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Thai mango exports up by 45%

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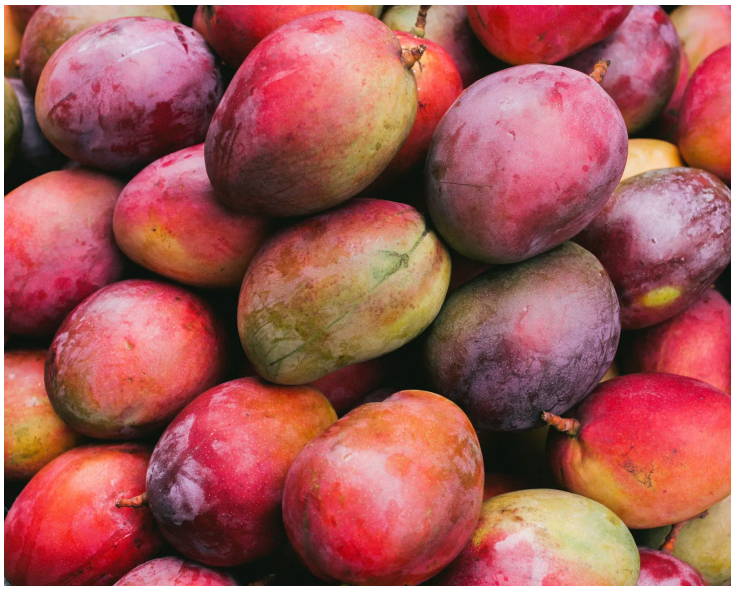

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Thailandâ??s mango exports have surged significantly, driven by the global popularity of â??Mango Sticky Rice.â? In 2024, fresh mango exports from Thailand grew by 45.68 per cent, reaching a total value of 4.716 billion baht. Notably, South Korea has now surpassed Malaysia as the top importer, accounting for 62.2 per cent of the exports. This shift is largely attributed to South Korea's tariff reductions and the growing influence of Thai cuisine on social media.

According to the Thai news agency, the South Korean government temporarily removed tariffs on mangoes to address supply shortages and lower costs, making Thai mangoes more competitive in the market. Concurrently, social media trends highlighting Thai desserts, especially Mango Sticky Rice, have sparked increased demand among Korean consumers, who are beginning to view Thai mangoes as a premium product. While Malaysia remains an important market, its mango imports declined by 12.8 per cent. Meanwhile, demand is rising in Japan, Vietnam, and Laos.

Currently, South Korea permits imports of only six types of Thai fruit, including mangoes, mangosteens, and durians. The quality of Thai fruits has gained recognition, boosted by exposure from tourism and digital platforms. Maintaining consistent quality will be crucial for Thailand to reinforce its presence in South Korea and expand exports to other high-demand markets.

Additionally, Thailand is negotiating an Economic Partnership Agreement (EPA) with South Korea, which could provide further trade advantages. The country has also registered 12 varieties of mangoes under Geographical Indications (GI) to enhance product recognition.