



# PACIFIC KAVA EXPORTS TO AUSTRALIA

## A KAVA PILOT PROGRAM - Q1 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.

Source: DFAT 2026

Country	2026 KAVA IMPORTS (KG)					CUMULATIVE FIGURES SINCE COMMENCEMENT (DEC 2021)	
	Q1 (kg)	Q2 (kg)	Q3 (kg)	Q4 (kg)	YTD (kg)	Cumulative (kg)	Suppliers
Fiji	22,577.1 ▼19.2%	-	-	-	22,577.1	296,948.2	217
Tonga	3,388.0 ▼29.6%	-	-	-	3,388.0	203,946.3	72
Vanuatu	15,921.3 ▲19.5%	-	-	-	15,921.3	147,419.8	28
New Zealand	0.0 ■NA	-	-	-	0.0	21,875.55	40
Papua New Guinea	1,020.0 ▼75.1%	-	-	-	1,020.0	7,164.1	4
Samoa	0.0 ■NA	-	-	-	0.0	282.0	3
Solomon Islands	0.0 ■NA	-	-	-	0.0	326.24	4
<b>Total</b>	<b>42,906.3 ▼14.5%</b>	-	-	-	<b>42,906.3</b>	<b>677,962.1</b>	<b>368</b>

▲ ▼ ■ % change from last quarter (Q4 2025)

### INSIGHTS

Australia imported 42,906 kg of kava in Q1 2026, a 14.5 per cent decrease from Q4 2025's 50,161 kg. The decline may reflect a balancing out from larger figures over the end-of-year period. Q1 2026 volumes remain 24 per cent higher than Q1 2025 (34,548 kg), indicating sustained year-on-year growth.

Vanuatu delivered the standout performance, recording 15,921 kg – a 19.5 per cent increase from Q4 and the country's strongest quarter to date. Notably, Vanuatu has increased export volumes quarter-on-quarter throughout 2025 and into 2026, with the sole exception of Q4 2025. This consistent upward trajectory confirms Vanuatu's position as Australia's second-largest Pacific kava supplier by volume.

Fiji's kava exports remain at scale, with 22,577 kg shipped in Q1 2026, supported by the broadest supplier base at 217 registered businesses. Tonga and Papua New Guinea contributed 3,388 kg and 1,020 kg respectively.

Beyond the numbers, exporter insights reveal evolving consumer dynamics. Sergine Morin Tahun, Owner and Director of Tahun Kava Export, notes:

*"The biggest opportunities right now include the growing demand for high-quality, clean, and consistent kava products in markets like Australia. Customers are becoming more educated about kava, and there is increasing interest from wellness, food, and beverage sectors. The main challenges are meeting strict import requirements, ensuring consistent supply from the islands, freight costs, and navigating the compliance procedures for each market. Education about kava quality and proper processing is also important to maintain confidence in the industry."*

These insights underscore a maturing market where quality, compliance, and consumer education are becoming as critical as volume. Pacific exporters equipped to meet international standards are well-positioned to capture opportunities in Australia's expanding wellness and functional beverage sectors.



### CONTACT

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

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

