

Pomegranate Industry Overview

Pieter-Steyn de Wet |
OCT 2025

HORTGRO
Growing Fruit IQ

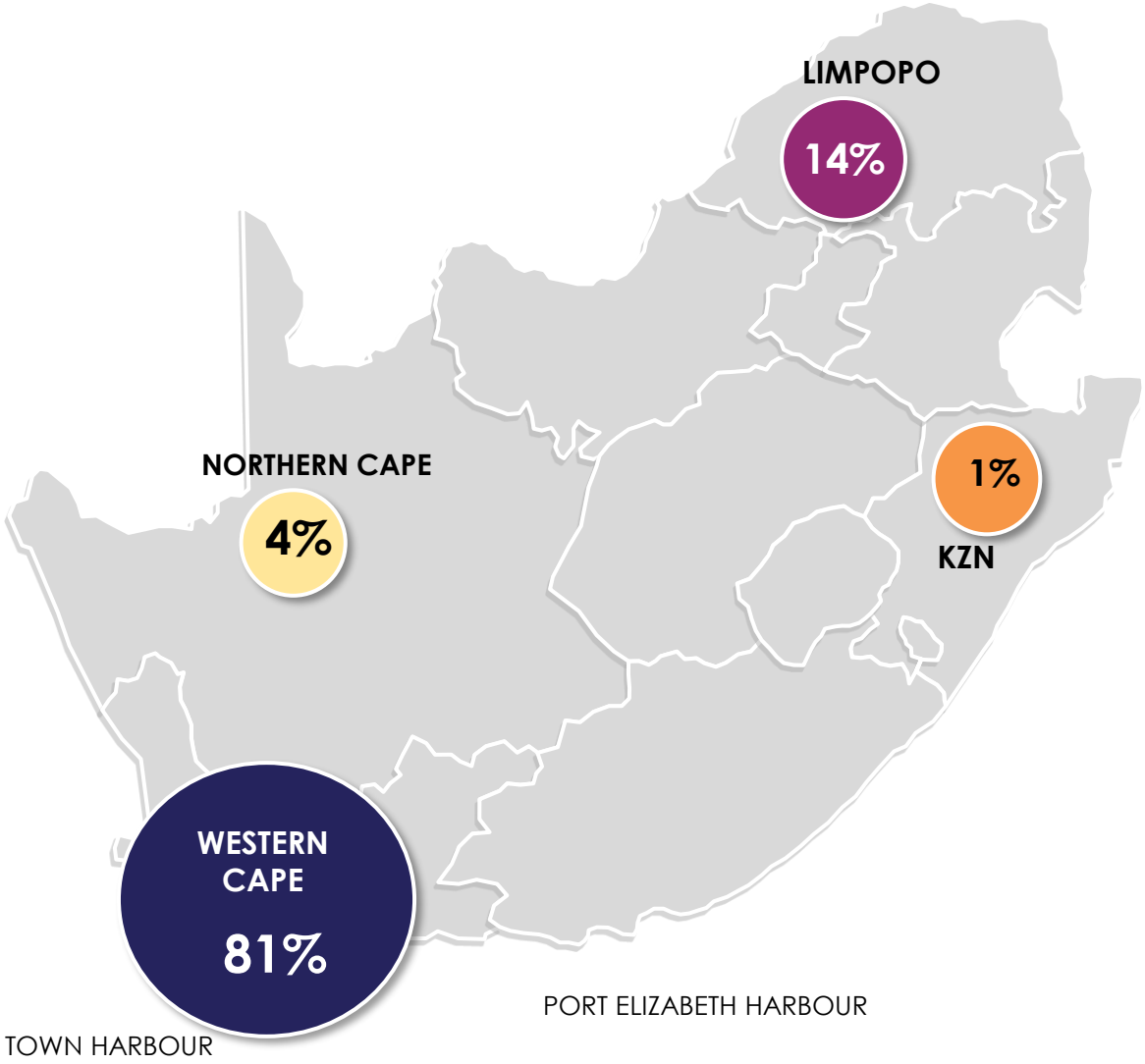
PRODUCTION REGIONS

Total area planted
1,122ha

58 growers
83 **farming units**

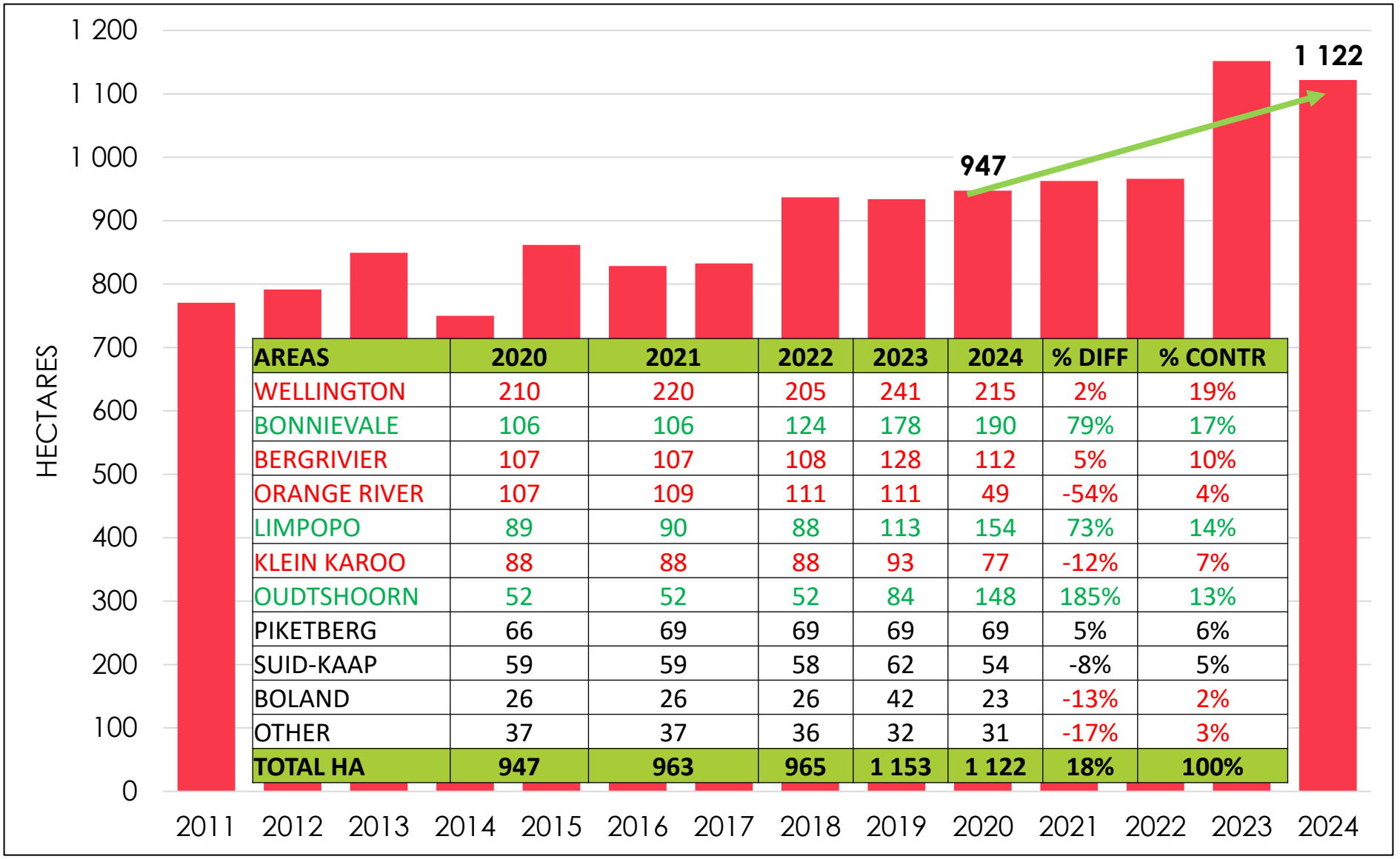
14 ha
average
farm size

+/-8
varieties
planted



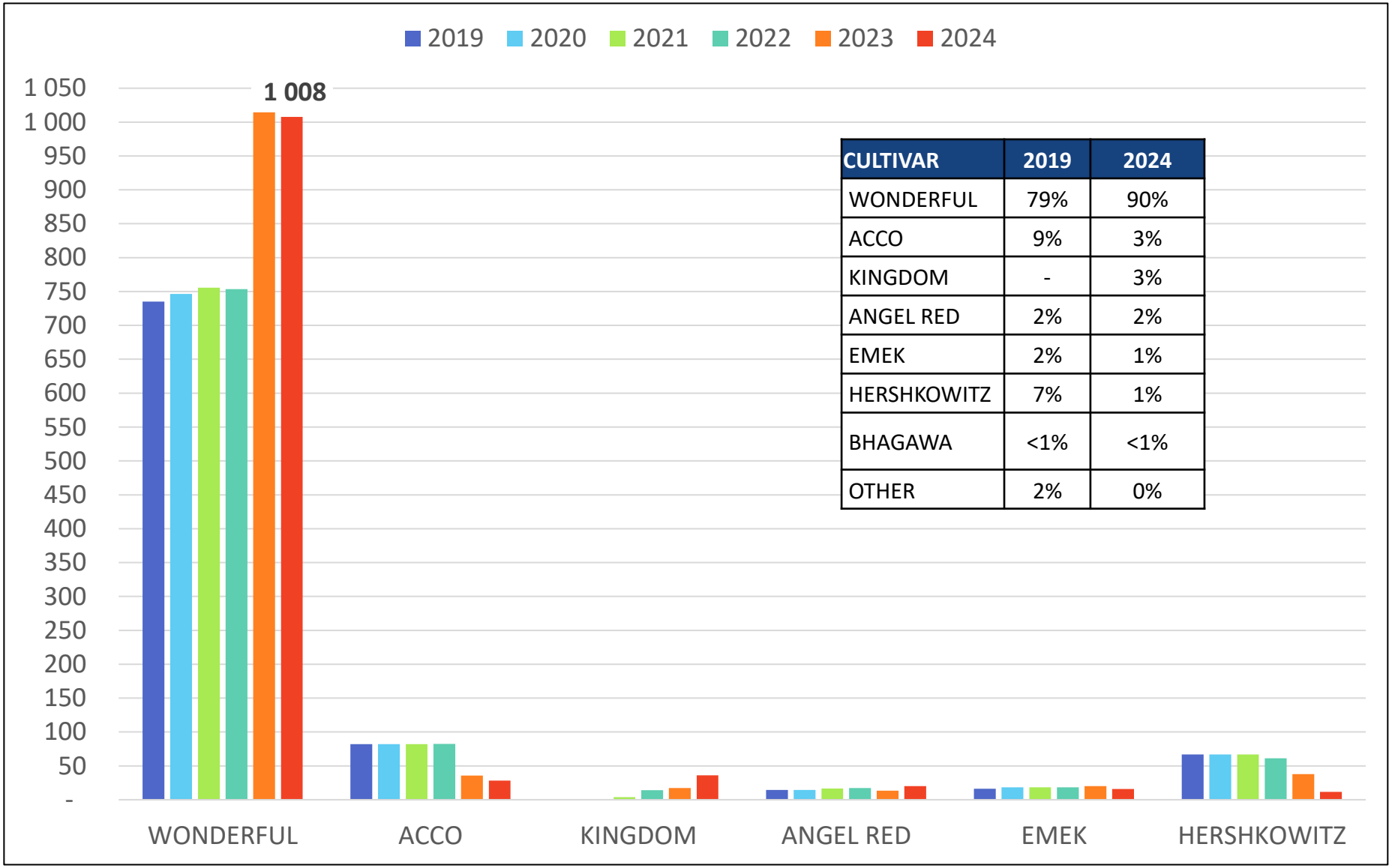
TOTAL AREA PLANTED - HECTARES

5YR growth +18%



AREAS	2020	2021	2022	2023	2024	% DIFF	% CONTR
WELLINGTON	210	220	205	241	215	2%	19%
BONNIEVALE	106	106	124	178	190	79%	17%
BERGRIVIER	107	107	108	128	112	5%	10%
ORANGE RIVER	107	109	111	111	49	-54%	4%
LIMPOPO	89	90	88	113	154	73%	14%
KLEIN KAROO	88	88	88	93	77	-12%	7%
OUDTSHOORN	52	52	52	84	148	185%	13%
PIKETBERG	66	69	69	69	69	5%	6%
SUID-KAAP	59	59	58	62	54	-8%	5%
BOLAND	26	26	26	42	23	-13%	2%
OTHER	37	37	36	32	31	-17%	3%
TOTAL HA	**947**	**963**	**965**	**1 153**	**1 122**	**18%**	**100%**

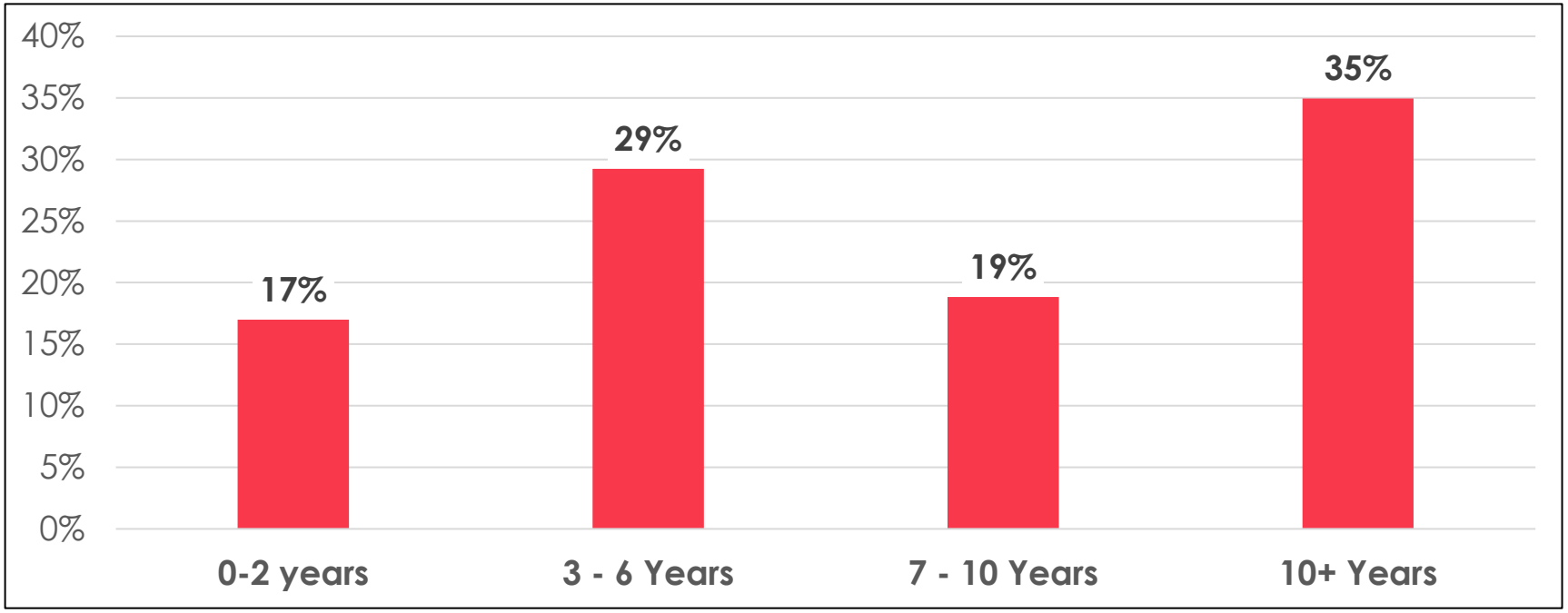
CULTIVAR DISTRIBUTION



CULTIVAR	2019	2024
WONDERFUL	79%	90%
ACCO	9%	3%
KINGDOM	-	3%
ANGEL RED	2%	2%
EMEK	2%	1%
HERSHKOWITZ	7%	1%
BHAGAWA	<1%	<1%
OTHER	2%	0%

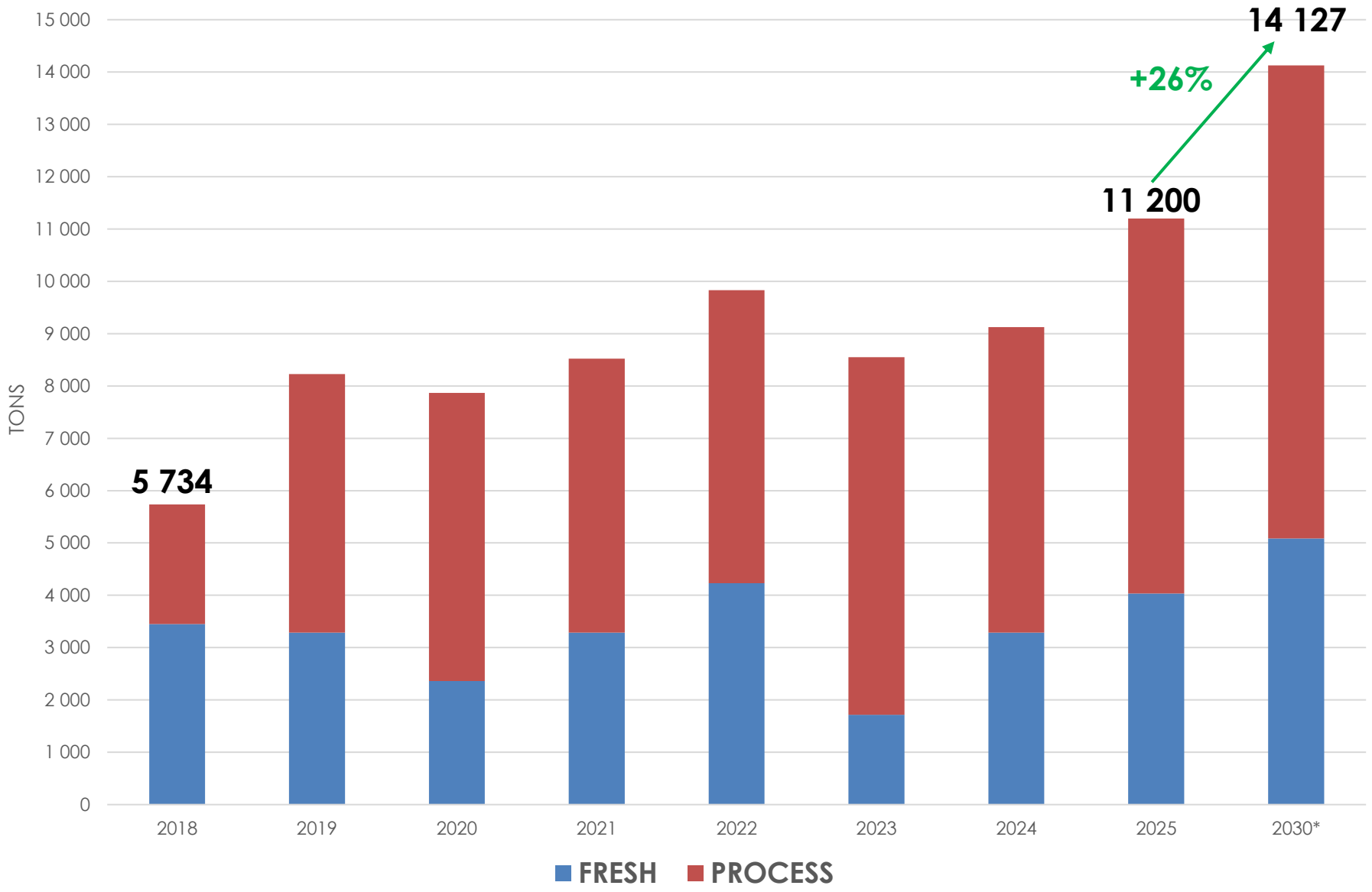
ORCHARD AGE DISTRIBUTION

Cultivar	0-2 years	3 - 6 Years	7 - 10 Years	10+ Years	TOTAL HA
WONDERFUL	17%	28%	20%	36%	1 008
KINGDOM	44%	56%	0%	0%	36
ACCO	0%	9%	22%	69%	28
ANGEL RED	5%	76%	19%	0%	20
EMEK	41%	36%	23%	0%	16
HERSHKOWITZ	0%	0%	0%	100%	12
BHAGAWA	0%	0%	0%	100%	3
TOTAL	**17%**	**29%**	**19%**	**35%**	**1 122**



TOTAL SA EXPORTS - TONS

5YR growth +31%



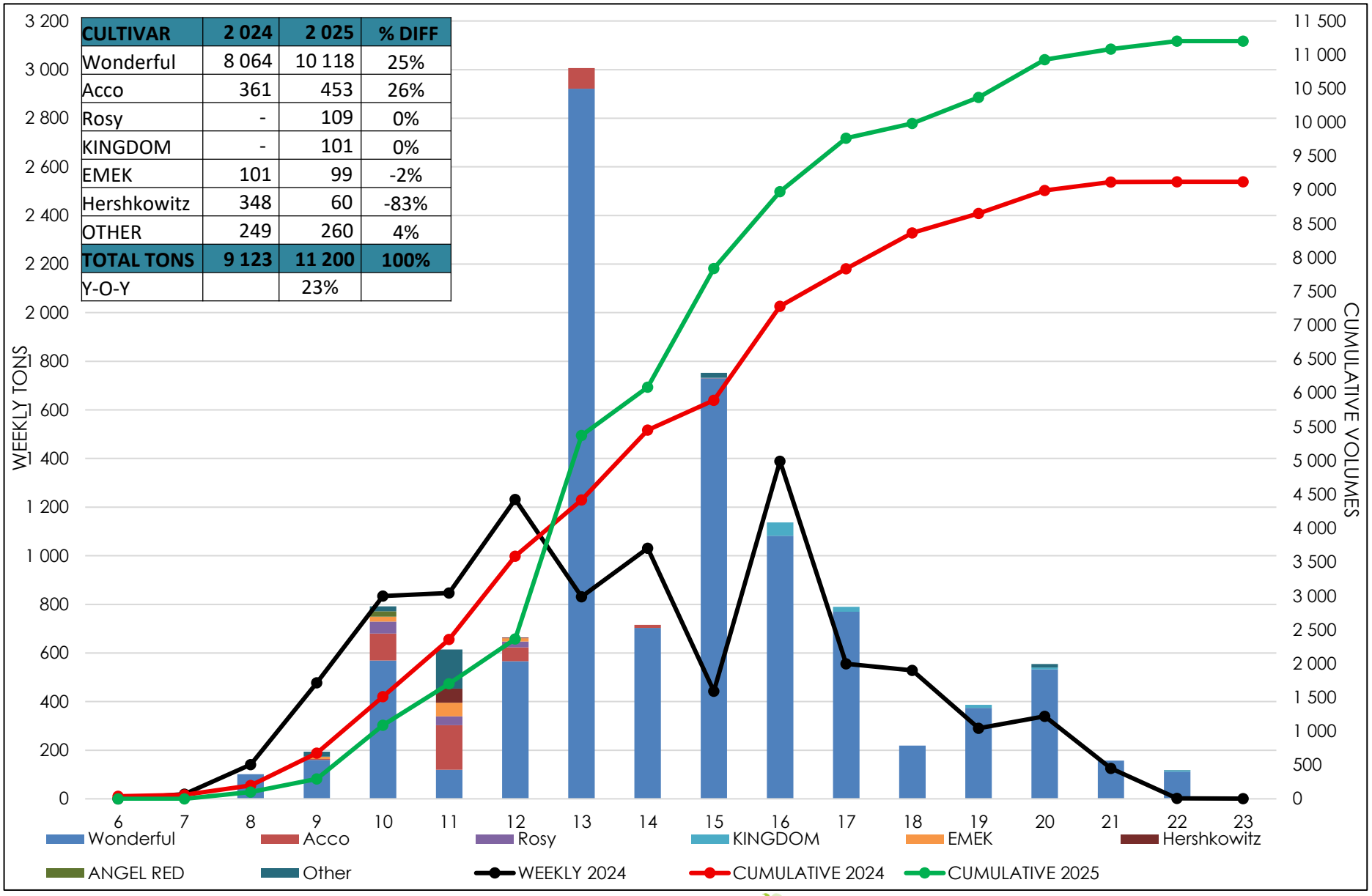
SPLIT 2030*: 36% = EXPORT; 64% = PROCESS

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Source: PPECB/SURVEY

WEEKLY EXPORT VOLUMES - TONS

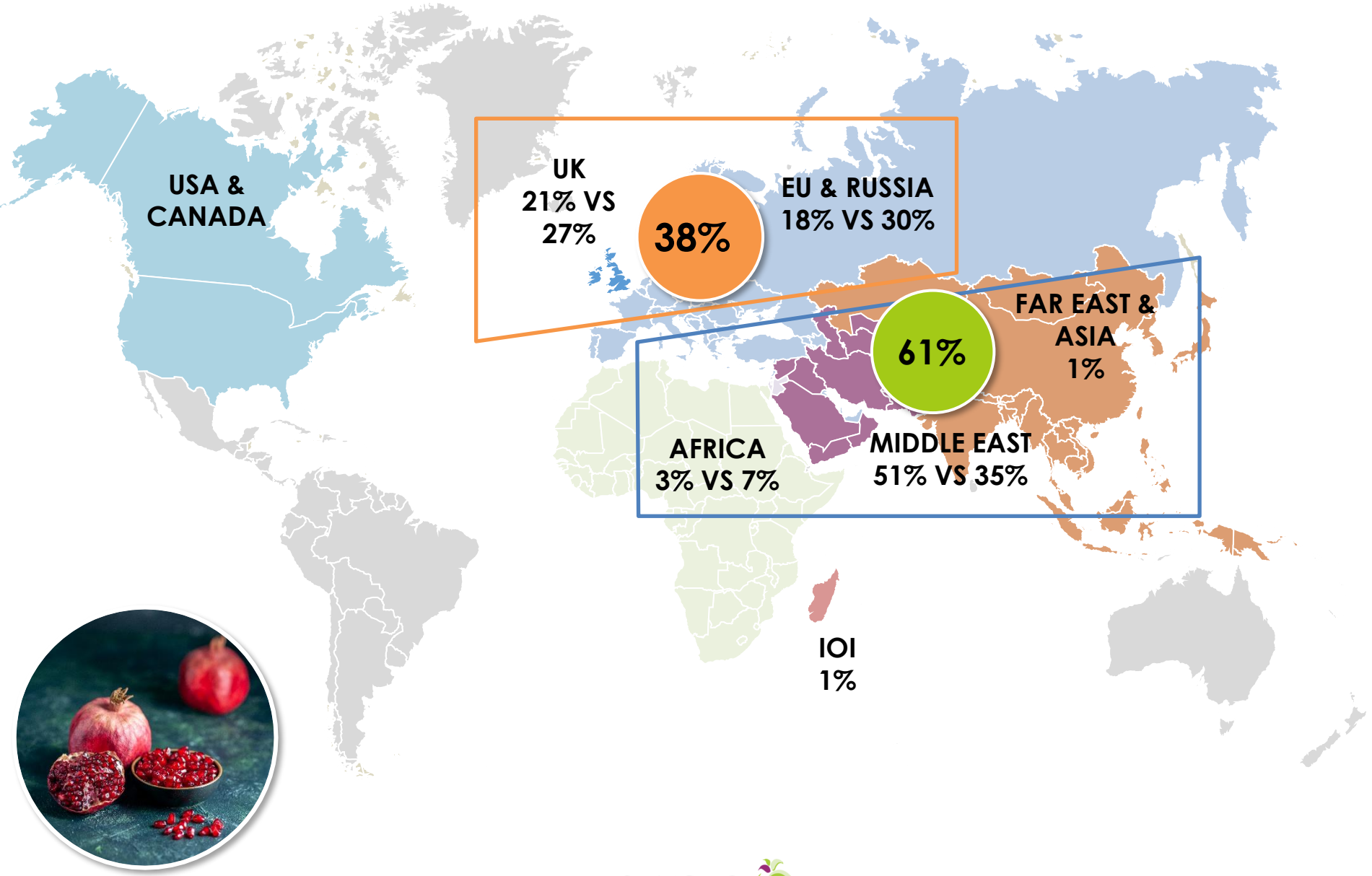
CULTIVAR	2 024	2 025	% DIFF
Wonderful	8 064	10 118	25%
Acco	361	453	26%
Rosy	-	109	0%
KINGDOM	-	101	0%
EMEK	101	99	-2%
Hershkowitz	348	60	-83%
OTHER	249	260	4%
TOTAL TONS	**9 123**	**11 200**	**100%**
Y-O-Y		23%	



Source: PPECB

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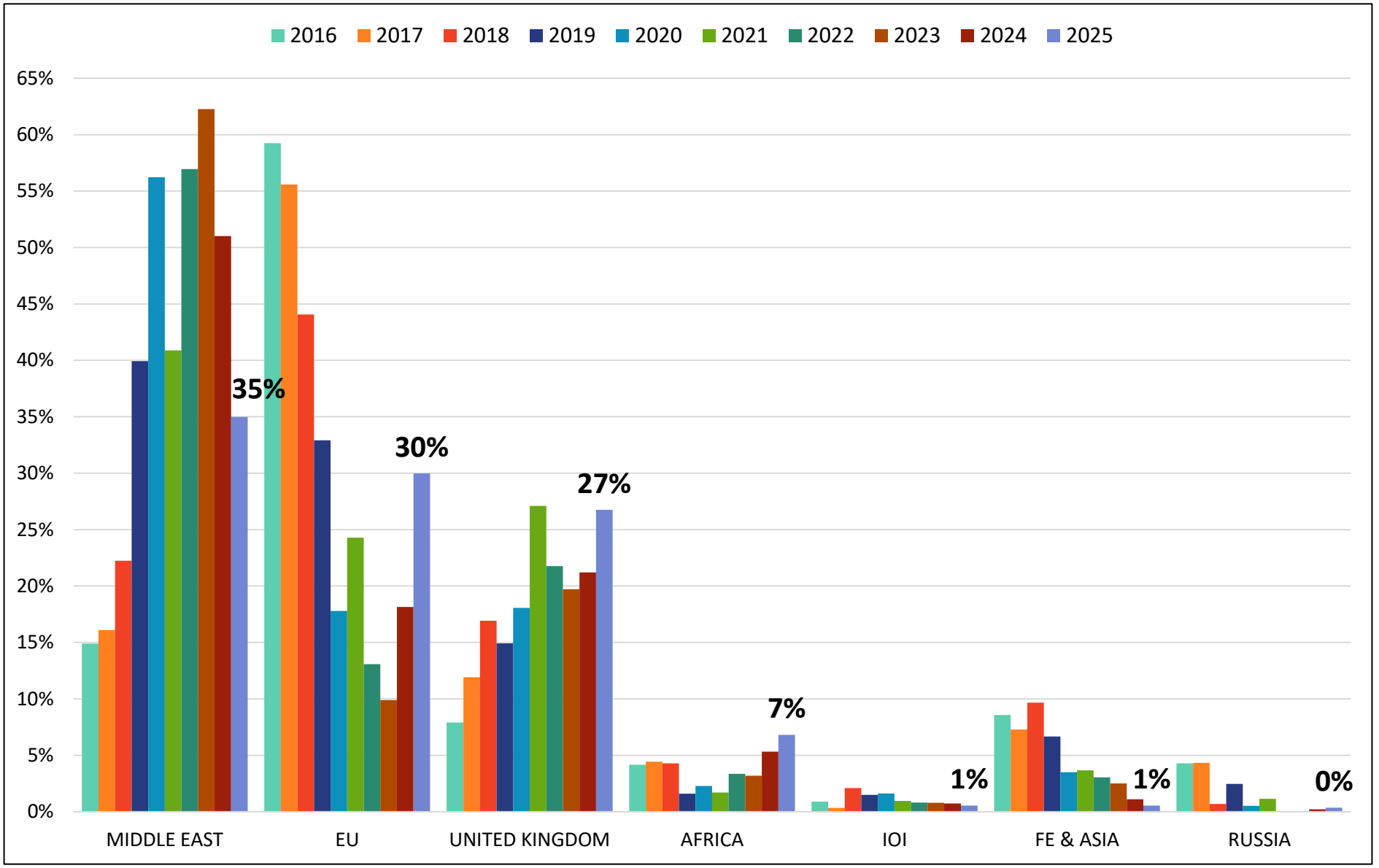
EXPORT MARKET DISTRIBUTION 2024 VS 2025



Source: PPECB

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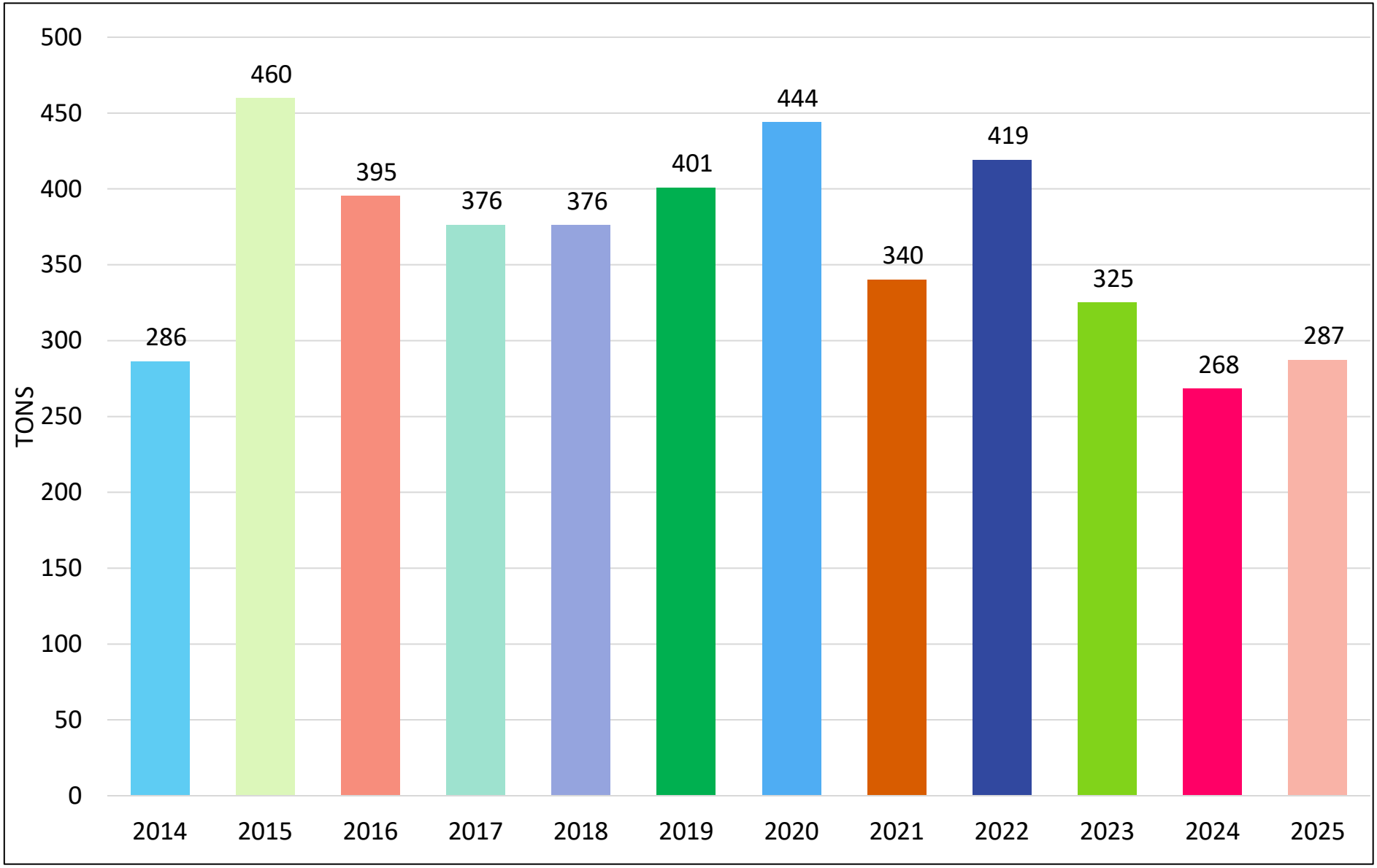
10 YEAR EXPORT MARKET TREND



Source: PPECB

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LOCAL MUNICIPAL MARKET TRENDS



Source: DOA

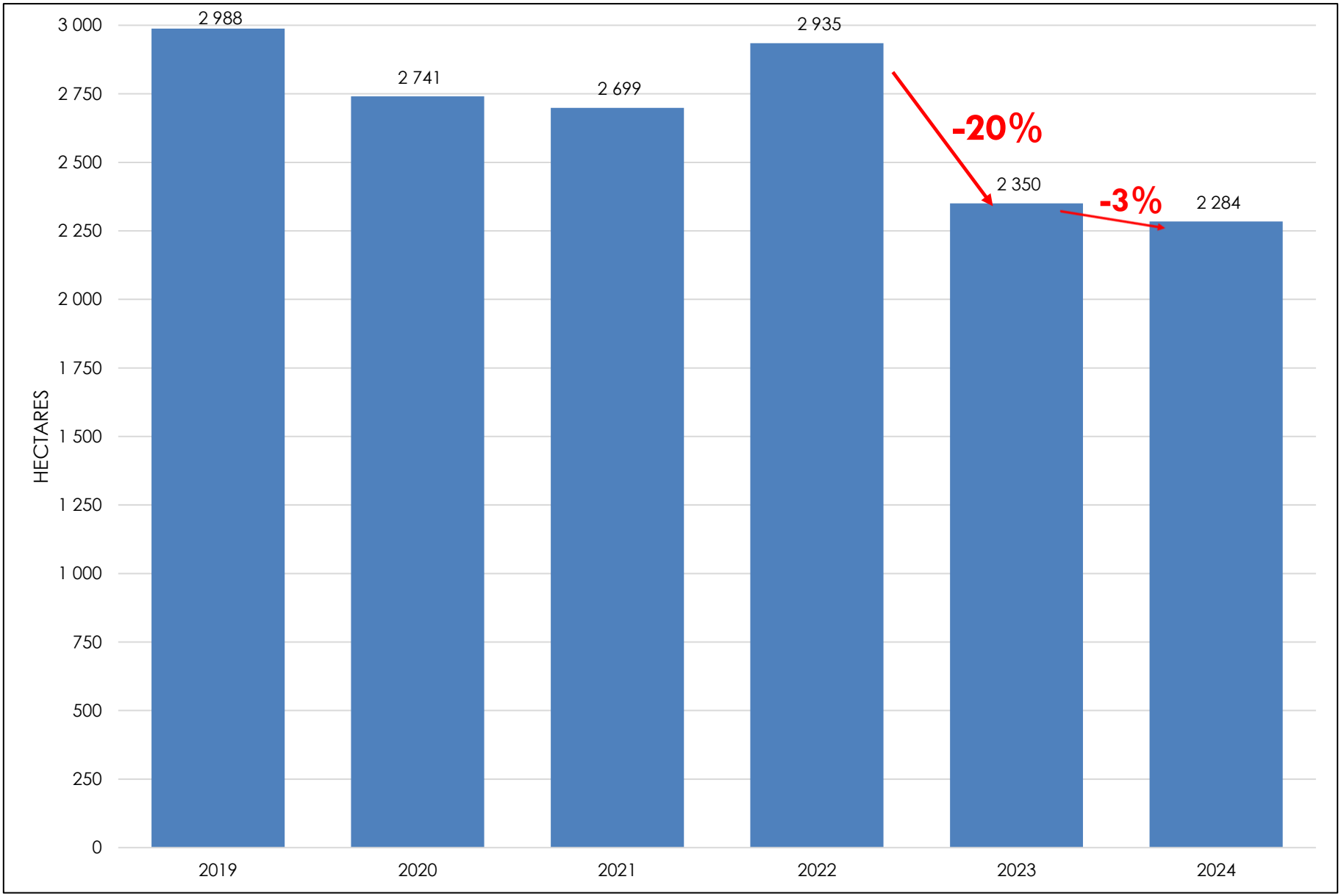
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SA TOTAL POMEGRANATE PRODUCTION 2025

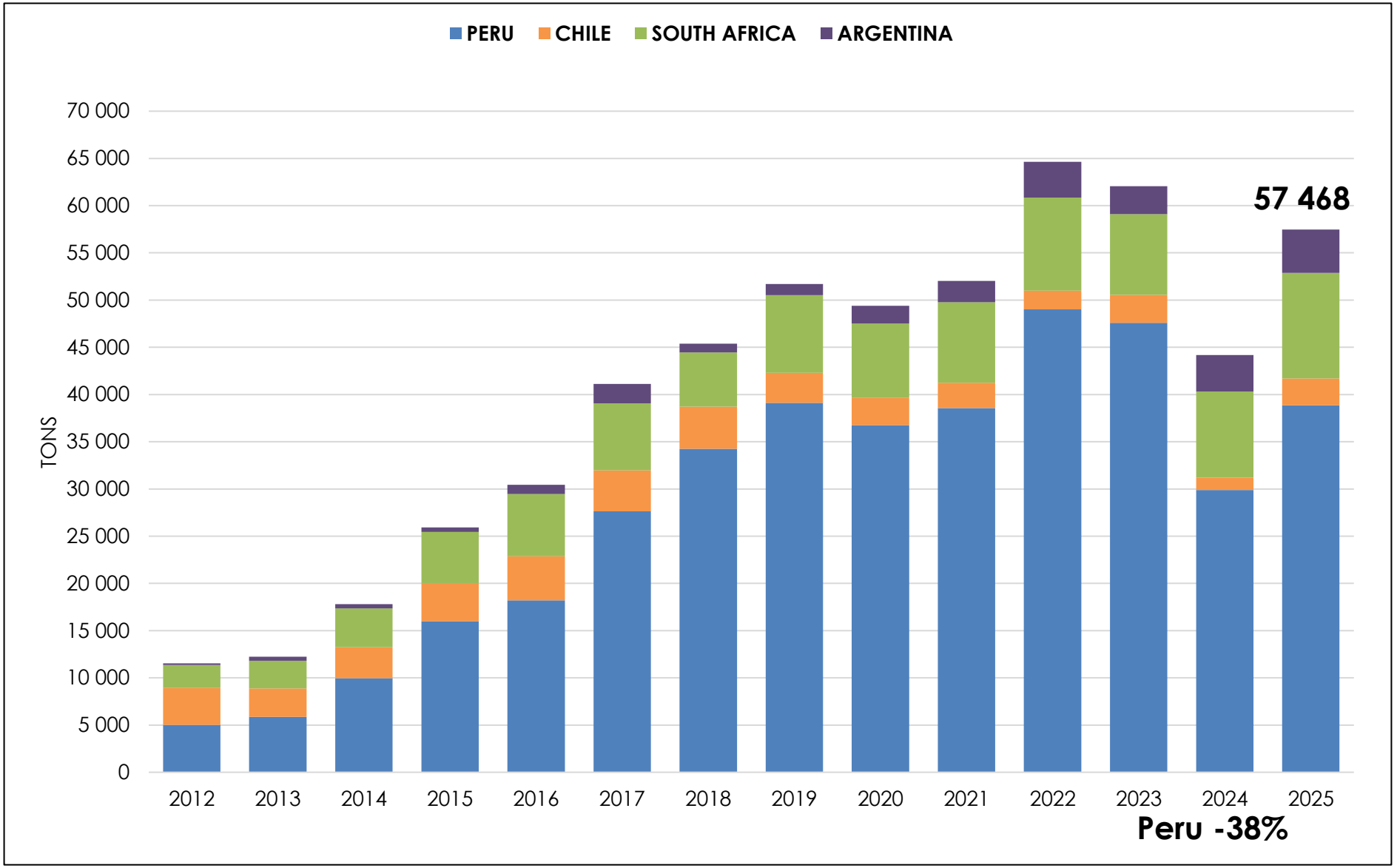
Market Distribution	Total Tons	% Contr	Source
Exports Fresh	4034	22%	PPECB, Exporters, Packhouses
Exports Processed	7166	39%	PPECB, Exporters, Packhouses
Total Exports	**11 200**	**61%**	
Local Fresh	675	4%	Fresh Produce Markets, Exporters, Packhouses
Local Processing	4 463	24%	Fresh Produce Markets, Exporters, Packhouses, Blueskies
Total Local	**5 139**	**28%**	
Juice	1 244	7%	Packhouses
Waste	895	5%	Packhouses
TOTAL	**18 478**	**100%**	
Total Hectares Planted	**1 122**		Tree Census, Phytclean, Nurseries
Total Bearing Hectares	**931**		Tree Census, Phytclean
Average Production (Ton/ha)	**19,8**		

SOUTHERN HEMISPHERE

PERU HECTARES PLANTED



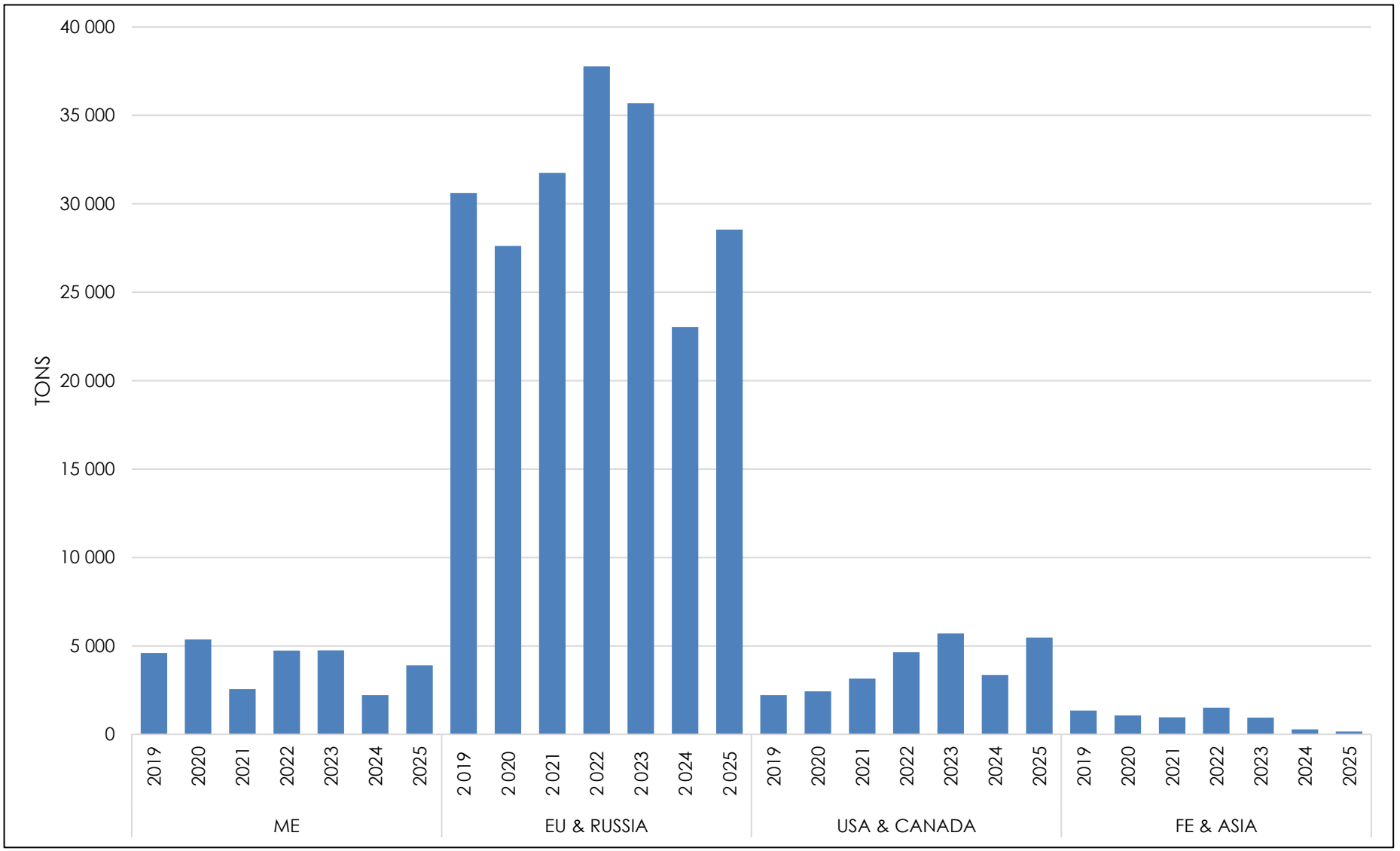
SH EXPORTS - TONS



SH EXPORT MARKETS



PERU EXPORT MARKETS



THANK YOU