

# EXPLORING THE GLOBAL DEMAND FOR EGGLESS UNCOOKED PASTA PRODUCTS AND EGYPT'S EXPORT POTENTIAL

HS Code: 190219

August 2024



# Agenda



لمجلس التصديري للصناعات الغذائية  
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## Product Overview

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# Product Overview

**Product name:** Uncooked pasta, not stuffed or otherwise prepared, not containing eggs.

HS Code: 190219

HS code 190219 encompasses uncooked pasta that is not stuffed or otherwise prepared, and notably, does not contain eggs. This category includes a wide range of pasta varieties such as spaghetti, macaroni, fusilli, penne, and more, in their uncooked form. These pasta products are typically made from durum wheat semolina or other suitable grains and are intended for cooking by consumers according to their preferences. With versatile culinary applications, these uncooked eggless pasta varieties serve as staples in countless dishes worldwide, offering convenience, taste, and nutritional value to consumers across different cultures and cuisines.

# Introduction

This report examines the global demand for uncooked eggless pasta, with a particular emphasis on Egypt's export potential in this industry. Our analysis centers on HS code 190219, which had a global export value of 6 billion USD in 2023.

In 2023, Egypt's pasta exports reached a total of 127 million USD and 186 thousand tons across five HS Codes, with HS Code 190219 dominating at 113 million USD and 173 thousand tons. This significant contribution highlights why Egypt is focused on HS Code 190219. Other exports included HS Code 190230 at 13 million USD (12 thousand tons), HS Code 190211 at 1 million USD (1 thousand ton), HS Code 190220 at 318 thousand USD (41 tons), and HS Code 190240 at 2 thousand USD. Egypt held a 1.8% share of global pasta exports, ranking 8th worldwide in uncooked pasta exports HS Code 190219 (GOEIC / ITC).

This report seeks to answer critical questions: Does Egypt have growth opportunities in this sector? Which countries offer the most potential for expansion and increased market share? Through detailed analysis, this report will provide insights into where Egypt could capitalize on its existing production strengths and explore new markets for growth.

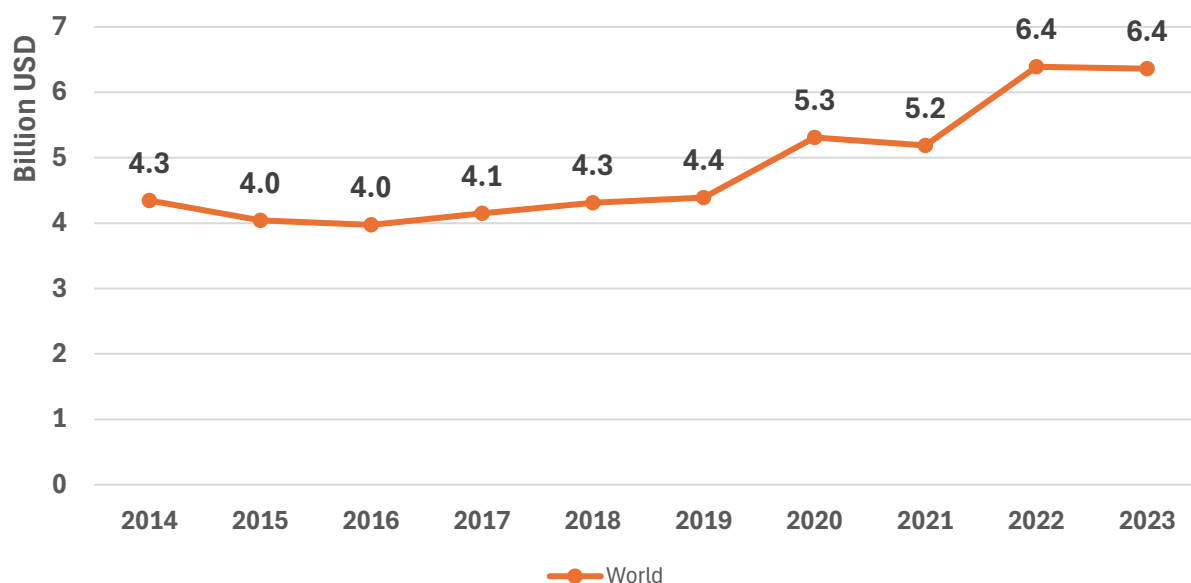


## Pasta Export Market Analysis by HS Code (2023)

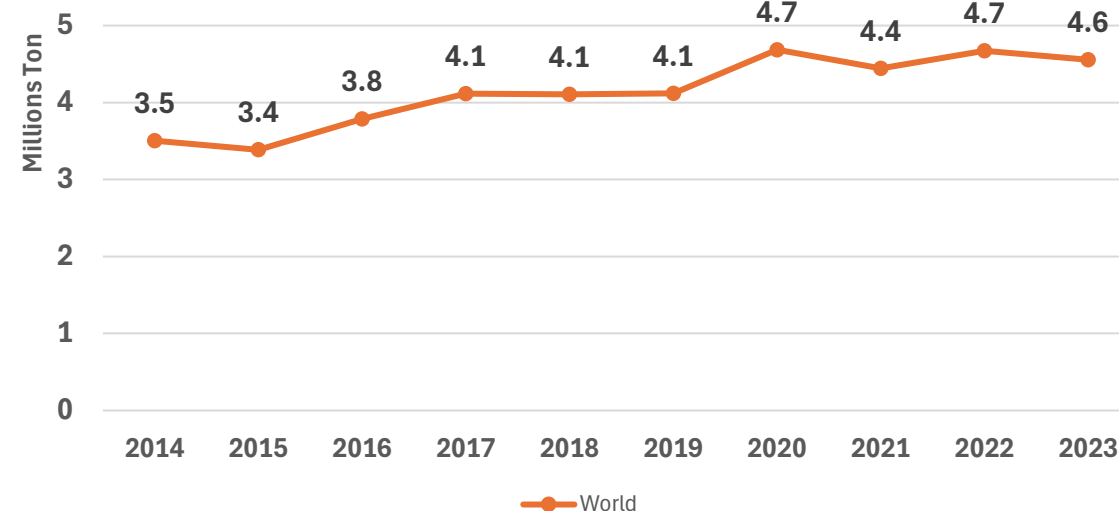
HS Code	Description	Import Value in Billion USD in 2023	Top Importing Markets	Export Value in Billion USD in 2023	Top Exporting Markets	Egypt Export Value in Million USD
190219	Uncooked pasta, not stuffed or otherwise prepared, not containing eggs	6.4	USA (15%), Germany (10%), France (8%), UK (7%), Japan (5%), Canada (4%), Korea (3%) collectively 52%	6	Italy (50%), Turkey (13%), Thailand (3%), Spain (3%), USA (3%) collectively 72%	113
190230	Pasta, cooked or otherwise prepared (excl. stuffed)	5	USA (9%), UK (7%), China (7%), Germany (6%), Netherlands (5%), Canada (5%), Australia (4%) collectively 43%	5.4	Korea (20%), China (17%), Thailand (8%), Indonesia (7%), Italy (4%) collectively 56%	13
190220	Pasta, stuffed with meat or other substances, whether or not cooked or otherwise prepared	2.3	France (12%), Germany (11%), UK (11%), USA (8%), Netherlands (6%), Belgium (6%), Spain (5%) collectively 59%	2.6	Italy (30%), China (11%), Belgium (7%), Austria (7%), Germany (5%), Netherlands (5%), France (5%), USA (4%) collectively 74%	1.3
190211	Uncooked pasta, not stuffed or otherwise prepared, containing eggs	0.683	Germany (11%), France (11%), UK (8%), USA (8%), Netherlands (7%) collectively 45%	0.538	Italy (50%), Germany (8%), Belgium (7%), Netherlands (5%) collectively 70%	0.318
190240	Couscous, whether or not prepared	0.229	France (24%), Belgium (7%), USA (7%), UK (6%), Germany (6%) collectively 50%	0.239	Italy (28%), Morocco (23%), France (14%), Tunisia (8%) collectively 73%	0.002

# Global Imports and Trend Analysis

Global Import Values from 2014 to 2023 (in Billion USD)



Global Import Quantities from 2014 to 2023 (in Million ton)



During the examination of global imports and trends, it was observed that the total import value for 2023 amounted to 6.4 billion USD, accompanied by a corresponding quantity of 4.6 million tons. Between 2019 and 2023, import values demonstrated an annual growth rate of 11%, while import quantities showed an annual growth of 3%, suggesting an upward trajectory in prices throughout this timeframe.

[Trade Map List of importers for the selected product \(Uncooked pasta not stuffed or otherwise prepared not containing eggs\) \(2\).xlsx - Google Sheets](#)

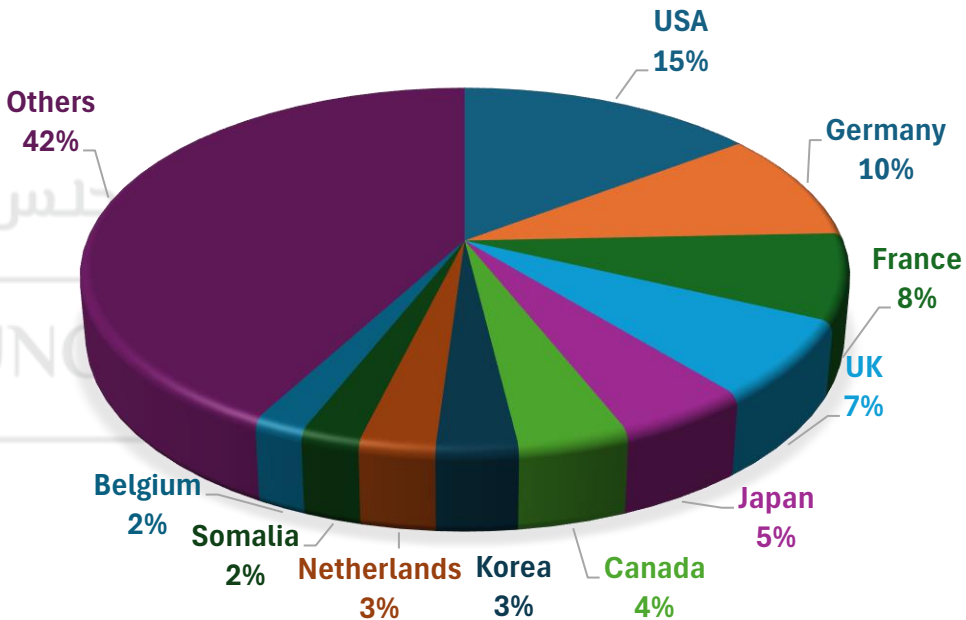
[Trade Map List of importers for the selected product \(Uncooked pasta not stuffed or otherwise prepared not containing eggs\) \(3\).xlsx - Google Sheets](#)

# Top Importing Markets Globally in 2023

## 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	936	465	15%	12%	4%	-6%	2,013
Germany	613	397	10%	14%	3%	16%	1,545
France	489	341	8%	12%	2%	15%	1,437
UK	448	291	7%	34%	22%	6%	1,542
Japan	313	183	5%	6%	-1%	2%	1,713

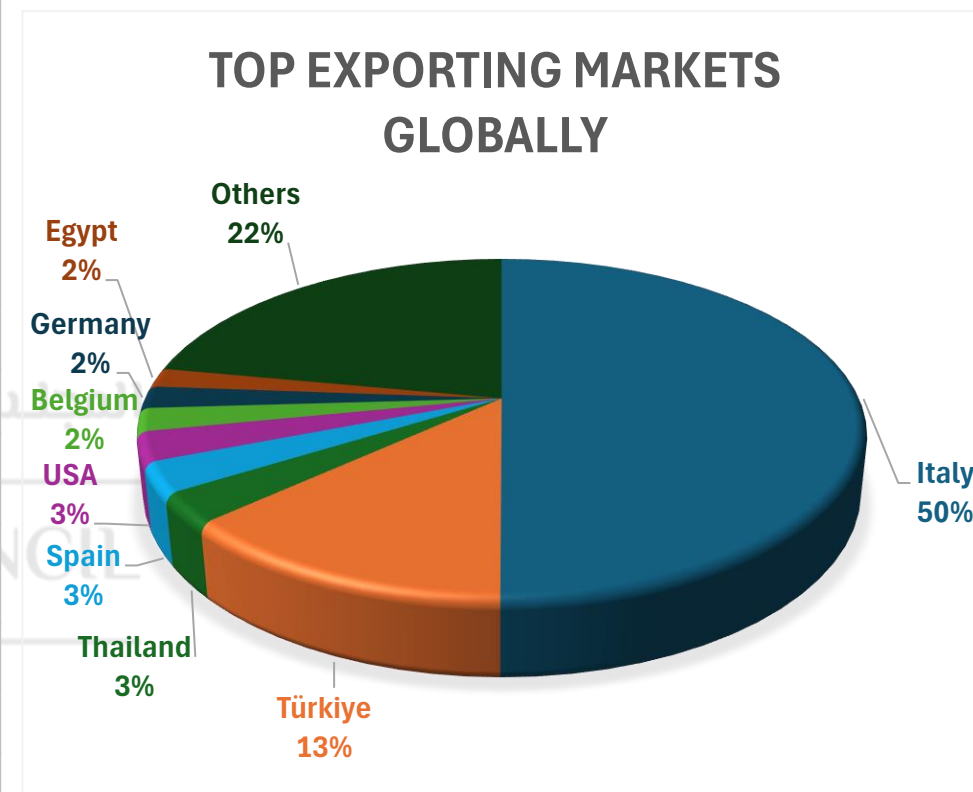
TOP IMPORTING MARKETS GLOBALLY



# Top Exporting Markets Globally in 2023

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

Country	Export Value in USD	Export Quantity in 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)
Italy	3 billion	2 million	50%	11%	0%	4%	1,583
Türkiye	813 million	1.2 million	13%	9%	-1%	-7%	653
Thailand	177 million	89 thousand	3%	8%	6%	-7%	1,989
Spain	175 million	130 thousand	3%	20%	1%	6%	1,352
USA	169 million	96 thousand	3%	6%	1%	1%	1,768
Belgium	133 million	91 thousand	2%	12%	-1%	14%	1,463
Germany	129 million	77 thousand	2%	27%	21%	68%	1,675
Egypt	113 million	71 thousand	2%	9%	-2%	74%	1,585



The quantities shown in dark green are estimated by ITC. For further information, please refer to the [ITC explanatory note](#).

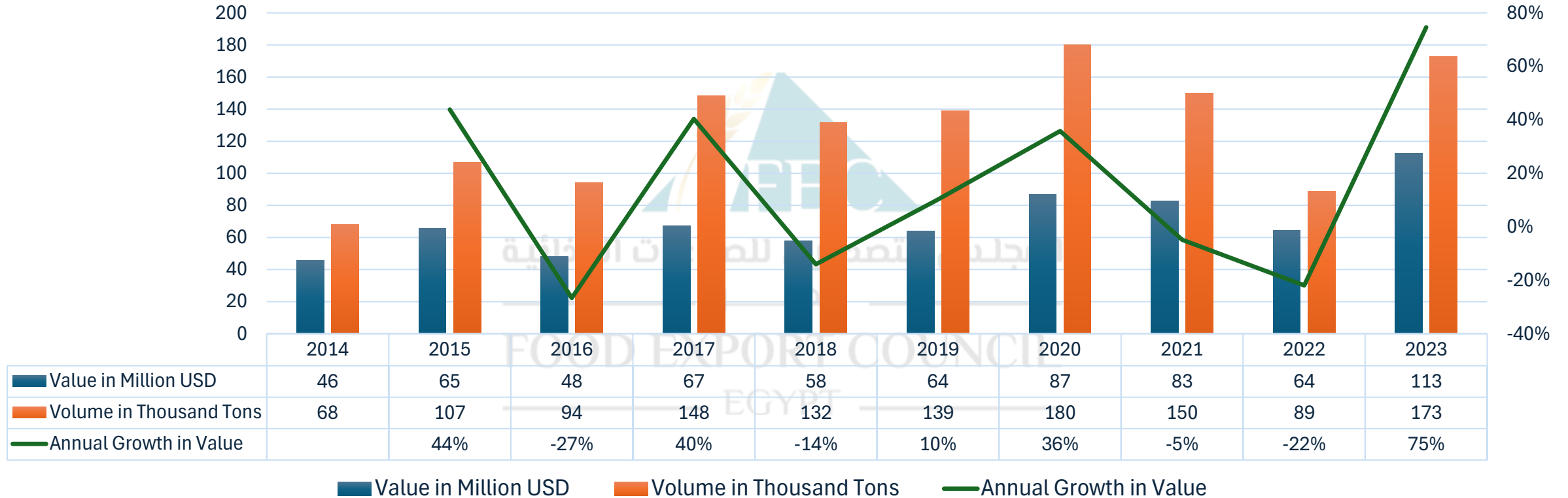
[Trade Map\\_List of exporters for the selected product in 2023\\_\(Uncooked pasta\\_not stuffed\\_or otherwise prepared\\_not containing eggs\)\(1\).xlsx - Google Sheets](#)

Source: ITC (Trade Map)



# Overview of Egypt's Export Development

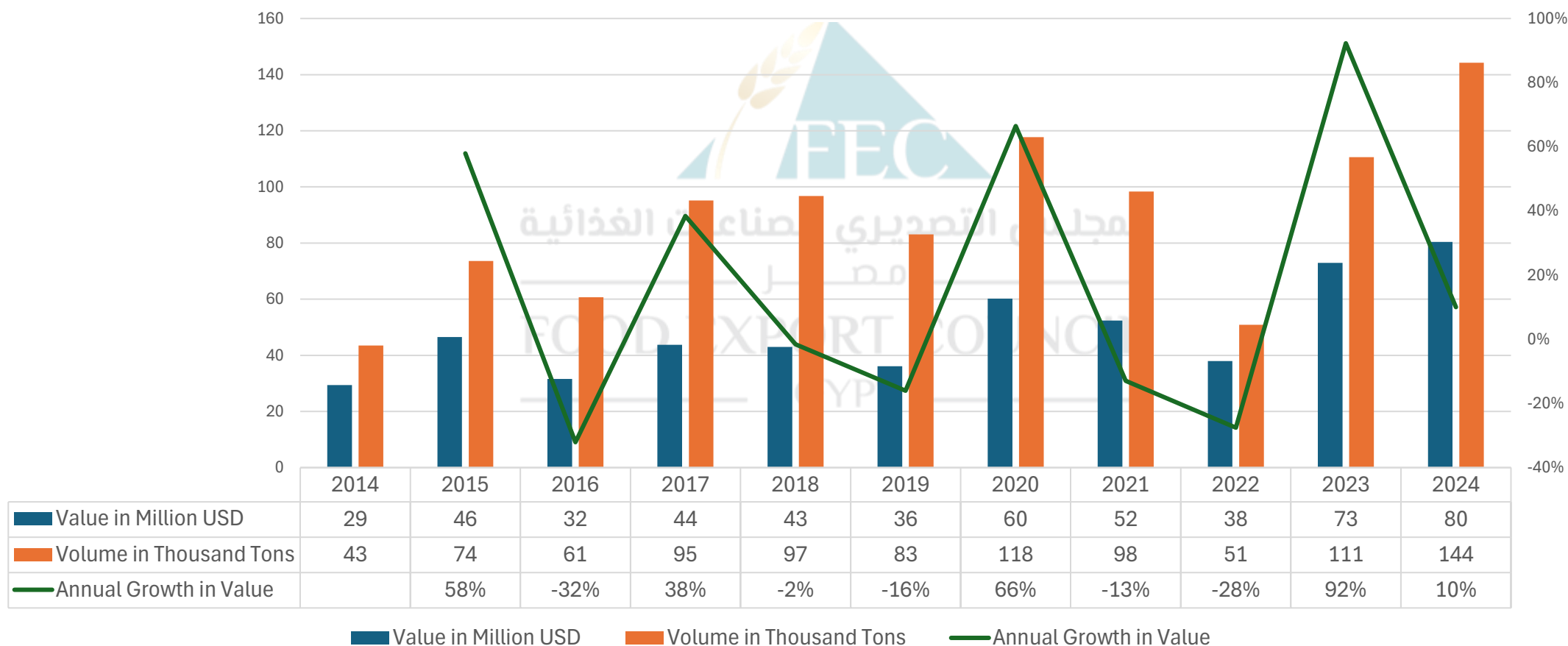
**Egypt Uncooked Pasta: Volume and Value (2014-2023) GOEIC**



From 2014 to 2023, Egypt's Uncooked pasta exports experienced significant growth and fluctuations. The export value increased from 46 million USD in 2014 to 113 million USD in 2023, with notable annual growth rates, such as 44% in 2015, 40% in 2017, 36% in 2020, and 75% in 2023.

## "Egypt's Exports of Uncooked Pasta During the First 8 Months of Each Year"

### Egypt's Exports of Uncooked Pasta During the First 8 Months of Each Year from (Jan - Aug)





## Egypt Export Global

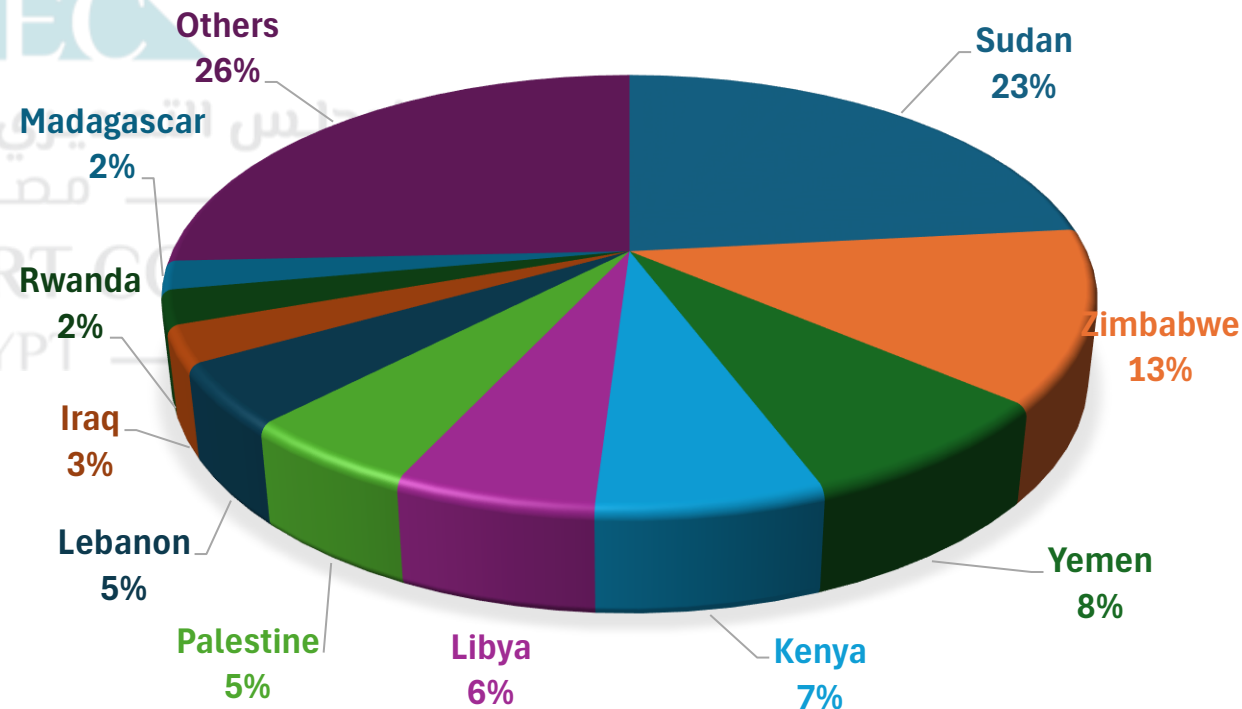
### Global Export Position in 2023 (Trade Map)

- Egypt's Share in Global Exports: 1.8%
- Egypt's World Ranking for Uncooked pasta, not stuffed or otherwise prepared, not containing egg: 8

### Egypt Uncooked Pasta: Top Export Destinations and Growth Trends in 2023 – GOEIC

Country	Export Value 2023 in Million USD	Export Quantity in thousand Ton	Share in Egypt's Export	Compound Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/unit) in 2023
Sudan	26	39	23%	1546%	603
Zimbabwe	15	28	13%	44%	526
Yemen	9	13	8%	85%	669
Kenya	8	14	7%	-11%	543
libya	7	5	6%	126%	1,217
Palestine	6	10	5%	-27%	623
Lebanon	5	6	5%	394%	584

EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2023 GOEIC DATA





## Egypt Export Global



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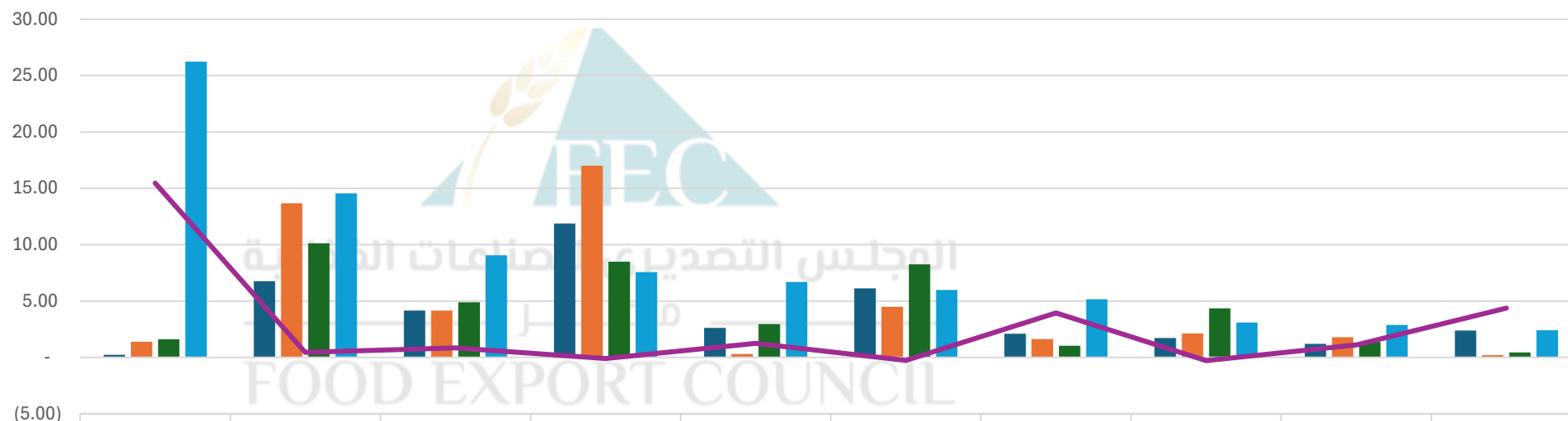
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### Egypt Uncooked Pasta: Top Export Destinations and Growth Trends in 2023 - GOEIC

#### Egypt Uncooked Pasta: Top Export Destinations and Growth Trends in 2023



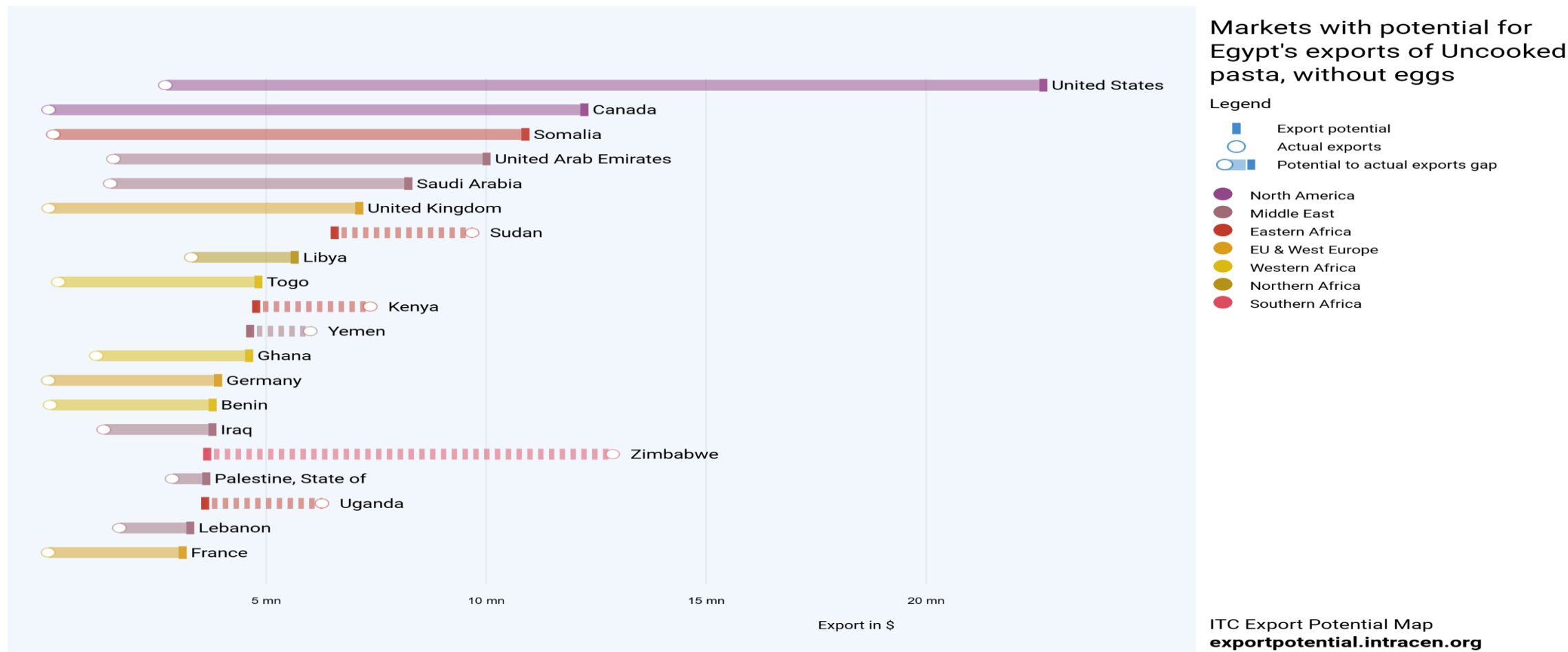
	Sudan	Zimbabwe	Yemen	Kenya	Libya	Palestine	Lebanon	Iraq	Rwanda	Madagascar
Value Exported in 2020 in Million (USD)	0.22	7	4	12	3	6	2	1.73	1.19	2.39
Value Exported in 2021 in Million (USD)	1	14	4	17	0.30	4	1.62	2	2	0.20
Value Exported in 2022 in Million (USD)	2	10	5	8	3	8	1.0	4.3	1.4	0.45
Value Exported in 2023 in Million (USD)	26	15	9	8	7	6	5	3	3	2
Annual Growth Rate (2022-2023) %	1546%	44%	85%	-11%	126%	-27%	394%	-28%	112%	436%

Value Exported in 2020 in Million (USD) Value Exported in 2021 in Million (USD) Value Exported in 2022 in Million (USD)

Value Exported in 2023 in Million (USD) Annual Growth Rate (2022-2023) %

Source: GOEIC

# Top Markets for Egypt in Terms of Export Potential









## Key findings

The markets with greatest potential for Egypt's exports of 190219 Uncooked pasta, without eggs are United States, Canada and Somalia. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$20 mn.

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



## Top Markets for Egypt in Terms of Export Potential

	Country	Export Potential	Actual Export Value	Unrealized Potential Remaining	MFN Duties Applied	Preferential Tariff
	USA	\$22 mn	\$2.7 mn	\$20 mn	0%	None
	Canada	\$12 mn	\$53 K	\$12 mn	0%	None
	Somalia	\$11 mn	\$160 K	\$11 mn	25%	None
	UAE	\$9.8 mn	\$1.5 mn	\$8.3 mn	5%	0%
	Saudi Arabia	\$8 mn	\$1.5 mn	\$6.6 mn	12%	0%
	UK	\$6.9 mn	\$54 K	\$6.8 mn	(AVE) 21.20%	0%



# USA Market



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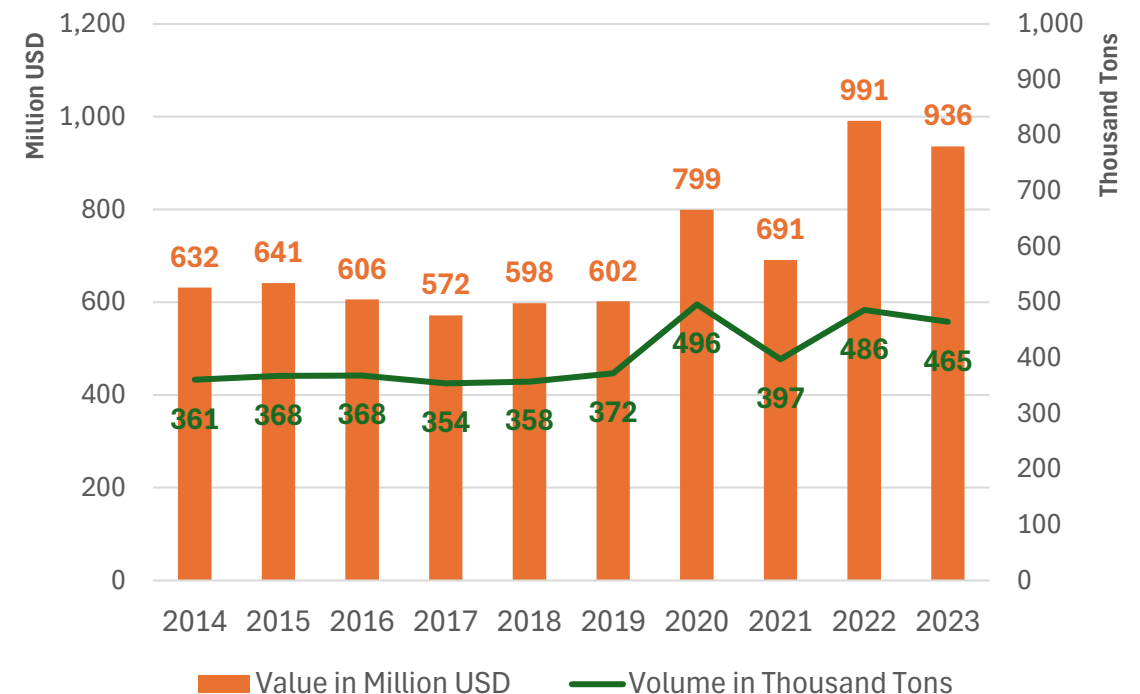
## Overview of USA Import Performance in 2023 (Trade Map)

- USA's imports represent 15%.
- Its ranking in world imports is 1st
- Total Imports: 936 Million USD
- Import Quantity: 465 thousand tons
- Unit Value(USD/unit): 2,013

## Annual Growth Analysis

- Annual Growth Value (2019-2023): 12%
- Annual Growth Quantity (2019-2023): 4%
- Annual Growth Value (2022-2023): -6%

## USA's Uncooked Pasta Imports: Volume and Value Trends (2014-2023)



Source: ITC (Trade Map)

[Trade\\_Map\\_List\\_of\\_supplying\\_markets\\_for\\_the\\_product\\_imported\\_by\\_United\\_States\\_of\\_America\\_in\\_2023 \(6\).xls - Google Sheets](#)

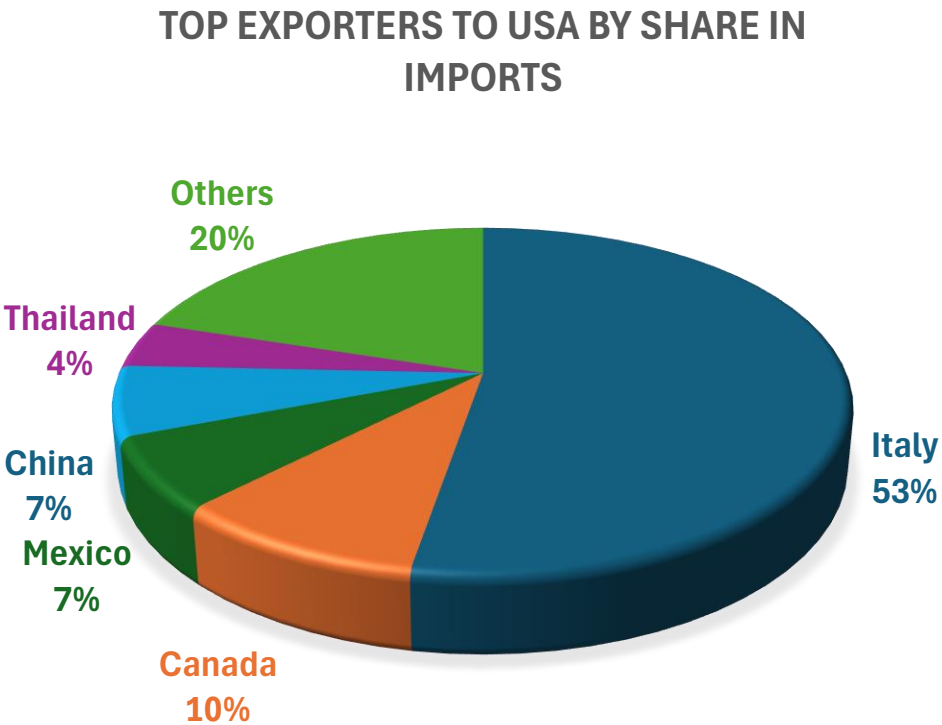
[Trade\\_Map\\_List\\_of\\_supplying\\_markets\\_for\\_a\\_product\\_imported\\_by\\_United\\_States\\_of\\_America \(8\).xls - Google Sheets](#)

[Trade\\_Map\\_List\\_of\\_supplying\\_markets\\_for\\_a\\_product\\_imported\\_by\\_United\\_States\\_of\\_America \(7\).xls - Google Sheets](#)

# Top Exporters to USA

## Top Exporters to USA by Share in Imports: Import Value, Volume, and Unit Value in 2023 and compared to Egypt

Exporters	Importe d Value in Million USD	Imported Volume in Thousand Tons	Share in USA's Import	Annual Growth in Value (2019- 2023) %	Annual Growth in Volume (2019- 2023) %	Annual Growth in Value (2022- 2023) %	Unit value (USD/unit)
Italy	492	230	53%	14%	4%	-2%	2,137
Canada	90	40	10%	6%	-2%	5%	2,256
Mexico	63	49	7%	25%	14%	19%	1,266
China	60	34	7%	2%	0%	-23%	1,779
Egypt	4	5	0.4%	39%	28%	150%	794



[Trade Map\\_List of supplying markets for the product imported by United States of America in 2023 \(6\).xls](#) - Google Sheets

To explore the market access conditions in USA: [Market Access Map \(macmap.org\)](https://macmap.org)

There, you can find comprehensive information about the market entry requirements and regulations in USA.



# Canada Market

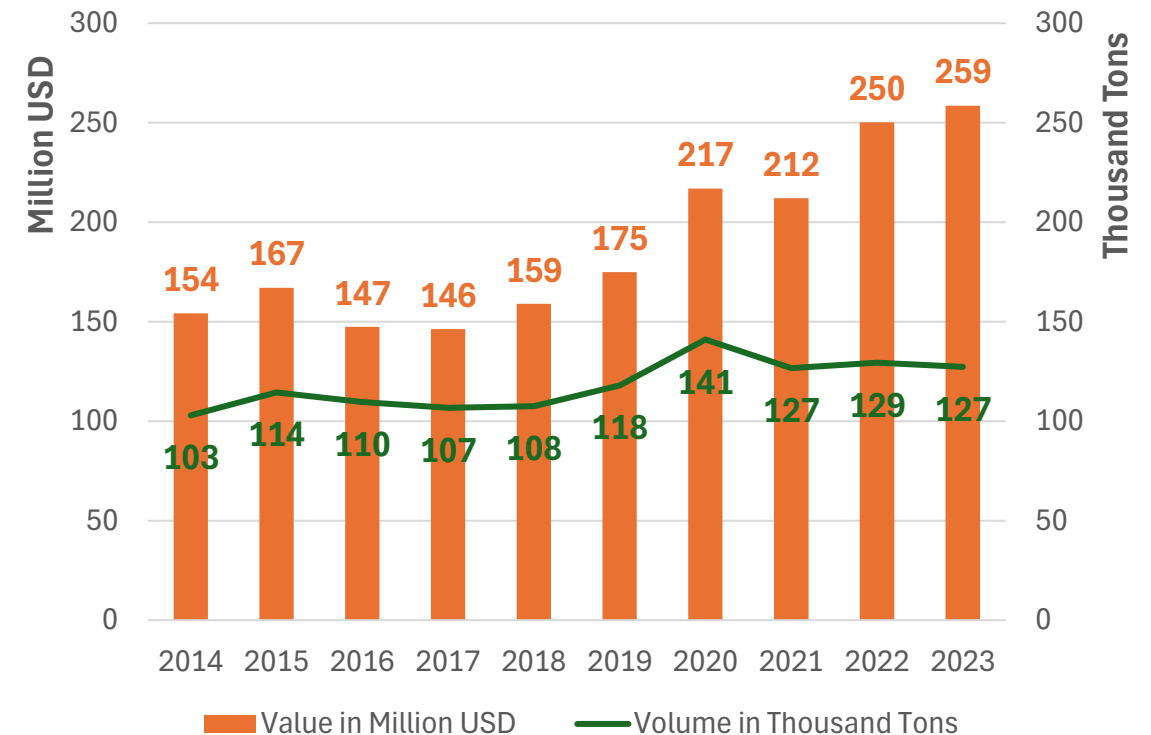
## Overview of Canada Import Performance in 2023 (Trade Map)

- Canada's imports represent 4%.
- Its ranking in world imports is 6<sup>th</sup>.
- Total Imports: 259 Million USD
- Import Quantity: 127 thousand tons
- Unit Value(USD/unit): 2,030

## Annual Growth Analysis

- Annual Growth Value (2019-2023): 10%
- Annual Growth Quantity (2019-2023): 1%
- Annual Growth Value (2022-2023): 3%

## Canada's Uncooked Pasta Imports: Volume and Value Trends (2014-2023)



Source: ITC (Trade Map)

[Trade Map - List of supplying markets for the product imported by Canada in 2023.xls - Google Sheets](#)

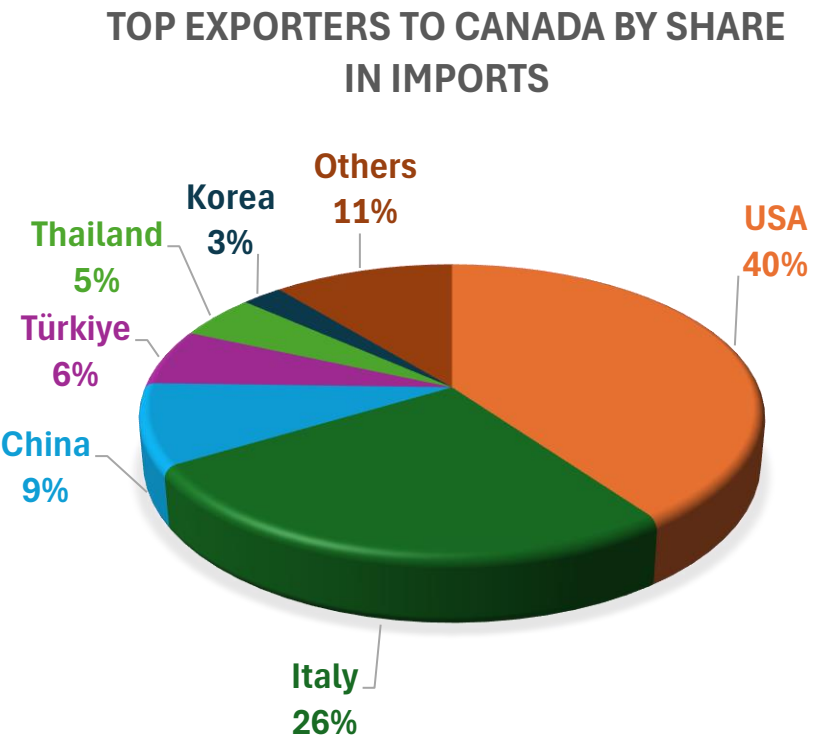
[Trade Map - List of supplying markets for a product imported by Canada.xls - Google Sheets](#)

[Trade Map - List of supplying markets for a product imported by Canada \(1\).xls - Google Sheets](#)

# Top Exporters to Canada

## Top Exporters to Canada by Share in Imports: Import Value, Volume, and Unit Value in 2023 and compared to Egypt

Exporters	Imported Value in Million USD	Imported Volume in Thousand Tons	Share in Canada's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/unit)
USA	104	39	40%	9%	-6%	2%	2,644
Italy	68	34	26%	10%	3%	9%	1,993
China	23	11	9%	6%	2%	-12%	2,053
Turkiye	16	20	6%	21%	8%	39%	811
Egypt	0.53	0.47	-	82%	104%	180%	1,128



[Trade Map - List of supplying markets for the product imported by Canada in 2023.xls - Google Sheets](#)

To explore the market access conditions in Canada: [Market Access Map](#)

There, you can find comprehensive information about the market entry requirements and regulations in Canada.





# Somalia Market Mirror Data

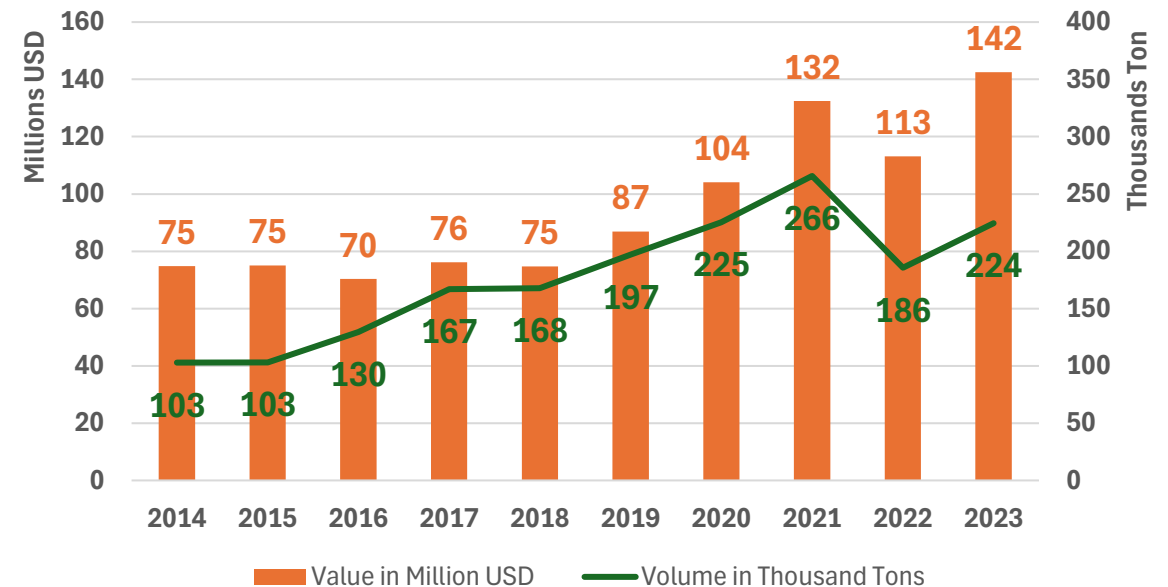
## Overview of Somalia's Import Performance in 2023 (Trade Map)

- Somalia's imports represent 2.2%.
- Its ranking in world imports is 9<sup>th</sup>.
- Total Imports: 142 Million USD
- Import Quantity: 225 thousand tons
- Unit Value(USD/unit): 635

## Annual Growth Analysis

- Annual Growth Value (2019-2023): 17%
- Annual Growth Quantity (2019-2023): 5%
- Annual Growth Value (2022-2023): 50%

## Somalia's Uncooked Pasta : Volume and Value (2014-2023)



Source: ITC (Trade Map)

[Trade\\_Map\\_List\\_of\\_supplying\\_markets\\_for\\_the\\_product\\_imported\\_by\\_Somalia\\_in\\_2023\\_\(Mirror\).xlsx - Google Sheets](#)

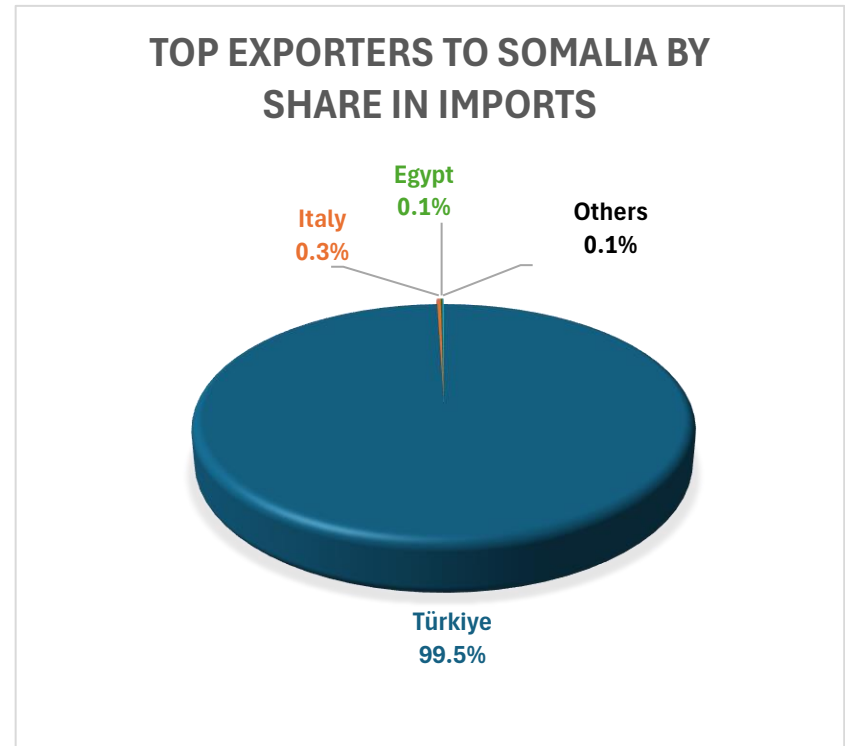
[Trade\\_Map\\_-\\_List\\_of\\_supplying\\_markets\\_for\\_a\\_product\\_imported\\_by\\_Somalia\\_\(Mirror\).xlsx - Google Sheets](#)

[Trade\\_Map\\_-\\_List\\_of\\_supplying\\_markets\\_for\\_a\\_product\\_imported\\_by\\_Somalia\\_\(Mirror\) \(1\).xlsx - Google Sheets](#)

# Top Exporters to Somalia

## Top Exporters to Somalia by Share in Imports: Import Value, Volume, and Unit Value Compared to Egypt

Exporters	Imported Value in USD	Imported Volume in Tons	Share in Somalia's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/unit)
Türkiye	142 million	224000	99.5%	17%	5%	50%	634
Italy	438000	410	0.3%	-1%	-11%	21%	1,068
Egypt	186000	117	0.1%	-16%	-25%	280%	1,590



The quantities shown in light green and unit value are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

[Trade\\_Map\\_List\\_of\\_supplying\\_markets\\_for\\_the\\_product\\_imported\\_by\\_Somalia\\_in\\_2023\\_\(Mirror\).xlsx](#) - Google Sheets

To explore the market access conditions in Somalia: [Market Access Map \(macmap.org\)](#)

There, you can find comprehensive information about the market entry requirements and regulations in Somalia.

# Conclusion

- **Global Demand and Growth:** The global demand for uncooked pasta (HS code 190219) reached \$6.4 billion and 4.6 million tons in 2023, with an annual growth rate of 11% in value and 3% in volume between 2019 and 2023. Egypt's exports in this category totaled \$113 million in 2023.
- **Key Importing and Exporting Markets:** Major importing markets include the USA (15%), Germany (10%), France (8%), the UK (7%), Japan (5%), Canada (4%), Korea (3%), and the Netherlands (3%), collectively accounting for approximately 54% of global imports. Leading exporters are Italy (50%), Türkiye (13%), and Thailand (3%), together making up 66% of global exports. Egypt ranks 8th in global exports with a 2% share. Notably, the USA, the largest importer with \$936 million (465,000 tons), is only the fifth-largest exporter, with \$169 million (96,000 tons) and a 3% share of global exports, highlighting a significant trade imbalance and high domestic demand for uncooked pasta.
- **Export Potential for Egypt:** According to the Export Potential Map, United States, Canada and Somalia are the markets with the greatest potential for Egypt's exports of HS code 190219, the USA having the largest gap between potential and actual exports, leaving room for an additional \$20 million, Canada \$12 Million and Somalia 11 million.

# Conclusion following

- **USA Market Analysis:** In 2023, the USA imported \$936 million worth of uncooked pasta (465,000 tons), accounting for 15% of global imports and making it the largest importer. Italy, Canada, and Mexico were the top exporters to the USA, with Italy leading at 53% (\$492 million, 230,000 tons), Canada (10%), and Mexico (7%). Despite this, the USA was only the fifth-largest exporter, with \$169 million (96,000 tons), showing a trade imbalance. Egypt's exports to the USA were modest at \$4 million (5,000 tons) but showed impressive growth rates of 39% in value and 28% in volume from 2019 to 2023, with a notable 150% increase in value from 2022 to 2023.
- **Canada Market Analysis:** In 2023, Canada imported \$259 million (127,000 tons) of uncooked pasta, ranking 6th globally and making up 4% of world imports. The top suppliers were the USA (40% share, \$104 million, 39,000 tons), Italy (26%), and China (9%). Egypt's exports to Canada reached 53 Thousands USD, marking significant growth, with an 82% increase in value and 104% in volume from 2019 to 2023, and an impressive 180% jump in value from 2022 to 2023.
- **Somalia Market Analysis:** In 2023, Somalia ranked 9th globally in imports of uncooked pasta, representing 2.2% of world imports. Türkiye dominated the market with 99.5% share (\$142 million, 224,000 tons), showing significant growth rates of 17% in value and 5% in volume from 2019 to 2023, with a 50% increase in value from 2022 to 2023. Italy and Egypt had minimal shares, with Italy accounting for 0.3% (\$438,000, 410 tons) and Egypt for 0.1% (\$186,000, 117 tons). Egypt's exports saw a substantial 280% increase in value from 2022 to 2023. These figures highlight Türkiye's dominance and the marginal roles of Italy and Egypt in the Somali market.

## References

- **General Organization for Export and Import Control (GOEIC)**
- **ITC (International Trade Centre)**
- **Trade Map**
- **Market Access Map**
- **Export Potential Map**

## Appendix

- [Uncooked Pasta Attachments - Google Drive](#)

## FEC Market Intelligence Unit :

For more details, please check our website:

[www.feceg.com](http://www.feceg.com)

Facebook Page: Food Export Council

Email: [foodexportcouncil@feceg.com](mailto:foodexportcouncil@feceg.com)



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