

EGYPT'S FROZEN STRAWBERRY EXPORT POTENTIAL

_____ HS Code: 081110 _____

July 2024



المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

AGENDA



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Product Overview

Introduction

Global Imports and Trend Analysis

- Top Importing Markets Globally
- Top Exporting Markets Globally

Overview of Egypt's Export

Recommended Markets

- USA Market

Conclusion

Challenges



PRODUCT OVERVIEW

Product name: Frozen strawberries, uncooked or cooked by steaming or boiling in water, whether or not sweetened.

HS Code: 081110

The HS code refers to strawberries are preserved through freezing to maintain their freshness and extend shelf life. Widely used in various culinary applications, they offer convenience and year-round availability. Frozen strawberries retain their flavor, texture, and nutritional value, making them a popular choice among consumers and food manufacturers alike.



INTRODUCTION

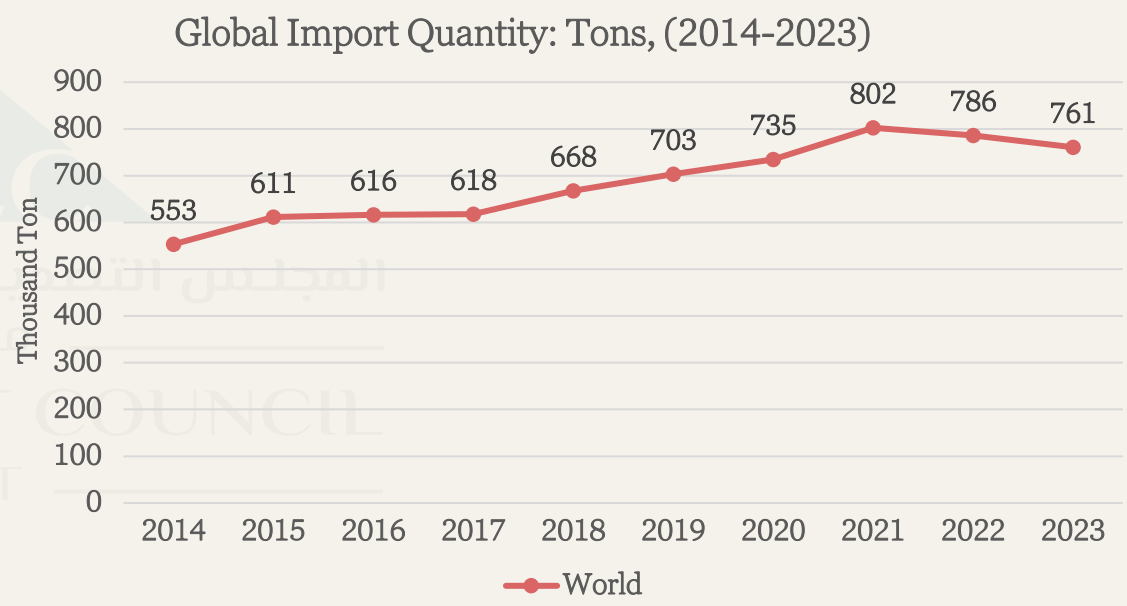
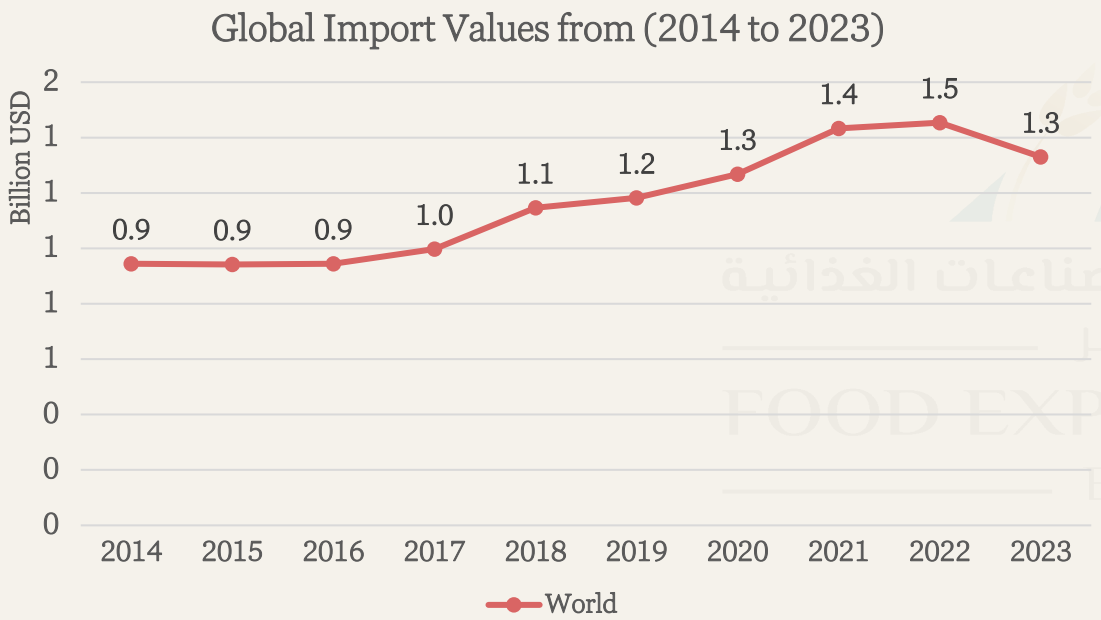
This presentation highlights the global demand for frozen strawberries, focusing on Egypt's export potential in this lucrative market segment. boasting a global export value of \$1.3 billion USD in 2023.

In 2023, Egypt's exports under HS code 081110 amounted to 336 million USD in value and 313 thousand tons in volume.

Which countries offer the greatest potential for expanding Egypt's exports in this HS Code: 081110?

GLOBAL IMPORTS AND TREND ANALYSIS IN 2023

Imports	Value imported in Billion USD	Quantity imported in Thousand Ton	Annual growth in value between 2019-2023 (%)	Annual growth in quantity between 2019-2023 (%)	Annual growth in value between 2022-2023 (%)	Unit value (USD/unit)
World	1.3	761	4%	4%	-8%	1,748



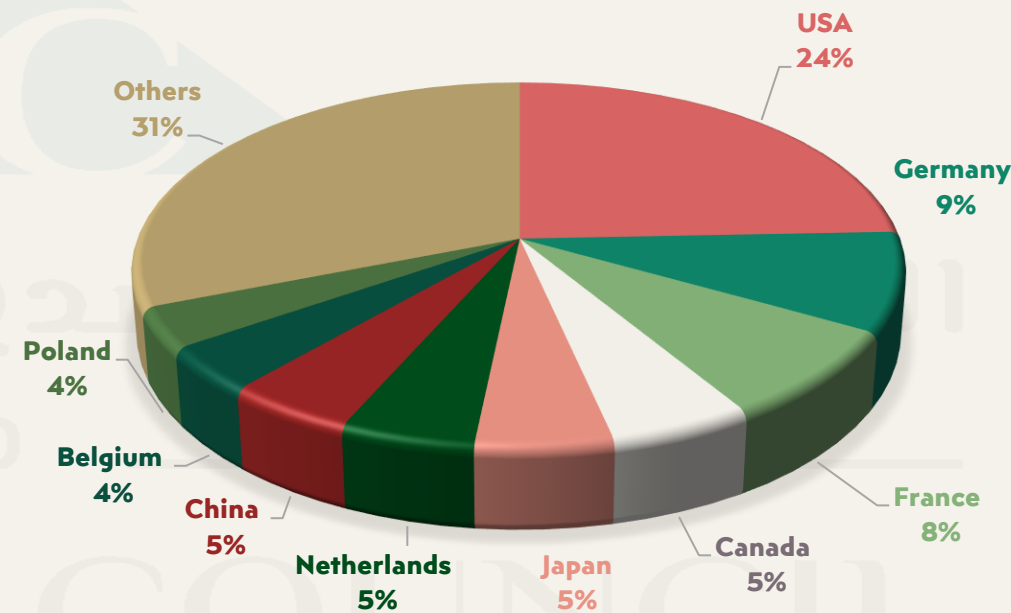
In 2023, global frozen strawberry imports totaled \$1.3 billion (761K tons), growing annually by 4%, but with an 8% value decline from 2022, indicating price sensitivity at \$1,748/ton and opportunities for competitive pricing strategies.

GLOBAL LEADERS IN FROZEN STRAWBERRIES IMPORT

TOP IMPORTING MARKETS GLOBALLY: IMPORT VALUE, QUANTITY, AND GROWTH TRENDS IN 2023

Country	Import Value in Million USD	Import Quantity in Thousand Ton	Share in Global Imports	Annual Growth (Value, 2019-2023)	Annual Growth (Quantity, 2019-2023)	Annual Growth (Value, 2022-2023)	Unit value (USD/unit)
USA	325	161	24%	9%	6%	-18%	2,014
Germany	117	82	9%	-8%	-5%	-20%	1,427
France	107	63	8%	1%	0%	7%	1,701
Canada	71	37	5%	4%	5%	-9%	1,907
Japan	68	28	5%	0%	-2%	-16%	2,395

TOP IMPORTING MARKETS GLOBALLY



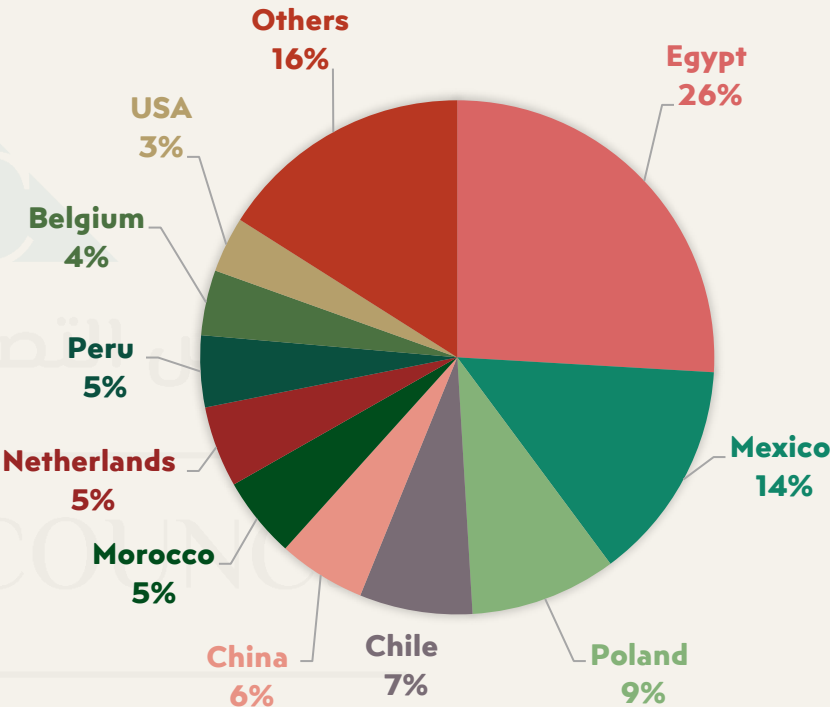
The quantity and unit value shown in grey is estimated by ITC. For further information, please refer to the [ITC explanatory note](#).
 Trade Map - List of importers for the selected product in 2023 (Frozen strawberries, uncooked or cooked by steaming or boiling in water, whether or not sweetened)

GLOBAL LEADERS IN FROZEN STRAWBERRIES EXPORT 2023

Top Exporting Markets Globally: Export Value, Quantity, and Growth Trends in 2023

Country	Export Value in Million USD	Export Quantity in Thousand Tons	Share in Global Exports	Annual Growth in Value (2019-2023)	Annual Growth in Quantity (2019-2023)	Annual Growth in Value (2022-2023)	Unit value (USD/unit)
Egypt	330	265	26%	17%	15%	7%	1,242
Mexico	180	96	14%	6%	3%	-5%	1,883
Poland	120	60	9%	-8%	-10%	-12%	1,996
Chile	92	41	7%	1%	-1%	-29%	2,247
China	72	44	6%	-3%	-4%	-7%	1,614

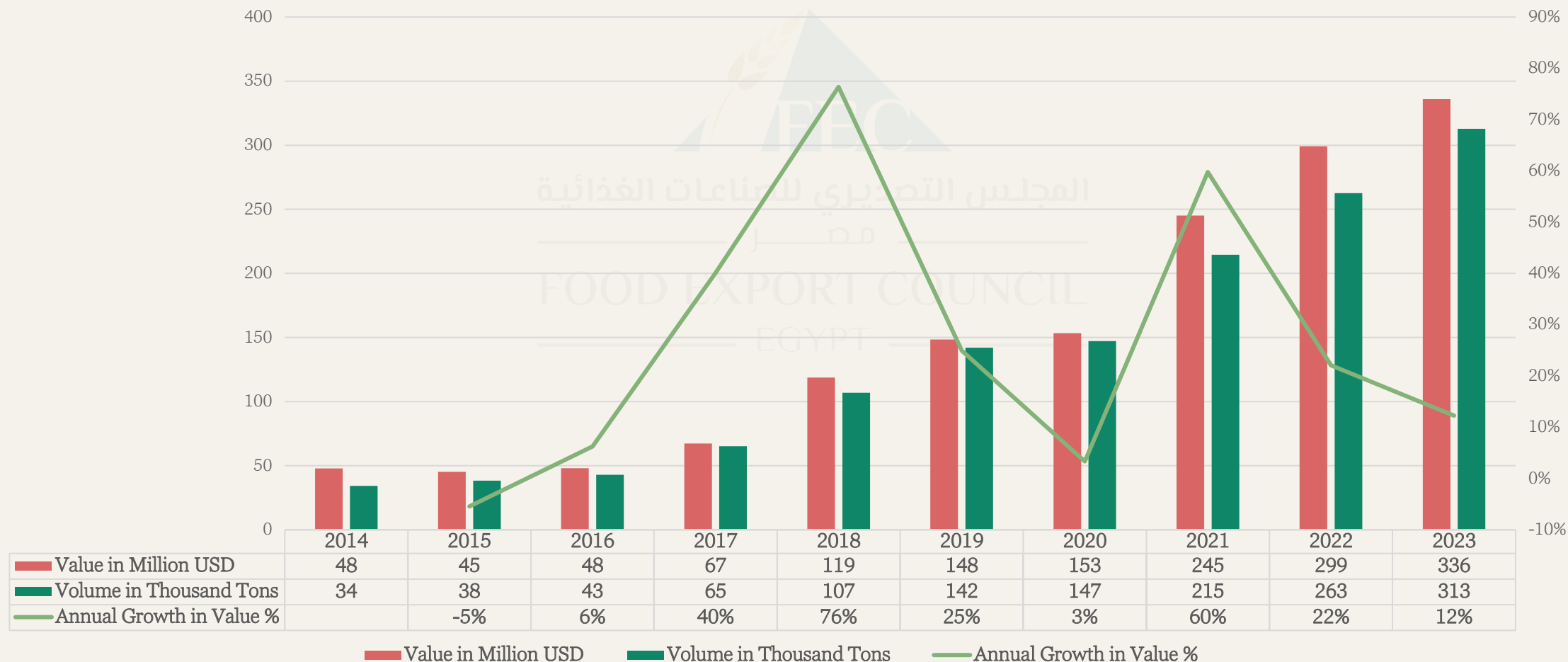
TOP EXPORTING MARKETS GLOBALLY



Note: In Egypt, we utilized mirror data due to discrepancies between direct data and GOEIC. The mirror data aligns more closely.

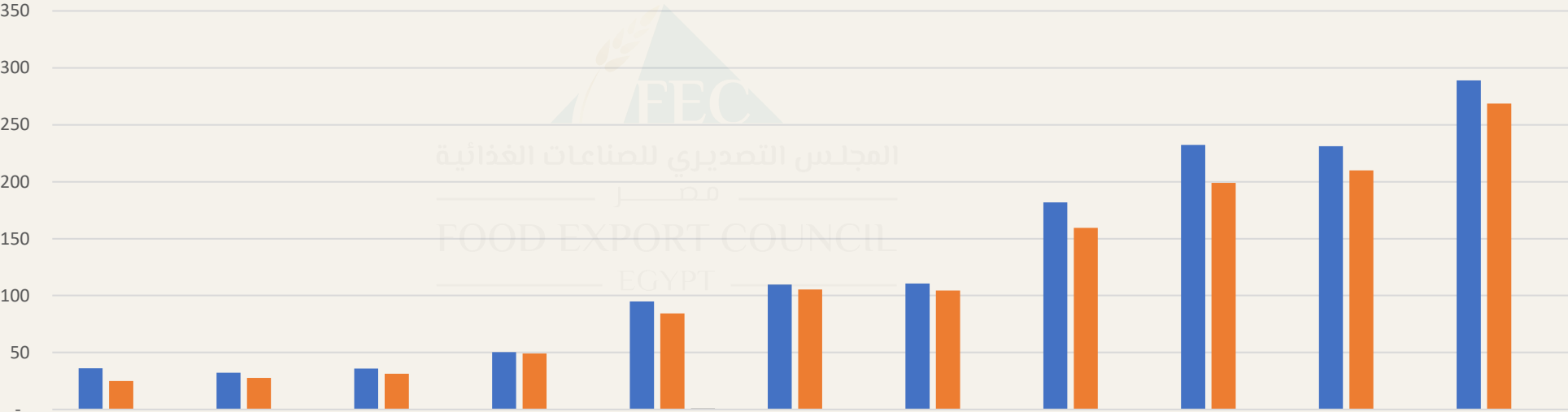
Overview of Egypt's Export Development

Egypt Frozen Strawberries: Volume and Value (2014-2023) GOEIC



"Egypt's Exports of Frozen Strawberries During the First 7 Months of Each Year"

"Egypt's Exports of Frozen Strawberries During the First 7 Months of Each Year"



(50)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Value In Million USD	36	32	36	50	95	110	111	182	232	231	289
Volume in Thousand Ton	25	28	31	49	84	105	104	160	199	210	269
Annual Growth in Value %		-11%	12%	39%	89%	16%	1%	65%	28%	-1%	25%

Value In Million USD Volume in Thousand Ton Annual Growth in Value %

EGYPT EXPORT GLOBAL

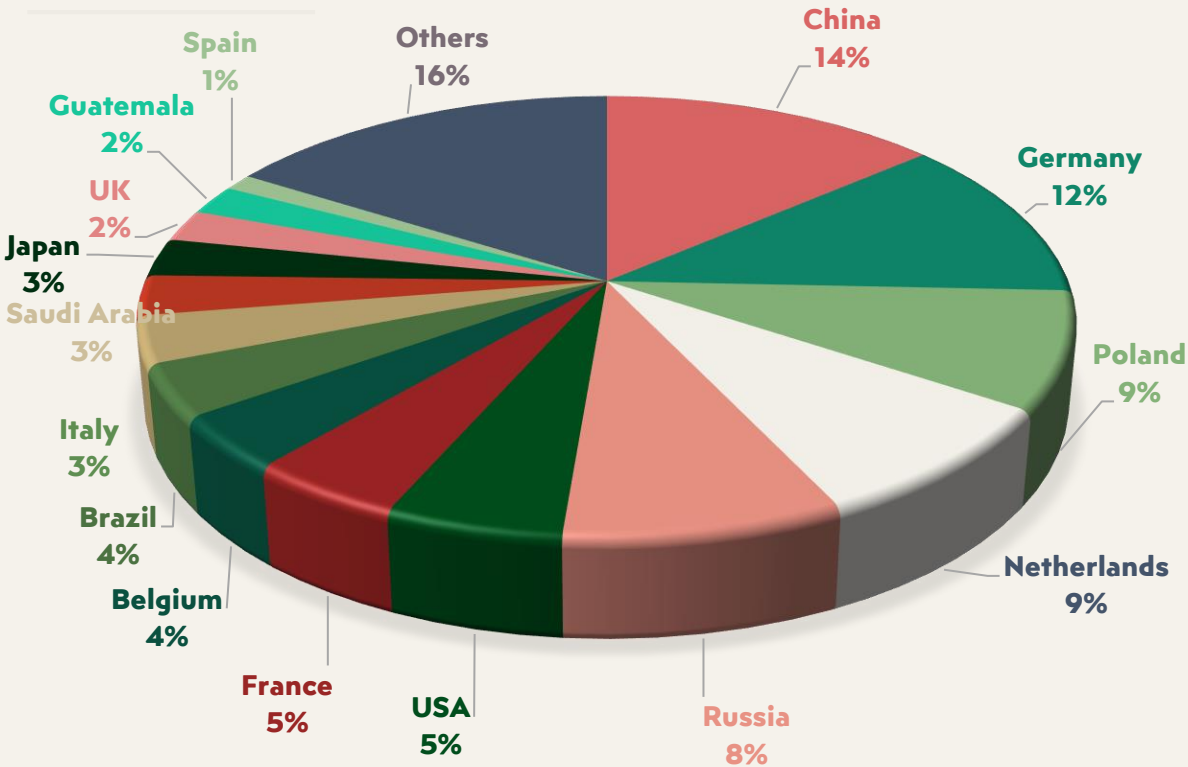
Global Export Position in 2023 (Trade Map)

- Egypt's Share in Global Exports: 26%
- Egypt's World Ranking for frozen strawberries: 1st

Egypt Frozen Strawberries: Top Export Destinations and Growth Trends in 2023 – GOEIC

Country	Export Value (2023) in Million USD	Export Quantity in Thousand Ton (2023)	Share in Egypt's Export	Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/unit) in 2023
China	46	34	14%	6%	1,344
Germany	40	38	12%	5%	1,061
Poland	29	28	9%	-5%	1.039
Netherlands	29	27	9%	4%	1,084
Russia	28	36	8%	3%	786
USA	18	12	5%	-5%	1,508

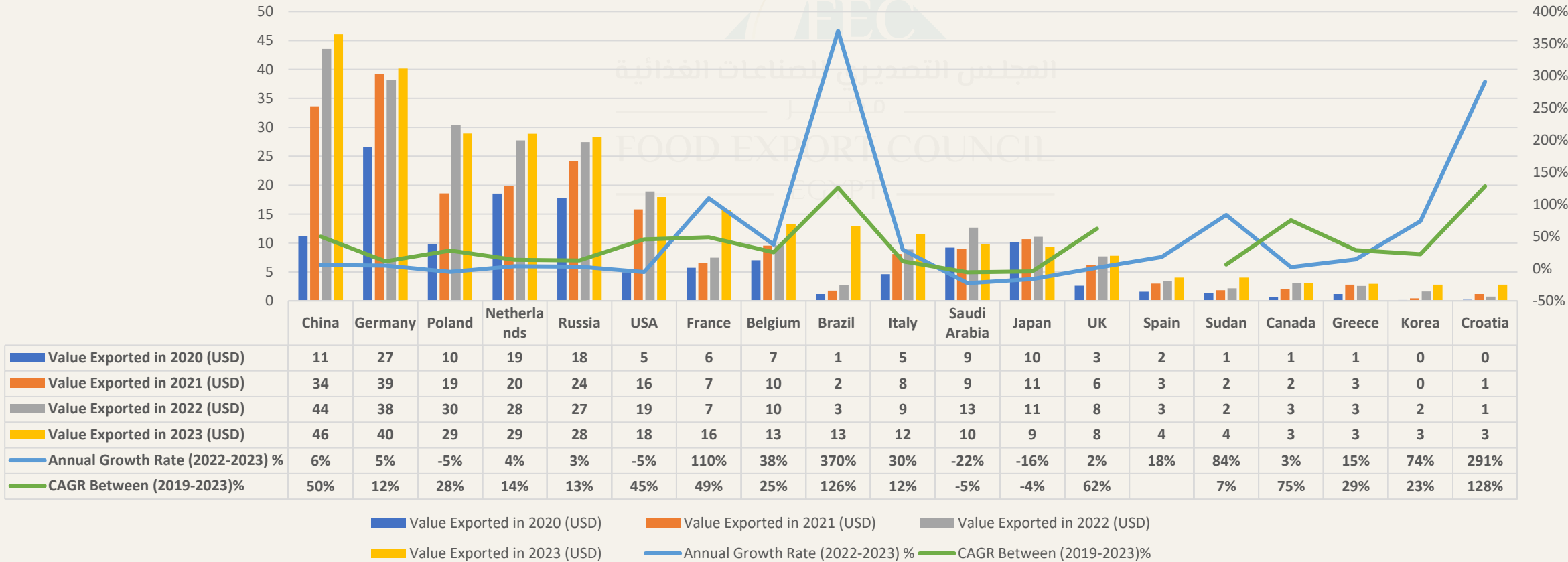
EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2023



Egypt Export Global

Egypt Frozen Strawberries: Top Export Destinations and Growth Trends in 2023 – GOEIC

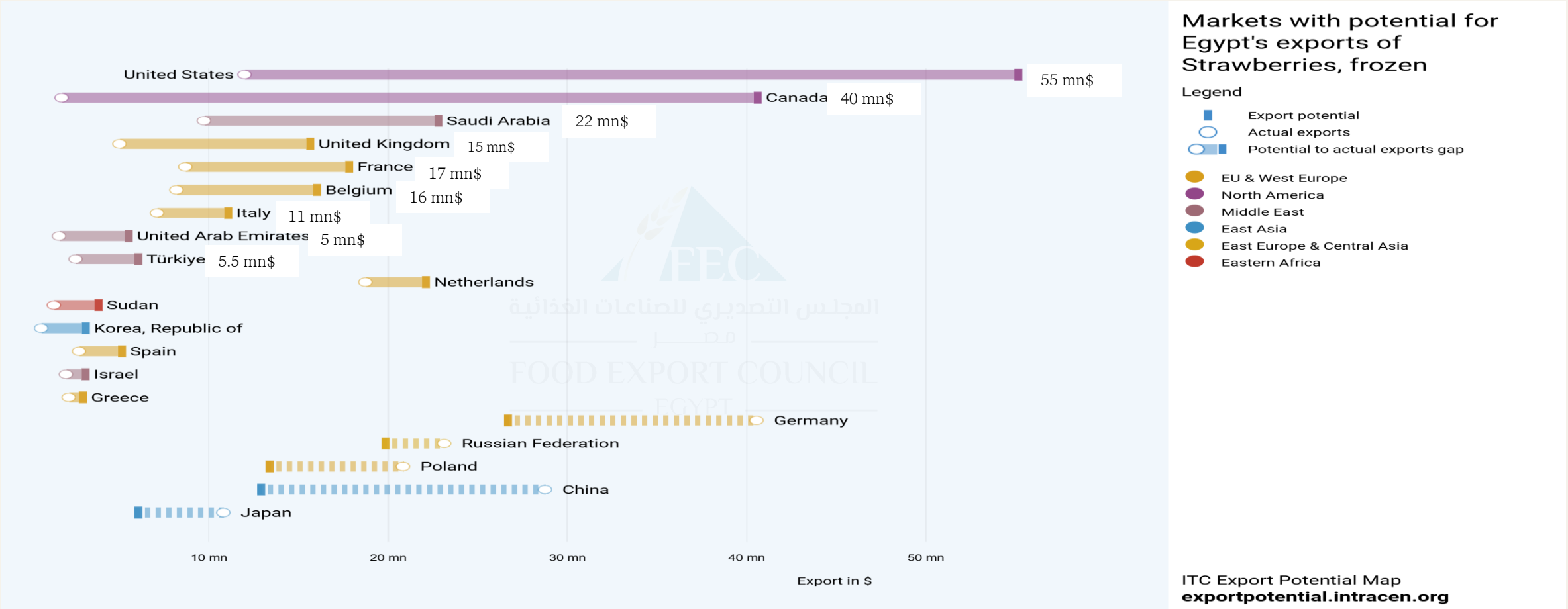
Egypt Frozen Strawberries: Top Export Destinations and Growth Trends



Note: CAGR Stands for Compound Annual Growth Rate.

Source: GOEIC [Frozen Strawberries GOEIC Data.xlsx - Google Sheets](#)

TOP MARKETS FOR EGYPT IN TERMS OF EXPORT POTENTIAL



Key findings

The markets with greatest potential for Egypt’s exports of 081110 Strawberries, frozen are United States, Canada and Germany. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$43 mn.

Source: ITC

[Export Potential Map \(intracen.org\)](http://Export Potential Map (intracen.org))



USA MARKET

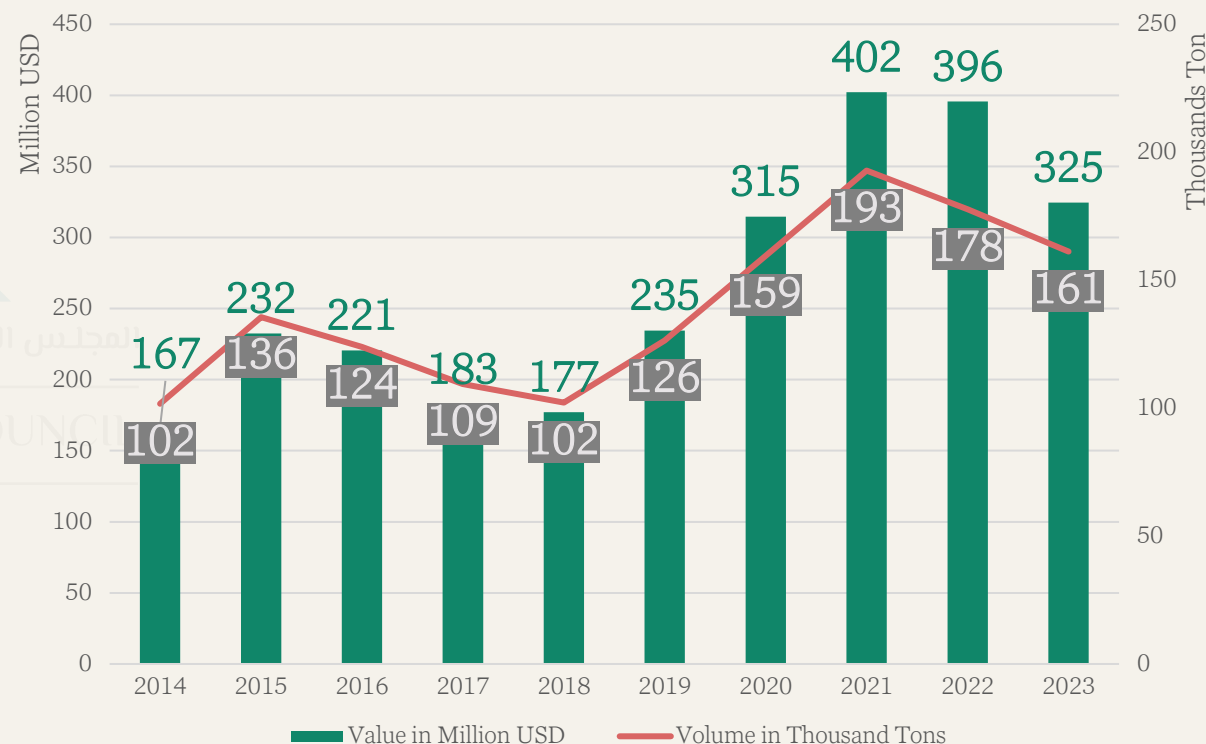
Overview of USA Import Performance in 2023 (Trade Map)

- USA's imports represent 24%.
- Its ranking in world imports is 1st.
- Total Imports: 325 Million USD
- Import Quantity: **161 Thousand tons**
- Unit Value(USD/unit): **2,014**

Annual Growth Analysis

- Annual Growth Value (2019-2023): 9%
- Annual Growth Quantity (2019-2023): 6%
- Annual Growth Value (2022-2023): -18%

USA Frozen Strawberries: Value and Volume Trends (2014-2023)



[Trade Map - List of supplying markets for the product imported by United States of America in 2023](#)

[Trade Map - List of supplying markets for a product imported by United States of America](#)

[Trade Map - List of supplying markets for a product imported by United States of America](#)

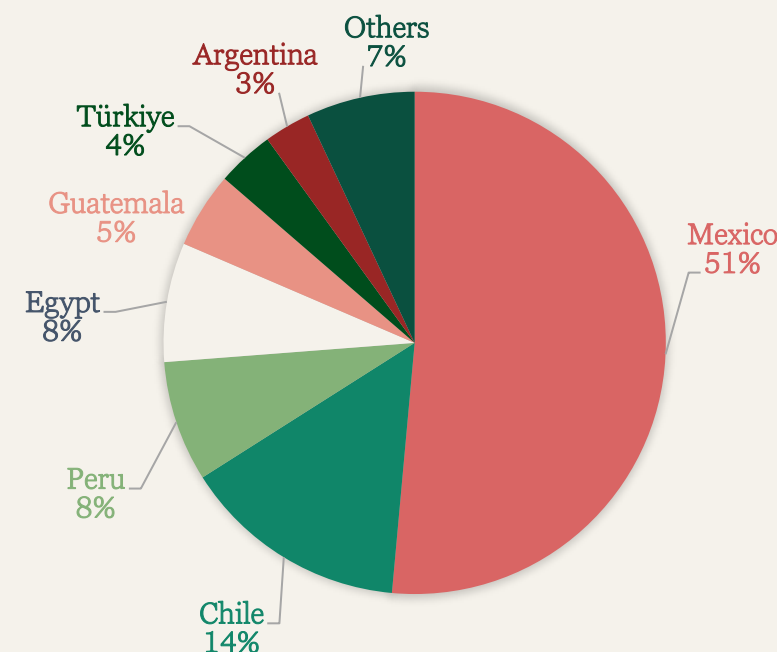
The quantity and unit value shown in **Bold** is estimated by ITC.
For further information, please refer to the [ITC explanatory note](#).

Top Exporters to USA

Top Exporters to USA by Share in Imports: Import Value, Volume in 2023

Exporters	Imported Value in Million USD	Imported Volume in Thousand Tons	Share in UAE's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit Value (USD/unit)
Mexico	168	87	51%	5%	2%	-15%	1,915
Chile	48	20	14%	2%	0%	-36%	2,346
Peru	25	13	8%	14%	14%	-41%	1,912
Egypt	25	15	8%	71%	61%	17%	1,670
Guatemala	16	5	5%	116%	103%	47%	2,989

TOP EXPORTERS TO USA BY SHARE IN IMPORTS



Trade Map - List of supplying markets for the product imported by United States of America in 2023

MARKET ACCESS CONDITIONS IN USA

Customs Tariffs:

- MFN (Most Favored Nation) Duty: 11.20%
- Preferential Tariff for GSP (Generalized System of Preferences) Countries: 0%

Import Requirements Specific to this Product:

- Total Measures: 47
- Measures include various requirements related to SPS (Sanitary and Phytosanitary) conditions, labeling, packaging, hygienic practices, storage, transport conditions, testing, inspection, traceability, origin, processing history, and other formalities.

General Import Requirements Applied to All Goods:

- There are a total of 6 These include measures such as cold/heat treatment, fumigation, and prohibition for non-economic reasons.
- Given these regulatory requirements and tariffs, it's essential for Egyptian exporters to comply with the specified measures to facilitate smooth trade with the United States. Understanding and adhering to these requirements can help ensure successful exports of frozen strawberries to the United States market.

- The alignment of general import requirements with product-specific requirements ensures compliance with relevant regulations and access conditions.
- For additional details, explore the Market Access Map [Market Access Map \(macmap.org\)](https://macmap.org)

Note: Preferential tariffs for Generalized System of Preferences (GSP) countries were set at 0%, but currently, the GSP program is discontinued.

CONCLUSION

- The global demand for frozen strawberries (HS code 081110) reached \$1.3 billion USD in 2023, growing annually by 4% in both value and volume from 2019 to 2023. Egypt emerged as the top global exporter with 336 million USD in export value and 313 thousand in volume, holding a commanding 26% share.
- Key importing markets for frozen strawberries included the USA, Germany, France, Canada, and Japan collectively accounting for 51% of global imports. The USA led with a 24% market share, followed by Germany at 9%, France at 8%, Canada at 5%, and Japan also at 5%.
- The top exporters—Egypt, Mexico, Poland, Chile, and China—collectively accounted for 62% of global exports, with Egypt leading at 26%, followed by Mexico at 14%, Poland at 9%, Chile at 7%, and China at 6%.
- According to the Export Potential Map, the USA, Canada, and Germany are identified as markets with significant potential for Egypt's frozen strawberry exports (HS code 081110). The USA particularly shows substantial unrealized export potential, estimated at an additional \$43 million USD.
- In the USA, as the leading global importer of frozen strawberries holding 24%, the market saw a 9% increase in value and 6% in volume from 2019 to 2023. Mexico dominated exports to the USA with a 51% share, followed by Chile at 14%, Peru at 8%, and Egypt also at 8%. Egypt demonstrated robust growth, with a 71% annual increase in export value and 61% in volume and 17% rise from 2022 to 2023 in value. With a competitive unit value of \$1,670 per ton, Egypt is poised for further market expansion diverse dynamics in the global frozen strawberry trade.



Challenges

Price Slashing Challenges in Egypt.

Building Customer Confidence in Egyptian Products in the USA.

Issues with Seedlings.

Managing Pesticide Residues.

Intellectual Property Protection.

ملخص حول "إمكانات تصدير الفراولة المجمدة من مصر"

يوضح التقرير أن الفراولة المجمدة تحافظ على نكهتها وقوامها وقيمتها الغذائية، يتناول التقرير إمكانات تصدير الفراولة المجمدة من مصر تحت رمز 081110 مما يجعلها خيارًا شائعًا بين المستهلكين ومصنعي الأغذية على حد سواء.

نقاط رئيسية:

1. **نظرة عامة على السوق العالمية:** بلغت واردات الفراولة المجمدة عالميًا في عام 2023 حوالي 1.3 مليار دولار أمريكي (761 ألف طن)، بزيادة سنوية قدرها 4%. ومع ذلك، انخفضت القيمة بنسبة 8% مقارنة بعام 2022، مما يشير إلى حساسية الأسعار.
 2. **أكبر المستوردين والمصدرين:** يتناول التقرير الدول الرائدة في استيراد وتصدير الفراولة المجمدة خلال عام 2023، مع التركيز على القيم والكميات واتجاهات النمو.
 3. **التحديات في السوق الأمريكية:** يناقش التقرير التحديات الرئيسية التي تواجه مصر في اختراق السوق الأمريكية، بما في ذلك التنافس على الأسعار وبناء ثقة العملاء. كما يُقترح تعزيز المشاركة في المعارض الدولية الكبرى مثل "Summer Fancy Food Show" و "International Pizza Expo".
 4. **التوصيات:** يشمل التقرير توصيات مثل تطوير استراتيجيات تسعير قوية، بناء ثقة العملاء في المنتجات المصرية، واستكشاف فرص الدعم من البرامج المانحة المحلية والدولية.
- التقرير يقدم رؤية شاملة حول كيفية تعزيز مصر لمكانتها في سوق الفراولة المجمدة العالمية، مع التركيز على التحديات والفرص في السوق الأمريكية.

REFERENCES

- General Organization for Export and Import Control (GOEIC)
- **ITC (International Trade Centre)**
- **Trade Map**
- **Market Access Map**
- **Export Potential Map**
- Frozen Strawberries Grades and Standards | Agricultural Marketing Service (usda.gov)

FEC Market Intelligence Unit:

For more details, please check our website: www.feceg.com

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