



Market Analysis and News Branch

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In Cooperation with the United States Department of Agriculture
National Agricultural Statistics Service, Pacific Region

Statistics on Bananas State of Hawai‘i, 2024

In 2024, Hawai‘i’s utilized production of fresh bananas declined slightly by less than 1%, totaling 4.72 million pounds, down from 4.73 million pounds in 2023. This reduction was due to the Banana Bunchy Top Virus (BBTV) reported by several major producers, which caused a 7% drop in average yield per acre, from 15.0 thousand pounds per acre in 2023 to 13.9 thousand pounds per acre in 2024, even though the total acreage planted increased 7% from 317 acres in 2023 to 339 acres in 2024.

Despite the decline in production volume, farmers gained from an increase in the average price of fresh bananas, which rose by \$0.09 per pound to \$1.42, compared to \$1.33 per pound in the previous year. As a result, the value of Hawai‘i’s fresh banana production reached a record high of \$6.7 million, marking a 6% increase over the prior year’s \$6.3 million.

Approximately 60% (2.8 million pounds) of the state’s utilized banana production was sold on the same island-about 14% higher compared to the previous year. However, off-island sales saw a 15% year-on-year decline. Nearly all harvested bananas (over 99%) were sold in the fresh market, indicating a strong preference for fresh bananas over processed alternatives.

Apple bananas remain the primary variety cultivated by Hawai‘i producers, with the most common cultivars including Dwarf Apple, Santa Catarina, Dwarf Brazilian, and other Brazilian varieties.

Table 1: Acreage, Production, Yield, Value, and Price of Bananas, 2019-2024

	2019	2020	2021	2022	2023	2024
Crop Planted (acres)	246	263	318	332	317	339
Harvested production - all purpose (thousand pounds)	4,059	4,035	3,744	5,159	4,746	4,727
Crop yield ¹ (thousand pounds per acre)	16.5	15.3	11.8	15.5	15.0	13.9
Utilized production (thousand pounds)	4,052	4,032	3,730	5,143	4,726	4,722
Harvested - not sold (thousand pounds)	7	3	14	16	19	5
Value of production (thousand dollars)	4,659	4,643	4,010	5,885	6,289	6,693
Farm price (dollars per pound)	1.15	1.15	1.08	1.14	1.33	1.42

¹ Derived from dividing harvested production by crops planted.

² Derived from dividing value of production by utilized production.

Table 2: Utilized Production and Sales of Bananas by County, 2019-2024

County		Utilized Production - All Purpose	Sales in Fresh Market	Sales in Processing Market	Sales on Neighbor Island	Sale on Home Island	Harvested but Not Sold
		----- thousand pounds -----					
Hawai‘i	2019	3,678	3,631	47	2,336	1,342	2
	2020	3,586	3,531	55	2,180	1,406	0
	2021	3,390	3,341	49	2,132	1,258	7
	2022	3,754	3,719	35	2,673	1,027	7
	2023	3,263	3,260	3	2,236	1,027	0
	2024	3,252	3,219	33	1,845	1,407	0
Honolulu	2019	103	100	3	0	103	0
	2020	133	133	0	0	133	0
	2021	26	24	2	0	26	1
	2022 ¹	928	928	0	0	928	0
	2023 ¹	985	985	0	0	985	0
	2024 ¹	941	941	0	0	941	0
Kauai	2019	60	56	4	0	60	0
	2020	127	127	0	0	127	0
	2021	97	97	0	0	97	3
	2022	329	305	24	0	329	7
	2023	350	326	24	0	350	16
	2024	338	338	0	0	338	0
Maui	2019	211	211	0	64	147	5
	2020	186	185	1	0	186	3
	2021	218	216	2	58	160	3
	2022	132	132	0	0	132	2
	2023	128	120	8	0	128	3
	2024	191	170	21	50	141	5
State Total	2019	4,052	3,998	54	2,400	1,652	7
	2020	4,032	3,976	56	2,180	1,852	3
	2021	3,731	3,678	53	2,190	1,541	14
	2022	5,143	5,084	59	2,673	2,470	16
	2023	4,726	4,691	35	2,236	2,490	19
	2024	4,722	4,668	54	1,895	2,827	5

¹ Includes some production in Kunia region.

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