

PACIFIC KAVA EXPORTS TO AUSTRALIA

A Kava Pilot Program Update

Australia's Kava Pilot Program, launched in 2019, marked a major step in strengthening Pacific trade opportunities by allowing the commercial importation of kava. The pilot consisted of two phases: first, increasing the quantity travellers could bring into Australia, and second, permitting kava imports as a food item. Pacific Trade Invest (PTI) Australia took an active part in the Kava Pilot Program, educating exporters and facilitating the commercial importation of kava into Australia. Today, import arrangements under the program remain in place, creating a valuable pathway for Pacific exporters.

To export kava to Australia, businesses must comply with import regulations. All imports must meet food safety standards, with proper packaging and labelling. Additionally, importers will need an import permit from the Office of Drug Control (Department of Health), depending on quantity and intended use.

The data below provides a snapshot of Pacific kava exports to Australia, by country of origin, quantity, suppliers, and entries.

DATA

DATA ON KAVA IMPORTS (WITH IMPORT PERMITS)

The following data outlines quantity of kava, number of suppliers, and individual landed entries that were successfully exported by Forum Island Countries (FICs) into Australia as at Q1 2025.

KAVA IMPORTS AS AT Q1 2025

Country	Quantity (kg)	Suppliers	Entries
Fiji	197,610.7	197	584
Tonga	186,571.3	68	172
Vanuatu	90,795.09	23	164
New Zealand	21,755.55	37	58
Papua New Guinea	2,050	2	2
Samoa	282	3	3
Solomon Islands	230	3	3
Total	499,294.64	333	986

Source: DFAT 2025

INSIGHTS

Australia's kava market continues to experience strong demand growth, driven by Pacific communities, wellness industries, and specialty beverage suppliers.

Fiji remains the leading exporter to Australia, with Tonga closely following in market share. Fiji's export network is highly diverse, with nearly 200 suppliers, while Tonga's market is more consolidated, with fewer than half that number.

Vanuatu is emerging as a key player, showing substantial growth potential in the Australian market.

In contrast, Papua New Guinea, Samoa, and the Solomon Islands have room for expansion, presenting untapped opportunities for exporters.

To succeed, businesses should focus on consistent product quality, strong distribution networks, and strategic partnerships with importers and retailers. Staying informed about policy updates, trade requirements, and consumer trends is essential. Pacific Trade Invest (PTI) Australia continues to support exporters by providing guidance on market entry and business growth.



CONTACT

For more information on exporting kava to Australia, please reach out to the PTI Australia team here:

<https://pacifictradeinvest.com/contact-us/>

