



Upcoming Winter Crop 2025

Thailand is enjoying good rainy season in 2025 despite flooding in some areas in the Northern part of the country. From Climate Prediction Center latest update of August 14, 2025, **ENSO-neutral is most likely through the late Northern Hemisphere summer 2025 (56% chance in August-October). Thereafter, a brief period of La Niña conditions is favored in the fall and early winter 2025-26 before reverting to ENSO-neutral.**

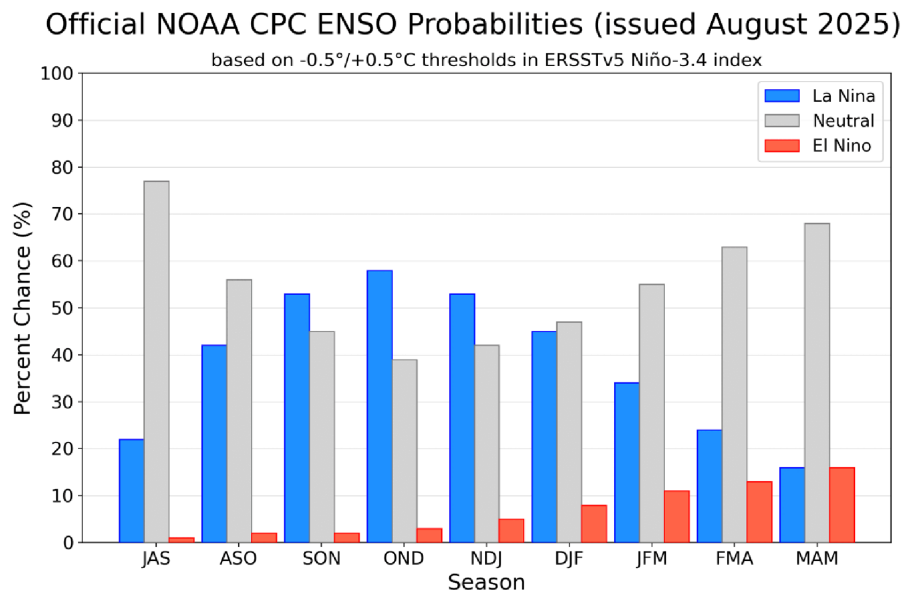


Figure 7. Official ENSO probabilities for the Niño 3.4 sea surface temperature index (5°N - 5°S , 120°W - 170°W). Figure updated 14 August 2025.

It is possible to expect good rainfall into the first quarter 2026, favorable to the cultivating and harvest of pineapple in the coming season. The Thai Food Processors' Association has revised the forecast for 2025 to increase from 800k tons to 865k tons.

Year	Tonnage	Jan – June 2025	Sept – Dec 2025
2025	865 k tons (expected)	550 k tons	315 k (expected)

Source: Thai Food Processors' Association

Regardless of supply increase price will be determined when canneries start production in September/October and how 19% reciprocal duty to USA will impact the market demand and retail price.

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