

# The World Market for Fresh or Dried Bananas and Plantains: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/WA2701F12C6EN.html>

Date: May 2023

Pages: 176

Price: US\$ 795.00 (Single User License)

ID: WA2701F12C6EN

## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for fresh or dried bananas and plantains. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for fresh or dried bananas and plantains for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Fresh or dried bananas and plantains' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'fresh or dried bananas and plantains' is 0573.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: FRESH OR DRIED BANANAS AND PLANTAINS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

### 3 EXPORTS

#### 3.1 AFRICA: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 BURKINA FASO

##### 3.1.3 BURUNDI

##### 3.1.4 CAMEROON

##### 3.1.5 COTE D'IVOIRE

##### 3.1.6 EGYPT

##### 3.1.7 ESWATINI

##### 3.1.8 GHANA

##### 3.1.9 MOROCCO

##### 3.1.10 MOZAMBIQUE

##### 3.1.11 SENEGAL

##### 3.1.12 SOUTH AFRICA

##### 3.1.13 SUDAN

##### 3.1.14 TANZANIA

##### 3.1.15 TOGO

##### 3.1.16 UGANDA

##### 3.1.17 ZIMBABWE

#### 3.2 ASIA: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CHINA

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 LAOS

3.2.8 MALAYSIA

3.2.9 MYANMAR

3.2.10 SRI LANKA

3.2.11 TAIWAN

3.2.12 THAILAND

3.2.13 THE PHILIPPINES

3.2.14 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 AUSTRIA

3.3.4 BELARUS

3.3.5 BELGIUM

3.3.6 BULGARIA

3.3.7 CROATIA

3.3.8 CYPRUS

3.3.9 DENMARK

3.3.10 ESTONIA

3.3.11 FINLAND

3.3.12 FRANCE

3.3.13 GERMANY

3.3.14 GREECE

3.3.15 HUNGARY

3.3.16 IRELAND

3.3.17 ITALY

3.3.18 LATVIA

3.3.19 LITHUANIA

3.3.20 MALTA

3.3.21 POLAND

3.3.22 PORTUGAL

3.3.23 ROMANIA

3.3.24 RUSSIA

- 3.3.25 SLOVAKIA
- 3.3.26 SLOVENIA
- 3.3.27 SPAIN
- 3.3.28 SWEDEN
- 3.3.29 SWITZERLAND
- 3.3.30 THE CZECH REPUBLIC
- 3.3.31 THE NETHERLANDS
- 3.3.32 THE UNITED KINGDOM
- 3.3.33 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 BELIZE
- 3.4.3 BOLIVIA
- 3.4.4 BRAZIL
- 3.4.5 CHILE
- 3.4.6 COLOMBIA
- 3.4.7 COSTA RICA
- 3.4.8 ECUADOR
- 3.4.9 EL SALVADOR
- 3.4.10 GUATEMALA
- 3.4.11 GUYANA
- 3.4.12 HONDURAS
- 3.4.13 MEXICO
- 3.4.14 NICARAGUA
- 3.4.15 PANAMA
- 3.4.16 PARAGUAY
- 3.4.17 PERU
- 3.4.18 SURINAME
- 3.4.19 VENEZUELA

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 DOMINICA
- 3.5.4 JAMAICA
- 3.5.5 ST. LUCIA
- 3.5.6 ST. VINCENT AND THE GRENADINES
- 3.5.7 THE DOMINICAN REPUBLIC

### 3.5.8 THE UNITED STATES

## 3.6 OCEANIA: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

### 3.6.1 EXECUTIVE SUMMARY

### 3.6.2 AUSTRALIA

### 3.6.3 NEW ZEALAND

## 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF FRESH OR DRIED BANANAS AND PLANTAINS IN 2024

### 3.7.1 EXECUTIVE SUMMARY

### 3.7.2 ISRAEL

### 3.7.3 LEBANON

### 3.7.4 OMAN

### 3.7.5 QATAR

### 3.7.6 SAUDI ARABIA

### 3.7.7 THE UNITED ARAB EMIRATES

### 3.7.8 TURKEY

### 3.7.9 YEMEN

## 4 IMPORTS

### 4.1 AFRICA: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024

#### 4.1.1 EXECUTIVE SUMMARY

#### 4.1.2 ALGERIA

#### 4.1.3 BENIN

#### 4.1.4 BOTSWANA

#### 4.1.5 BURKINA FASO

#### 4.1.6 EGYPT

#### 4.1.7 MAURITANIA

#### 4.1.8 MOROCCO

#### 4.1.9 NAMIBIA

#### 4.1.10 NIGER

#### 4.1.11 NIGERIA

#### 4.1.12 RWANDA

#### 4.1.13 SENEGAL

#### 4.1.14 SOUTH AFRICA

#### 4.1.15 UGANDA

#### 4.1.16 ZAMBIA

#### 4.1.17 ZIMBABWE

### 4.2 ASIA: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024

#### 4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MACAU

4.2.8 MALAYSIA

4.2.9 NEPAL

4.2.10 SINGAPORE

4.2.11 SOUTH KOREA

4.2.12 THAILAND

4.2.13 THE MALDIVES

4.2.14 VIETNAM

### 4.3 EUROPE: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024

#### 4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

4.3.18 HUNGARY

4.3.19 ICELAND

4.3.20 IRELAND

4.3.21 ITALY

4.3.22 KAZAKHSTAN

4.3.23 LATVIA

4.3.24 LITHUANIA

4.3.25 LUXEMBOURG

4.3.26 MACEDONIA

4.3.27 MALTA

4.3.28 MOLDOVA

4.3.29 NORWAY

4.3.30 POLAND

4.3.31 PORTUGAL

4.3.32 ROMANIA

4.3.33 RUSSIA

4.3.34 SLOVAKIA

4.3.35 SLOVENIA

4.3.36 SPAIN

4.3.37 SWEDEN

4.3.38 SWITZERLAND

4.3.39 THE CZECH REPUBLIC

4.3.40 THE NETHERLANDS

4.3.41 THE UNITED KINGDOM

4.3.42 UKRAINE

#### 4.4 LATIN AMERICA: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BRAZIL

4.4.4 CHILE

4.4.5 COLOMBIA

4.4.6 EL SALVADOR

4.4.7 GUATEMALA

4.4.8 HONDURAS

4.4.9 MEXICO

4.4.10 NICARAGUA

4.4.11 PARAGUAY

4.4.12 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

- 4.5.6 CANADA
- 4.5.7 GREENLAND
- 4.5.8 THE BAHAMAS
- 4.5.9 THE UNITED STATES
- 4.6 OCEANIA: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024
  - 4.6.1 EXECUTIVE SUMMARY
  - 4.6.2 AUSTRALIA
  - 4.6.3 NEW ZEALAND
- 4.7 THE MIDDLE EAST: FRESH OR DRIED BANANAS AND PLANTAINS IMPORTS IN 2024
  - 4.7.1 EXECUTIVE SUMMARY
  - 4.7.2 ARMENIA
  - 4.7.3 AZERBAIJAN
  - 4.7.4 BAHRAIN
  - 4.7.5 ISRAEL
  - 4.7.6 JORDAN
  - 4.7.7 KUWAIT
  - 4.7.8 LEBANON
  - 4.7.9 OMAN
  - 4.7.10 PAKISTAN
  - 4.7.11 QATAR
  - 4.7.12 TURKEY

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