## Margin pressures expected for lemon growers and exporters in 2022

## Detail Introduction :

Lemon consumption has grown steadily in key markets as a result of the product's perceived health a and its versatility. In the next few years, expanding plantings in the southern hemisphere will translat increased counter-seasonal exports to the US, Europe, and Asia to ensure year-round availability.



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While demand is still considered healthy, even in the presence of a fading 'Covid effect,' challenges at Margin pressures are expected for lemon growers and exporters in 2022, as machinery, fertilizer, agrochemical, labor, and transportation costs have significantly increased. However, amid a challengi environment, opportunities still exist, particularly in the organic lemon market.