

**A REVIEW ON THE ECONOMIC IMPACT AND MARKET VALUATION
OF CLONAL *Ananas comosus* VAR. MD2**

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ABSTRACT

Ananas comosus L. or pineapple is the most economically significant plant from the *Bromeliaceae* family and important tropical fruits after banana and citrus. Malaysia is one of the world major producer with the overall total of Malaysian potential pineapple export is RM 320 million in 2020. The total exported pineapple in 2020 will be about 202 tonnes while the demand in global market is about 700,000 tonnes. Large quantities of plant materials are needed to fulfil market demand but the conventional method of propagation failed to keep up with that demand. Hence, *in vitro* procedure was developed as an alternative method to improve the production of plant materials. A review paper on the current scenario of clonal pineapple was carried out to identify the progress of clonal plant. This approach encompasses economic demand of pineapple, benefit of clonal seedlings, micropropagation and acclimatization of clonal seedlings and yield of clonal seedlings. The objective of this review is to get the sufficient information on the current scenario of clonal seedling and its economic demand.

Keywords: Ananas comosus L, pineapple export, economic, clonal