check our website: [www.feceg.com](http://www.feceg.com)

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# THANK YOU

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Empowering  
Egyptian  
Food Exports