



Western Cape
Government

FOR YOU



Agriculture

Global Dragon Fruit Industry , 2024: Global Overview

February 2026



Global Overview

Name

- Dragon Fruit
- Pitaya/Pitahaya
- *Hylocereus undatus*

Origins

- Native to Mexico
- First commercialized – Central & South America
- Culturally significant in China

Plant & Fruit Descriptions

- Broad-leafed, cactus-like vine cultivated in subtropical and tropical regions worldwide
- Vivid skin with flesh that can be white, pink, or red—dotted with edible black seeds.

Nutritional Value and Uses

- High in iron, magnesium, vitamin B, phosphorus, protein, calcium, fiber, and water. Seeds are rich in omega-3 and omega-6 fatty acids, supporting heart health.
- Consumed raw for nutrition and healing properties, also found in beverages and powdered products.

Challenges: Susceptible to pests (anthracnose, aphids, mealybugs, stem rot), climate vulnerability (low temperatures), and affected by market factors (government policies, stress, and environmental dangers).



Global Overview: Global Market Dynamics

Table 1: Major dragon fruit-producing countries (2017 - 2018)

Country	Production area (ha)	Production (MT)	Productivity (MT/ 1ha)
Vietnam	55 419	1 074 242	16-35
China	40 000	700 000	17.5
Indonesia	8 491	220 766	26
Thailand	3 482	26 000	7.5
Taiwan	2 490.6	49 108	19.7
Malaysia	680	7 820	11.5
Philippines	485	6 062.5	10-15
Cambodia	440	4 840	11
India	400	4 200	10.5
USA	324	5 832	18
Australia	40	740	18.5
South Africa	12	100	8.3
Total	112 263.6	2 099 710.5	18.7

Source: Sharma & Sharma, 2021; Thanh, et al., 2018; Mansyah, et al., 2019); Own compilation, 2025

Global Overview: Global Market Dynamics

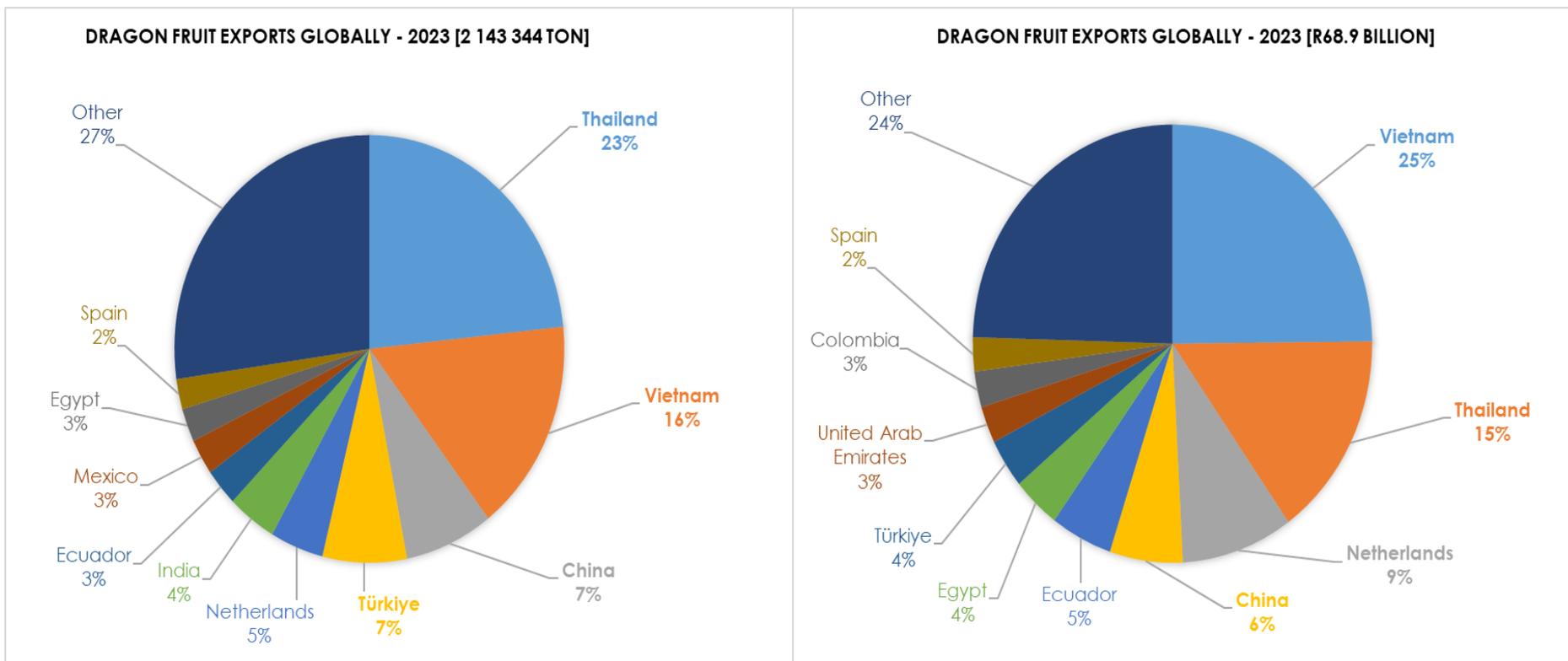


Figure 1: Global dragon fruit exports – Volume and Value, 2023

Source: TradeMap, 2025

South African Overview: Market Dynamics

Table 2: Importing countries for South African dragon fruit - 2024

Importing countries for dragon fruit from SA	SA export value 2024		
	- (R'000)	Market share (%)	Growth rate - 10 years (2014 - 2024)
United States of America	128,666	20%	60%
United Kingdom	92,754	14%	9%
Netherlands	78,342	12%	-3%
United Arab Emirates	55,488	9%	13%
Iraq	51,258	8%	-
Germany	39,061	6%	17%
Mauritius	21,481	3%	24%
France	18,826	3%	-2%
Kuwait	15,218	2%	51%
Zambia	14,284	2%	16%
Other	125,626	20%	3%

Source: TradeMap, 2025

Contact Us



Western Cape
Government



Vanessa Barends-Jones

Agricultural Economic Services

Tel: 021 808 7752

Fax:

Vanessa.Barends@westerncape.gov.za

www.westerncape.gov.za