

# Dried cranberries: potential quality issues in North America

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**REUS/BRUSSELS.** According to the latest INC estimates, global production of dried cranberries this season could be about 4% higher than last year. However, there could be some quality issues in North America. EU imports have fallen slightly.

## Too soft and too small

The situation on the international cranberry market appears tense. In its latest report, the International Dried Fruit Council (INC) states that strong demand and unchanged processing capacities continue to lead to tight stock levels. Quality issues such as an overly soft texture and small berries are being reported from some growing regions in North America. Tariff-related trade shifts are also

leading to increasing volumes of Canadian frozen products being transported to China for further processing. Prices are largely stable, and significant price rises are not expected for the time being. The current price for cut cranberries from the USA is around EUR 4.07/kg EXW Poland.

### **USA remains the leading producer**

According to the INC's crop forecasts, the USA remains by far the leading producer of dried cranberries. Production is expected to reach 143,900 mt in the 2025/26 season, which is just over 1% higher than the previous year. Canada, which ranks second among the major suppliers, is set to increase its production by a moderate 0.3%, whilst Chile and other growing countries are expected to produce a whopping 55.6% more dried cranberries than in the 2024/25 season. According to the INC, global production is expected to reach 210,200 mt in the 2025/26 season, which would be 3.8% more than in the previous year.

#### **Dried cranberry production, in mt**

| <b>Country</b> | <b>2024/25</b> | <b>2025/26</b> | <b>Diff.</b> |
|----------------|----------------|----------------|--------------|
| USA            | 142,321        | 143,900        | 1.1%         |
| Canada         | 49,560         | 49,700         | 0.3%         |
| Chile & Others | 10,670         | 16,600         | 55.6%        |
| <b>Total</b>   | <b>202,551</b> | <b>210,200</b> | <b>3.8%</b>  |

*INC, March 2026*

### **EU imports down slightly**

Compared to last year, EU imports of dried cranberries since the start of the year have fallen by 1.5% to 9,368 mt. Canada is the main supplier, although shipments to the EU between 1 January and 29 March 2026 were 5.8% lower than in the previous year, whilst the US increased its exports to the EU by 3.5%. Chile ranks third among the EU's largest suppliers with 918 mt and a moderate increase of 0.5%.

By far the largest buyer within the EU is the Netherlands, which increased its imports by 11.5% to 6,790 mt during the aforementioned period. Poland imported almost 52% more, while Germany's imports fell by 60.4% to just 420 mt. At EUR 3.71/kg, the average import price was 4.4% lower than the previous year, meaning that the total import value since the start of the year, at just over EUR 34.7 million, is 5.8% lower than that of the same period in 2025.

## EU cranberry imports, in mt

| <b>Partner</b> | <b>2025</b>  | <b>2026</b>  | <b>Diff.</b> |
|----------------|--------------|--------------|--------------|
| Canada         | 4,589        | 4,325        | -5.8%        |
| USA            | 3,977        | 4,116        | 3.5%         |
| Chile          | 913          | 918          | 0.5%         |
| Others         | 27           | 9            | -66.7%       |
| <b>Total</b>   | <b>9,506</b> | <b>9,368</b> | <b>-1.5%</b> |

*DG AGRI TAXUD Customs Surveillance System, 01/01-29/03*

*20089391+20089393+20089399 Cranberries, processed*

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