

PACIFIC KAVA EXPORTS TO AUSTRALIA

A KAVA PILOT PROGRAM - Q4 UPDATE

Australia's Kava Pilot Program, launched in 2019, paved the way for increased commercial importation of kava. The pilot progressed in two phases: first, increasing the amount travellers could bring in, and later, permitting commercial imports from 1 December 2021. Pacific Trade Invest (PTI) Australia played an active role throughout, educating exporters and helping businesses navigate the requirements for entry into Australia. Today, these arrangements remain in place, providing 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 and Aged Care), depending on quantity and intended use.

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

INSIGHTS

Australia imported 50,161 kg of kava in Q4 2025, making it the strongest quarter of the year. This brings total imports for 2025 to 170,309 kg, lifting cumulative volumes under the Kava Pilot Program to just over 635,000 kg since commercial imports commenced in December 2021.

Q4's strength was driven by Fiji – which is an unofficial kava import hub for the Pacific – largely reflecting a significant uplift in orders from major Australian grocery chains to secure inventory for the peak summer period. This highlights how new retail partnerships are positively impacting import volumes, particularly as kava gains traction as a functional social alternative.

Vanuatu maintained strong momentum across 2025, recording higher annual volumes than Tonga. If import trends continue in this direction through 2026, Vanuatu is well positioned to outpace Tonga as Australia's second-largest Pacific kava supplier.

Papua New Guinea's appearance in Q4 reflects renewed exporter readiness and re-engagement with Australia's commercial import pathways, rather than a sudden change in consumer demand. While volumes remain modest, PNG's participation signals growing regional confidence in navigating regulatory and compliance requirements.

More broadly, demand for Pacific kava continues to strengthen, shaped by changing consumer preferences. As noted by Zane Yoshida, Founder, Director and CEO of The Calmer Co.:

"We are witnessing a surge in demand primarily driven by Gen Z's reduced alcohol consumption and heightened awareness of the detrimental effects of alcohol. Kava is increasingly being chosen as a healthier alternative, supported by growing clinical evidence around anxiety reduction and improved sleep quality."

Together, the Q4 and full-year results point to a maturing trade environment, with deeper regional participation and evolving opportunities for Pacific exporters able to meet international standards.



CONTACT

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

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



Source: DFAT 2025

2025 KAVA IMPORTS (KG)

CUMULATIVE FIGURES SINCE COMMENCEMENT (DEC 2021)

Country	Q1 (kg)	Q2 (kg)	Q3 (kg)	Q4 (kg)	YTD (kg)	Cumulative (kg)	Suppliers
Fiji	19,203.6	25,613.5	23,214.0	27,933.1	95,964.2	274,371.1	212
Tonga	4,398.0	3,401.0	5,772.0	4,814.0	18,385.0	200,558.3	71
Vanuatu	10,443.4	12,558.0	14,825.0	13,320.2	51,146.6	131,498.5	26
New Zealand	503.0	0.0	120.0	0.0	623.0	21,875.6	40
Papua New Guinea	0.0	0.0	0.0	4,094.1	4,094.1	6,144.1	4
Samoa	0.0	0.0	0.0	0.0	0.0	282.0	3
Solomon Islands	0.0	0.0	96.0	0.0	96.0	326.2	4
Total	34,548.0	41,572.5	44,027.0	50,161.3	170,308.8	635,055.8	360