



Exploring the Global Demand for Prepared or Preserved tomatoes and Egypt's Export Potential

HS Code: 200290

September 2024



Agenda

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Global Imports and Trend Analysis

- Top Importing Markets Globally
- Top Exporting Markets Globally

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- Saudi Arabia Market

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Product Overview

Product name: Tomatoes, prepared or preserved otherwise than by vinegar or acetic acid (excl. whole or in pieces)

HS Code: 200290

- This category includes various tomato-based products such as tomato paste, puree, sauce, and tomato concentrate. These products are essential in culinary applications, ranging from making pasta sauces and soups to being used as condiments and ingredients in processed foods.

Source: ITC (Trade Map)



Introduction

This report examines the global demand for prepared or preserved tomatoes, with a particular emphasis on Egypt's export potential in this industry. Our analysis centers on HS code 200290, which had a global export value of 5.2 billion USD in 2023. Another related category, Tomato Ketchup and Other Tomato Sauces (HS code 210320) had a global export value of 2.6 billion USD in 2023.

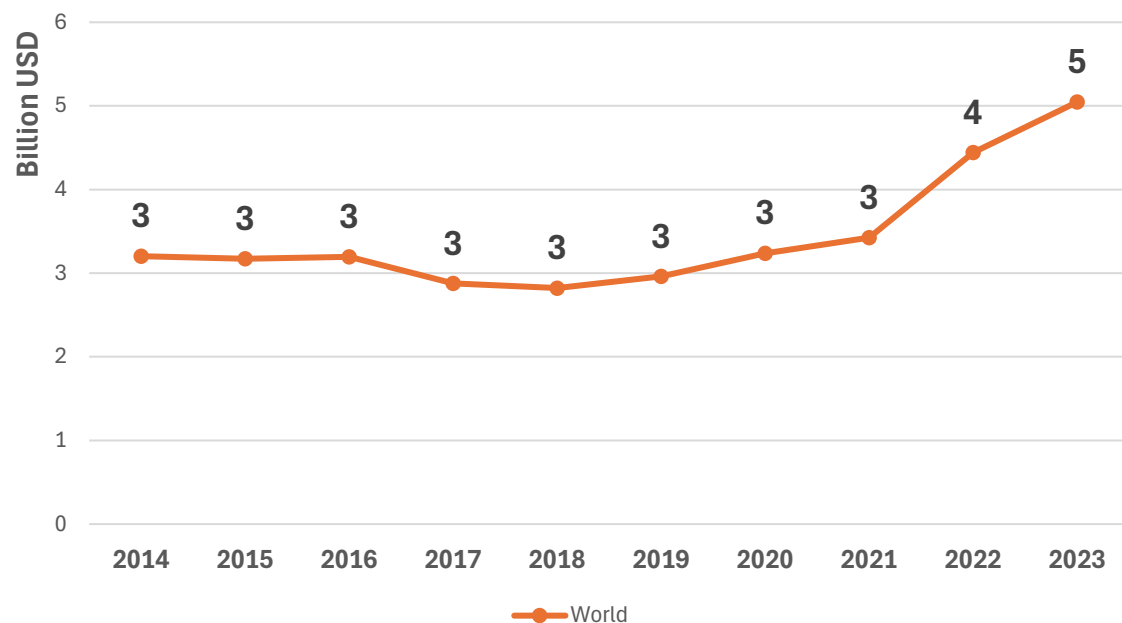
In 2023, Egypt's exports under HS code 200290 amounted to 92 million USD and 65 thousand tons in volume. Meanwhile, under HS code 210320 Egypt exported \$82 million in value and 57 thousand tons in volume. Our report is centered on HS code 200290.

Does Egypt have growth opportunities in the tomato prepared and preserved sector (HS code 200290)? Which countries offer the greatest potential for expanding Egypt's exports in this product category?

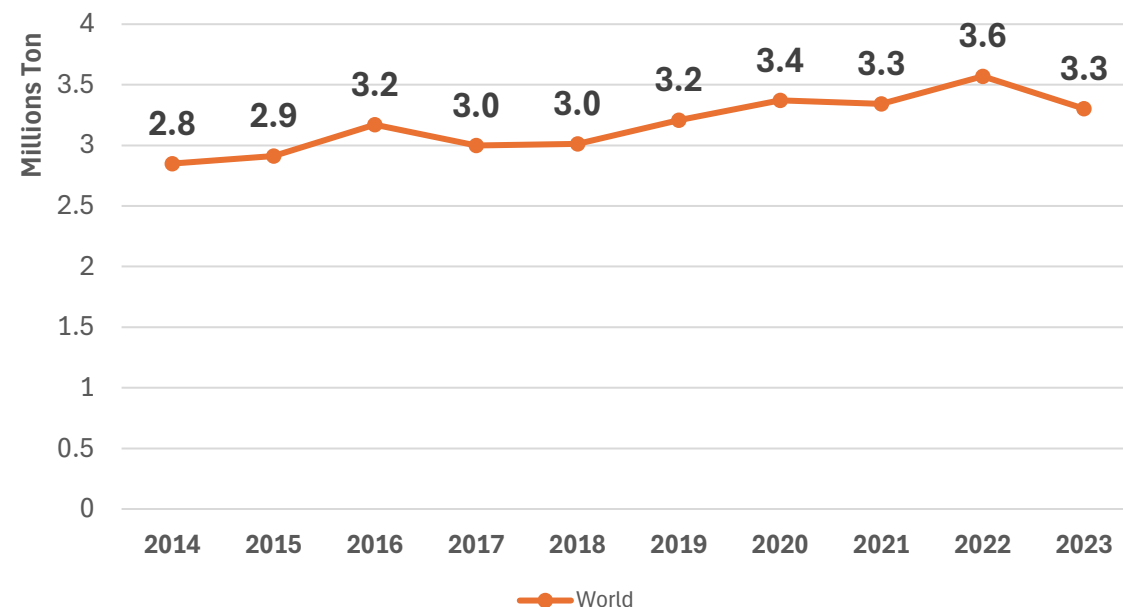


Global Imports and Trend Analysis

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



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



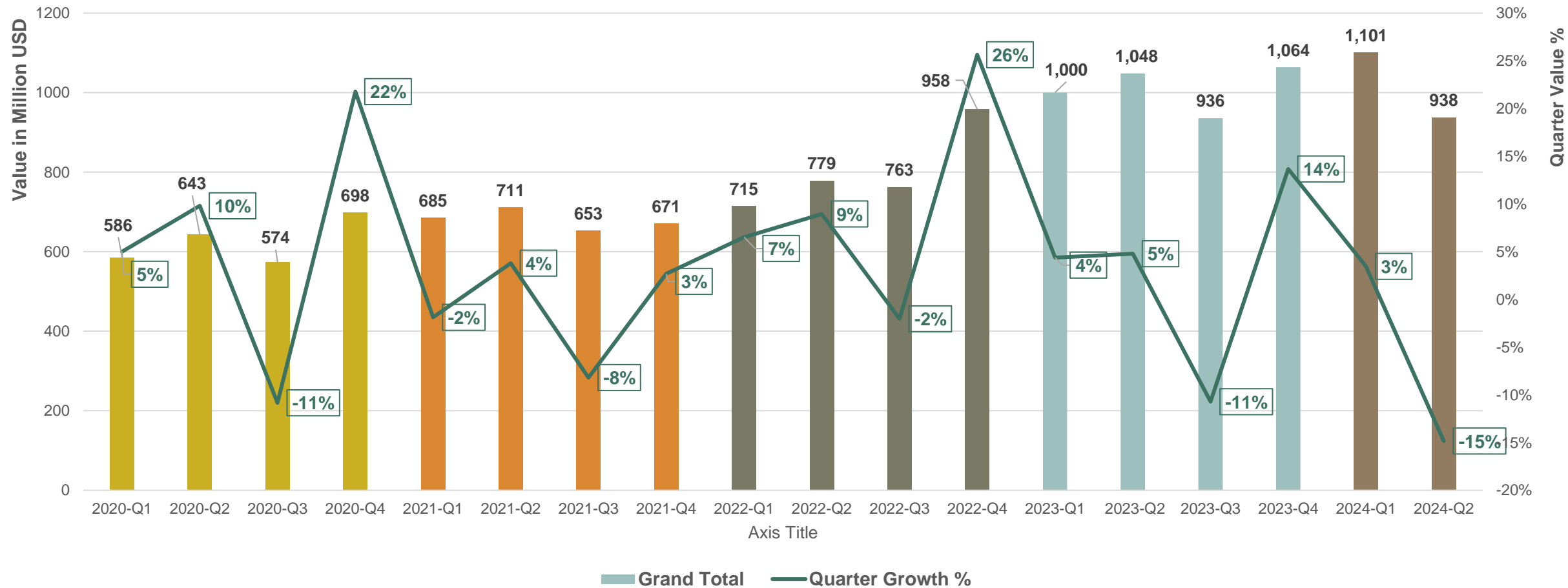
During the examination of global imports and trends, it was observed that the total import value for 2023 amounted to 5 billion USD, accompanied by a corresponding quantity of 3.3 million tons. Between 2019 and 2023, import values demonstrated an annual growth rate of 18%, while import quantities showed an annual growth of 4%, suggesting an upward trajectory in prices throughout this timeframe.

Source: ITC (Trade Map)



Analysis of Global Import Value from Q1 2020 to Q2 2024

Analysis of Global Imports and Trends from Q1 2020 to Q2 2024



The graph shows fluctuating import trends from Q1 2020 to Q2 2024, with periods of growth and decline. Notable increases occurred in Q4 2020, Q4 2022, Q4 2023, and Q1 2024. while significant drops were observed in Q3 2020, Q3 2023, and Q2 2024.

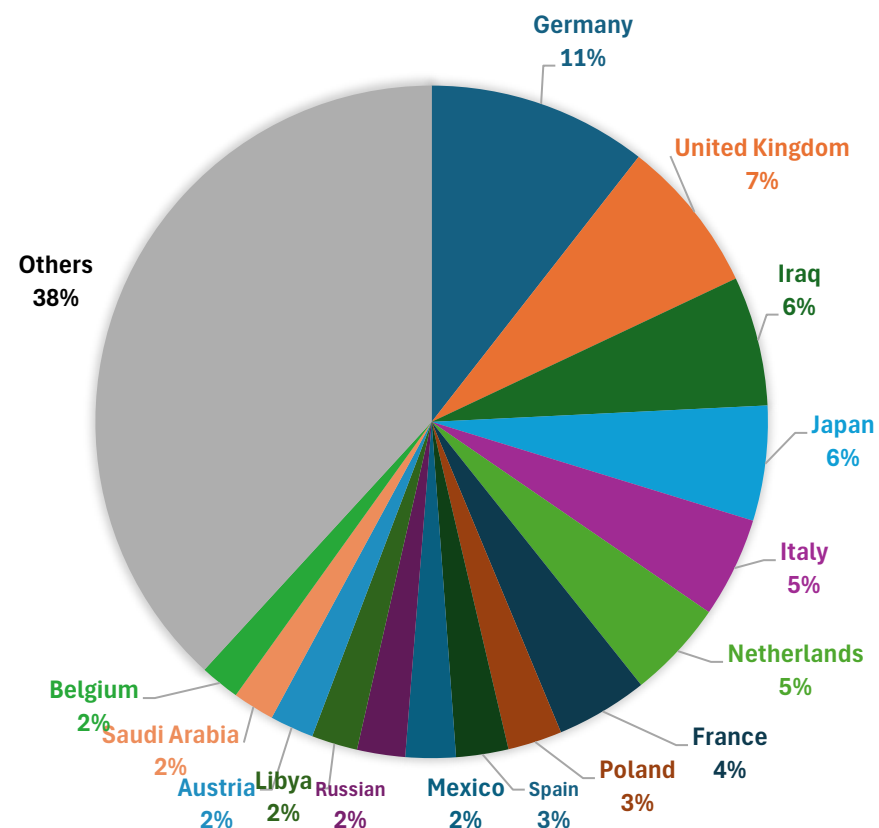
Source: ITC (Trade Map)



Top Importing Markets Globally in 2023

Country	Imported Value in million USD	Imported Quantity in Thousand Tons	Share in Global Imports	Annual Growth (Value, 2019-2023)	Annual Growth (Quantity, 2019-2023)	Annual Growth (Value, 2022-2023)	Unit value (USD/unit)
Germany	531	291	11%	19%	3%	29%	1,825
UK	373	200	7%	25%	6%	23%	1,864
Iraq	314	257	6%	35%	30%	-18%	1,219
Japan	280	146	6%	12%	-1%	42%	1,915
Italy	240	159	5%	24%	5%	22%	1,513
Netherlands	235	149	5%	20%	6%	38%	1,576
France	220	126	4%	17%	3%	32%	1,744

TOP IMPORTING MARKETS GLOBALLY

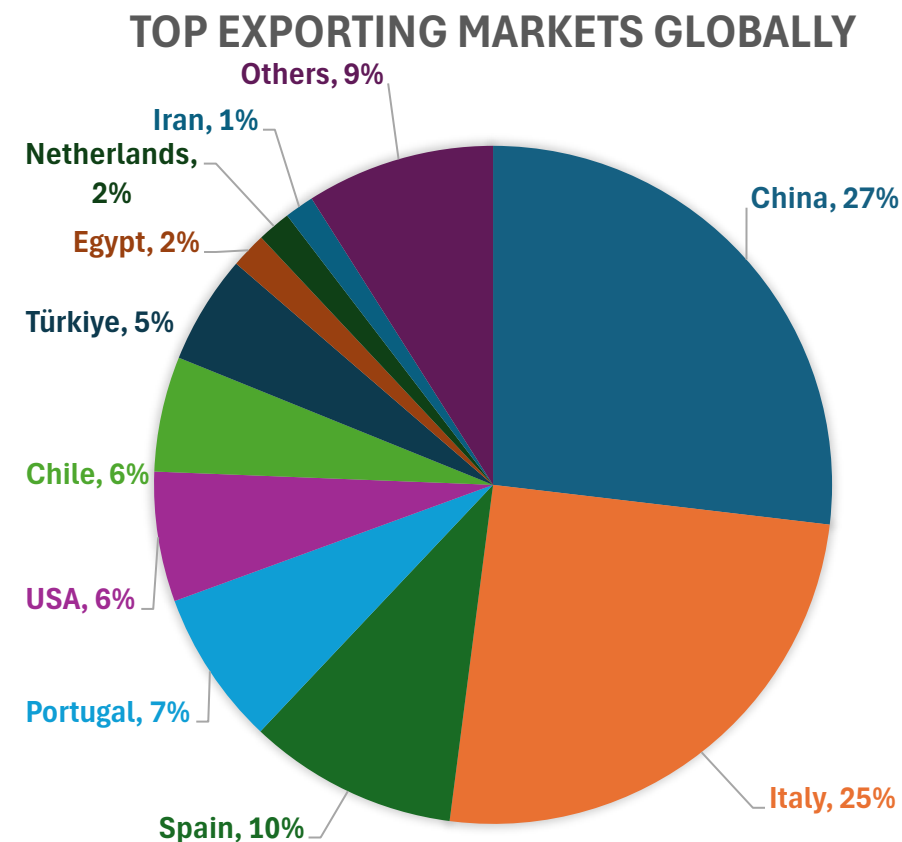


Major importing markets such as the Germany, UK, Iraq, Japan, Italy, Netherlands and France collectively represented a substantial share of approximately 44% of global imports in 2023.

Source: ITC (Trade Map)

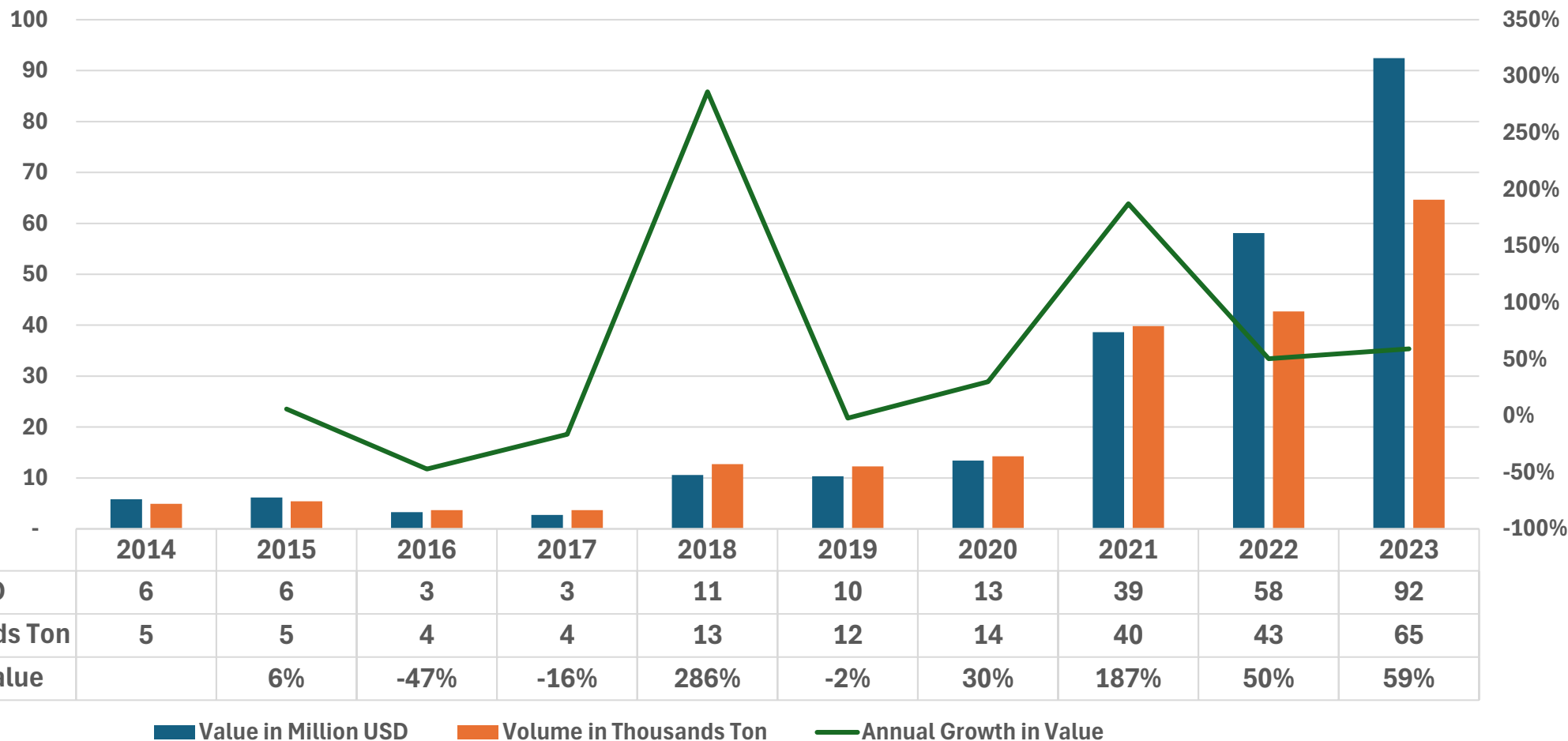
Top Exporting Markets Globally in 2023

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)
China	1,407	1,247	27%	18%	7%	54%	1,128
Italy	1,322	743	25%	13%	-1%	25%	1,779
Spain	523	278	10%	8%	-10%	7%	1,882
Portugal	387	219	7%	16%	-3%	23%	1,770
USA	323	317	6%	8%	1%	9%	1,021
Chile	289	160	6%	17%	-5%	45%	1,803
Turkiye	271	171	5%	21%	11%	-42%	1,587
Egypt	91	56	2%	80%	59%	58%	1,627



Overview of Egypt's Export Development

Egypt Tomato Prepared or Preserved: Value and Volume (2014-2023) GOEIC

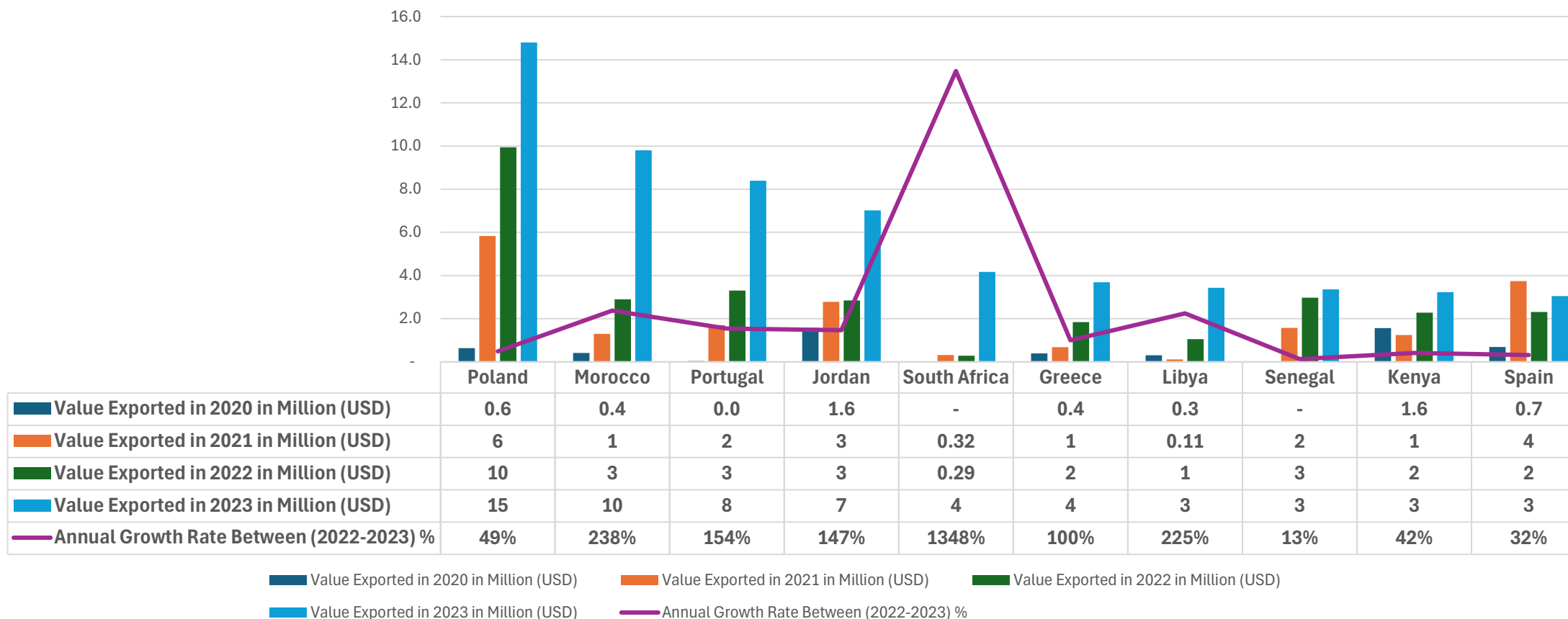




Egypt Export Global

Egypt prepared or preserved tomatoes: Top Export Destinations and Growth Trends in 2023 – GOEIC

Egypt Tomato Prepared or Preserved: Top Export Destinations and Growth Trends in 2023





Egypt Export Global

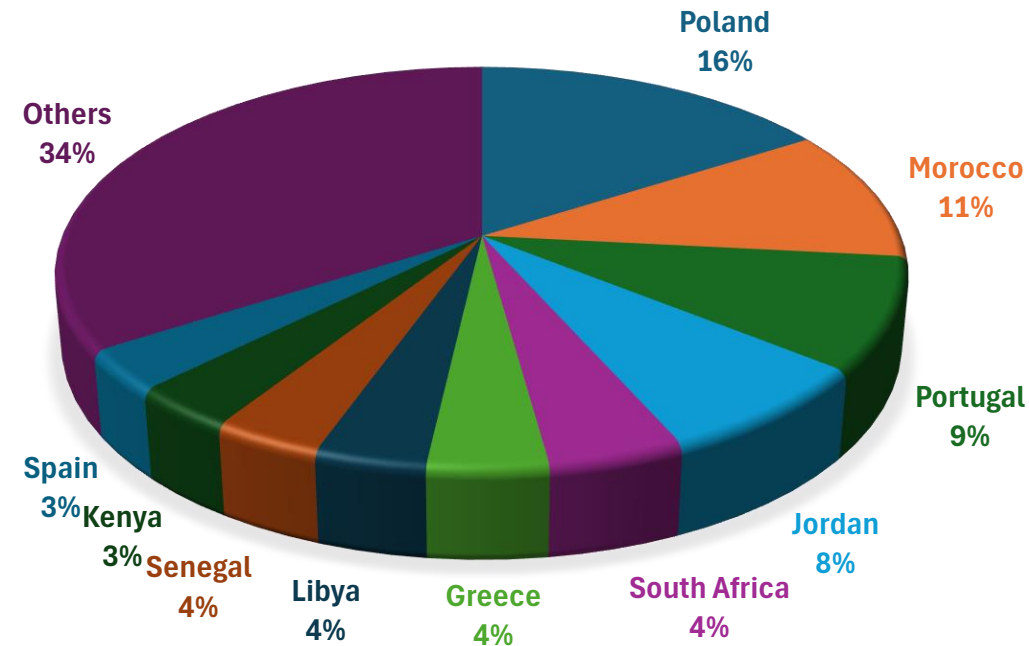
Global Export Position in 2023 (Trade Map)

- Egypt's Share in Global Exports: 1.7%
- Egypt's World Ranking for prepared or preserved tomatoes: 8th

Export Performance of Egypt's Prepared Tomatoes with Average Unit value (USD/unit) (2023)

Country	Export Value (2023) in Million USD	Export Quantity (2023)	Share in Egypt's Export	Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/unit) in 2023
Poland	15	9,411	16%	49%	1,563
Morocco	10	6,208	11%	238%	1,526
Portugal	8	5,693	9%	154%	1,486
Jordan	7	5,641	8%	147%	1,234
South Africa	4	2,625	4%	1348%	1,566
Greece	4	2,577	4%	100%	1,509
Libya	3	2,460	4%	225%	1,387
Senegal	3	2,542	4%	13%	1,305
Kenya	3	2,142	3%	42%	1,531
Spain	3	2,103	3%	32%	1,398

EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2023 GOEIC DATA

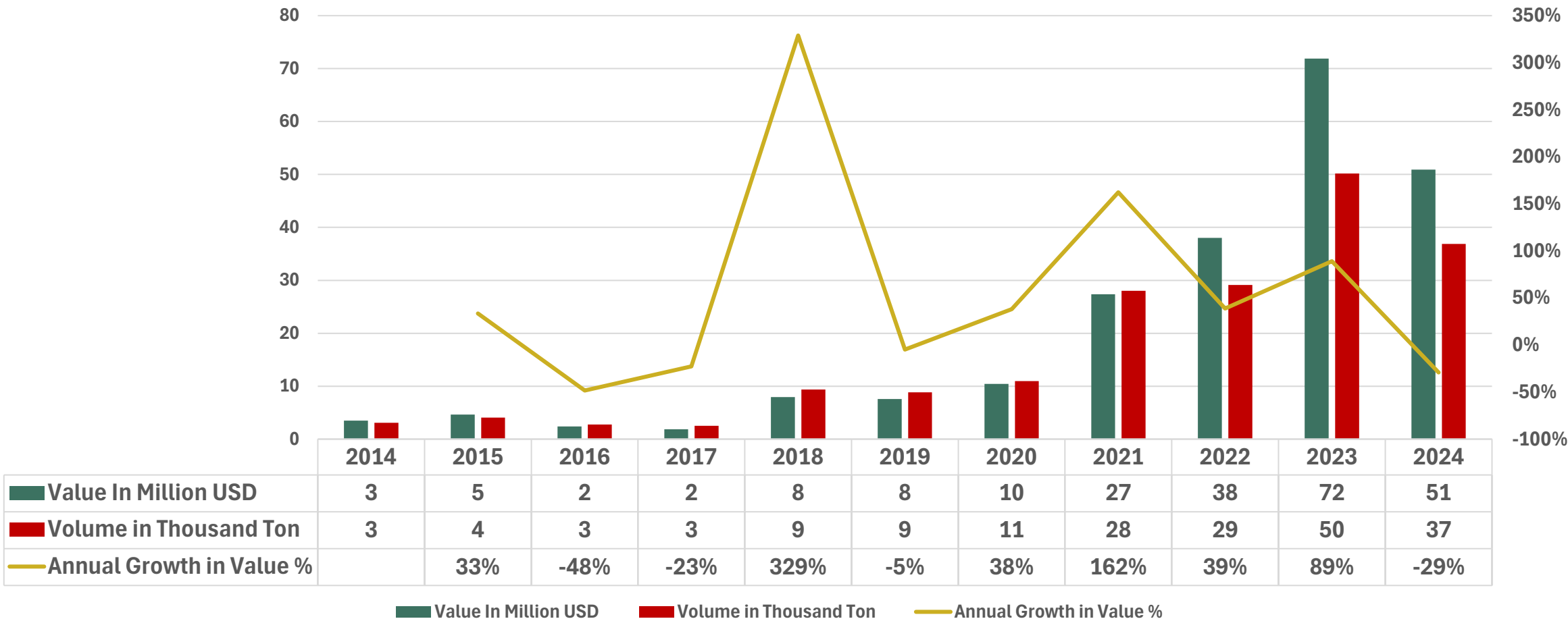


The average unit price is approximately 1,450.

Source: Trade map, GOEIC

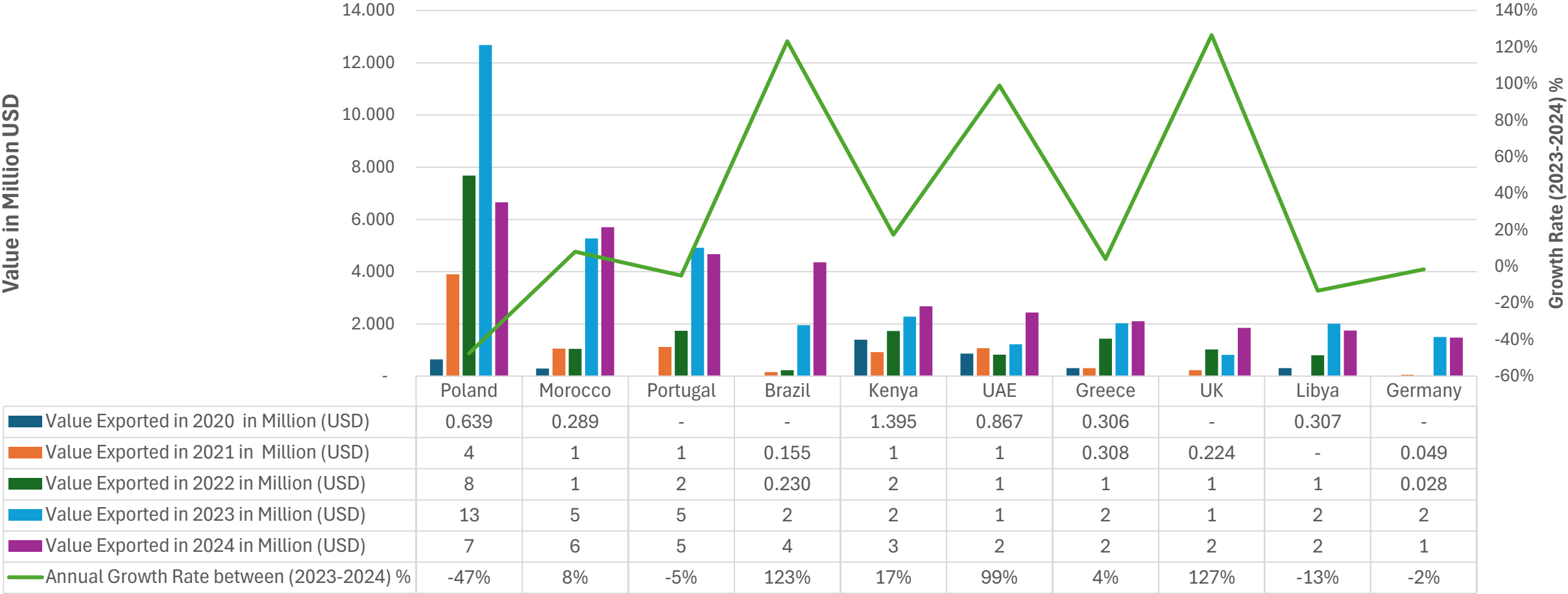
"Egypt's Exports of Tomato prepared or preserved During the First 9 Months of Each Year"

"Egypt's Exports of Tomato prepared or preserved During the First 9 Months of Each Year"
from (Jan - Sep)



Egypt's Exports Top Destinations of Tomato Ketchup During the First 9 Months of Each Year" from(Jan - Sep)

Egypt's Exports top destinations of Tomato Prepared During the First 9 Months of Each Year" from(Jan - Sep)



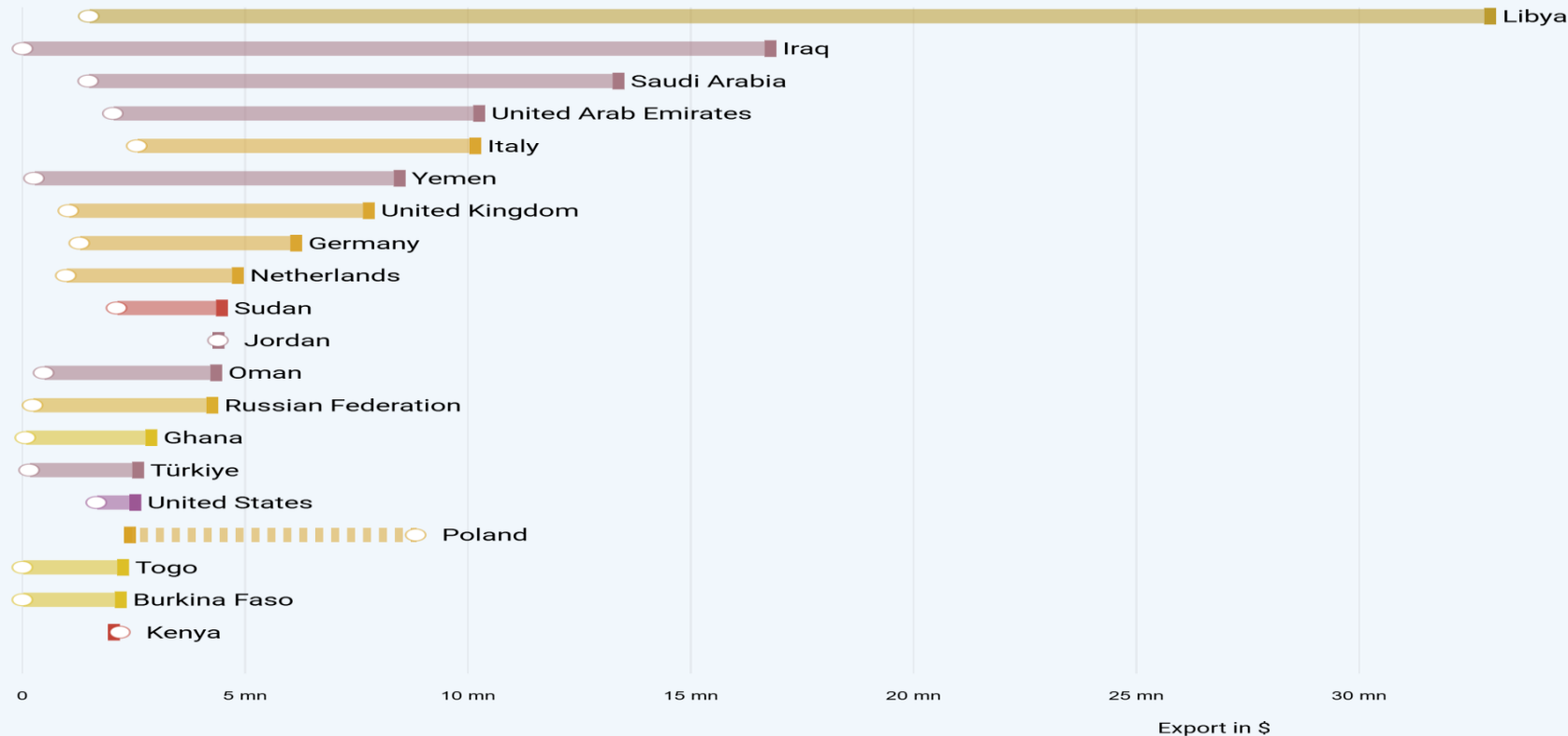


Top Markets for Egypt in Terms of Export Potential

Markets with potential for Egypt's exports of Tomatoes, prepared/preserved, n.e.s.

Legend

- Export potential
- Actual exports
- Potential to actual exports gap
- Middle East
- Northern Africa
- EU & West Europe
- Western Africa
- Eastern Africa
- East Europe & Central Asia
- North America













ITC Export Potential Map
exportpotential.intracen.org

Key findings

The markets with greatest potential for Egypt's exports of 200290 Tomatoes, prepared/preserved, n.e.s. are Libya, Iraq and Saudi Arabia. Libya shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$31 mn. [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
	Libya	\$33 mn	\$1.5 mn	\$31 mn	0%	None
	Iraq	\$16 mn	\$3.8 k	\$16 mn	N/A	N/A
	Saudi Arabia	\$13 mn	\$1.5 mn	\$12 mn	5%	0%
	UAE	\$9.9 mn	\$2 mn	\$7.9 mn	5%	0%
	Italy	\$9.9 mn	\$2.6 mn	\$7.3 mn	14.40%	0%
	Yemen	\$8.2 mn	\$259 K	\$7.9 mn	5%	0%
	UK	\$7.5 mn	\$1 mn	\$6.4 mn	14%	0%
	Germany	\$5.8 mn	\$1.3 mn	\$4.6 mn	14.40%	0%
	Netherlands	\$4.5 mn	\$975 k	\$3.5 mn	14.40%	0%
	Sudan	\$4.2 mn	\$2.1 mn	\$2.1 mn	3%	0%

Source: ITC (Market Access Map)



Libya Market

Mirror Data

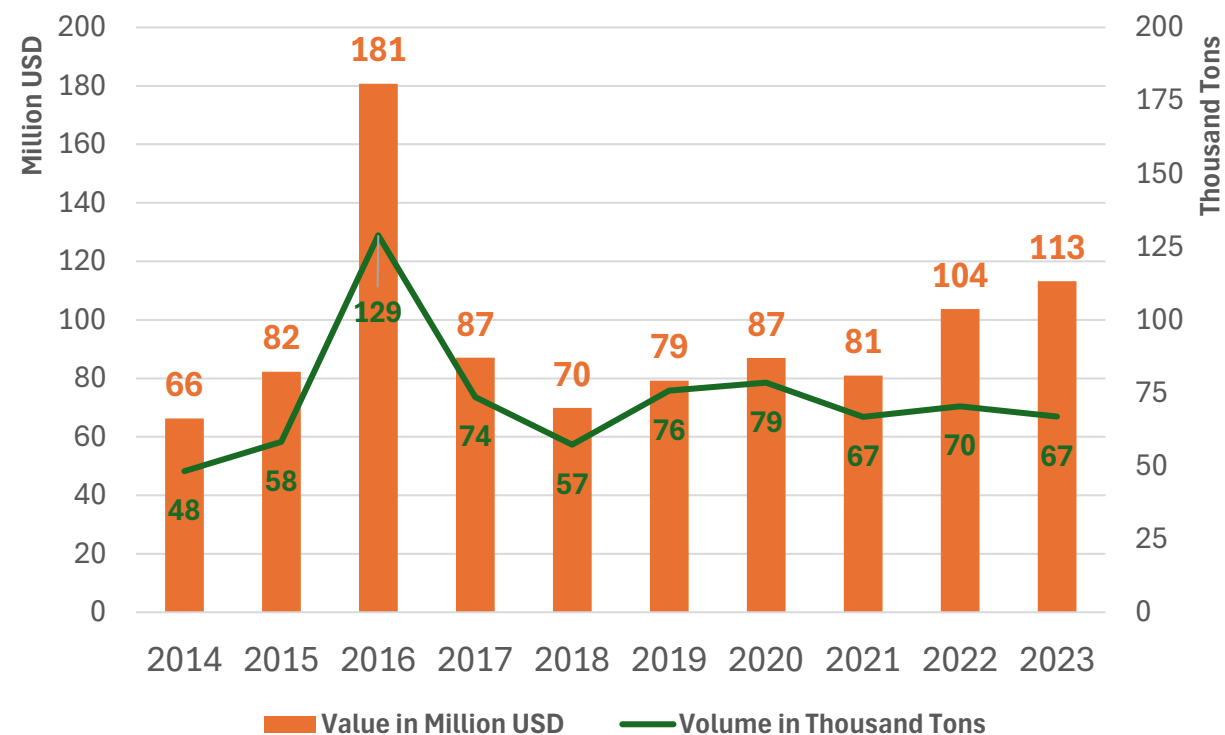
Overview of Libya Import Performance in 2023 (Trade Map)

- Libya's imports represent 2.2%.
- Its ranking in world imports is 12th
- Total Imports: 113 Million USD
- Import Quantity: 67 Thousand Tons
- Unit Value(USD/unit): 1,692

Annual Growth Analysis

- Annual Growth Value (2019-2023): 9%
- Annual Growth Quantity (2019-2023): -2%
- Annual Growth Value (2022-2023): 9%

Libya Prepared or Preserved Tomatoes: Volume and Value Trends (2014-2023)

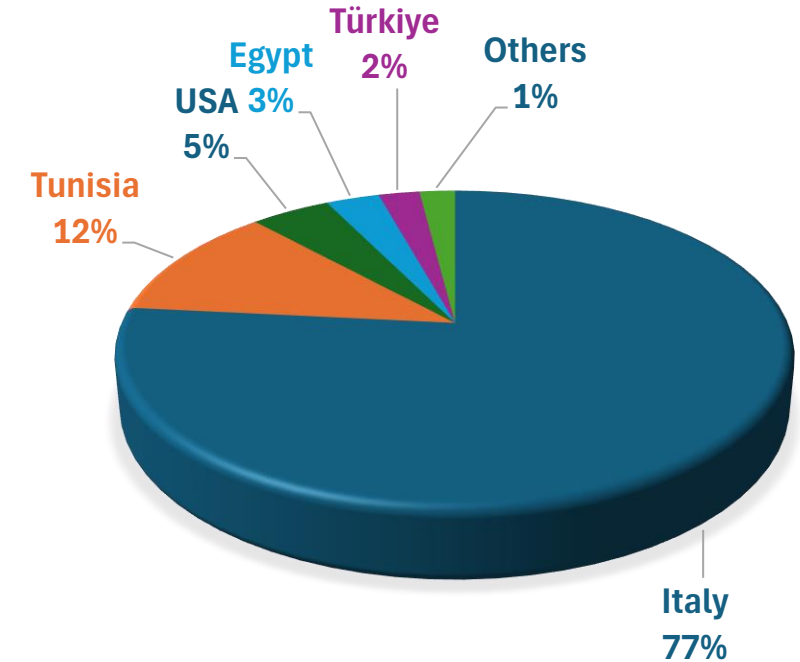


Top Exporters to Libya in 2023

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

Exporters	Imported Value in Million USD	Imported Volume in thousand tons	Share in Libya'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	87	47	77%	4%	-10%	31%	1,833
Tunisia	13	8	12%	67%	58%	-53%	1,552
USA	5	5	5%	34%	22%	83%	1,093
Egypt	3.4	2	3%	188%	156%	225%	1,627
Türkiye	2.6	1.6	2%	19%	14%	-48%	1,623

TOP EXPORTERS TO LIBYA BY SHARE IN IMPORTS



Source: ITC (Trade Map)

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

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



Iraq Market

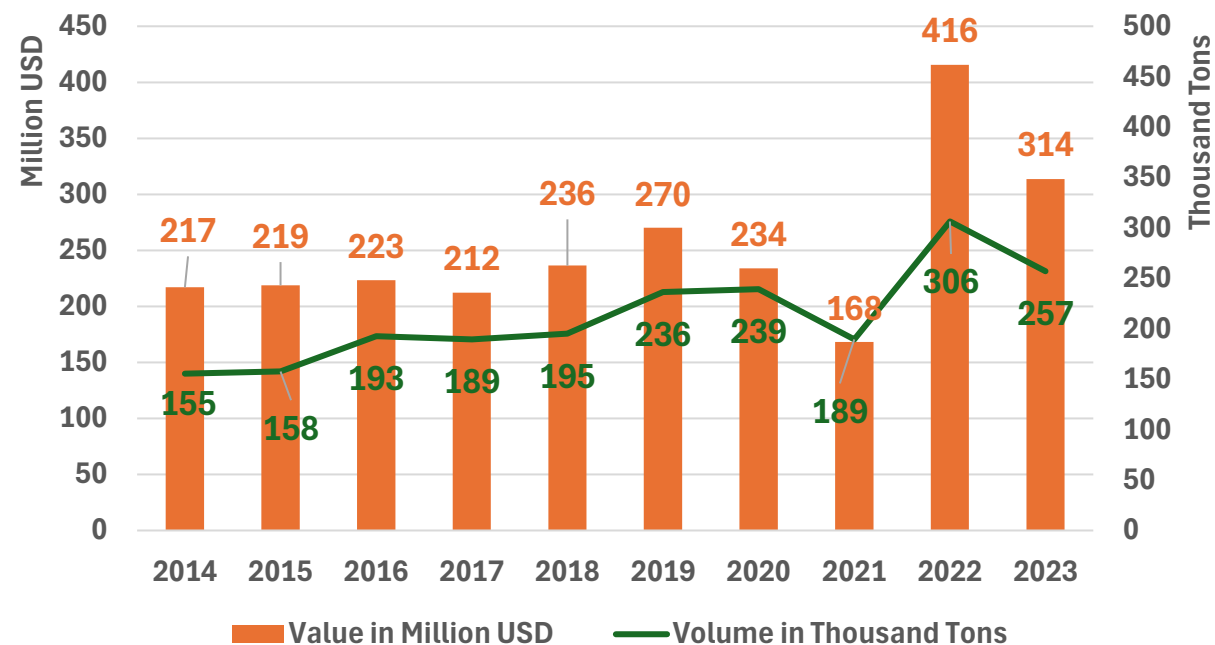
Overview of Iraq's Import Performance in 2023 (Trade Map)

- Iraq's imports represent 6.2%.
- Its ranking in world imports 3rd.
- Total Imports: 314 Million USD
- Import Quantity: 257 thousand tons
- Unit Value(USD/unit): 1,219

Annual Growth Analysis

- Annual Growth Value (2019-2023): 35%
- Annual Growth Quantity (2019-2023): 30%
- Annual Growth Value (2022-2023): -18%

Iraq Prepared or Preserved Tomatoes: Volume and Value Trends (2014-2023)

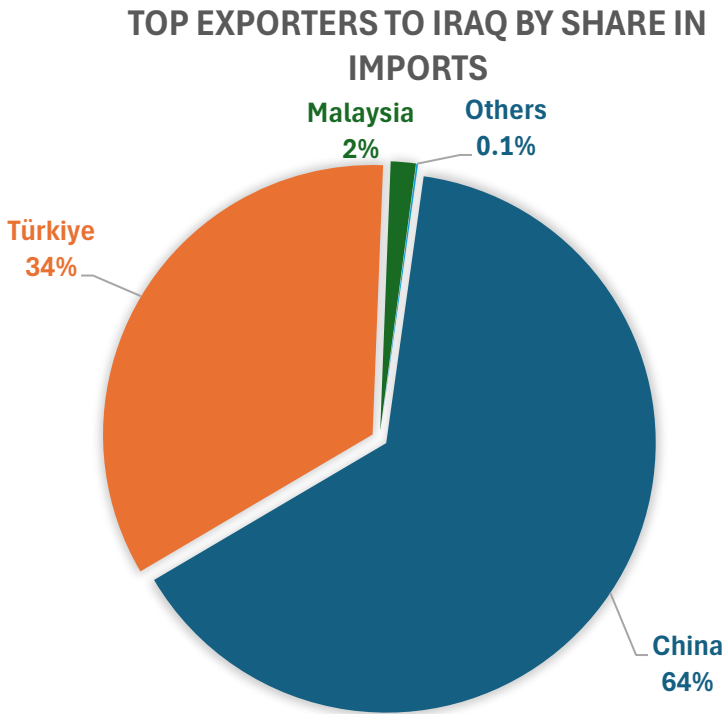


Source: ITC (Trade Map)

Top Exporters to Iraq in 2023

Top Exporters to Iraq by Share in Imports: Import Value, Volume, and Unit Value

Exporters	Imported Value in million USD	Imported Volume in thousand tons	Share in Iraq's Import	Annual Growth in Value (2019-2023_%)	Annual Growth in Volume (2019-2023_%)	Annual Growth in Value (2022-2023_%)	Unit value (USD/unit)
China	202	181	64%	324%	289%	453%	1,113
Türkiye	107	72	34%	9%	0%	-69%	1,488



China and Turkey collectively dominate Iraq's market for prepared or preserved tomatoes, commanding a combined 98% share in import value. These dynamics highlight China's overwhelming dominance in Iraq's market, driven by robust growth and competitive pricing, while Turkey faces challenges in maintaining its foothold due to recent economic conditions impacting export competitiveness.

Source: ITC (Trade Map)





Saudi Arabia Market

Mirror Data

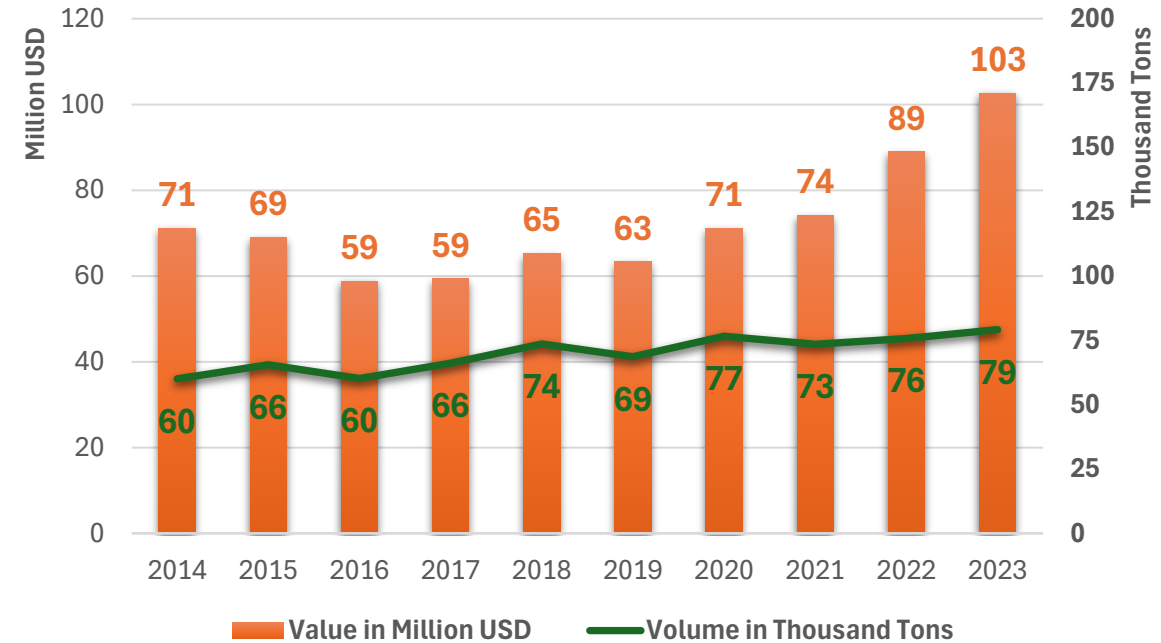
Overview of Saudi Arabia's Import Performance in 2023 (Trade Map)

- Saudi Arabia's imports represent 2%.
- Its ranking in world imports is 14th.
- Total Imports: 103 Million USD
- Import Quantity: 79 Thousands Tons
- Unit Value(USD/unit): 1,297

Annual Growth Analysis

- Annual Growth Value (2019-2023): 17%
- Annual Growth Quantity (2019-2023): 6%
- Annual Growth Value (2022-2023): 79%

Saudi Arabia Prepared or Preserved Tomatoes: Volume and Value Trends (2014-2023)



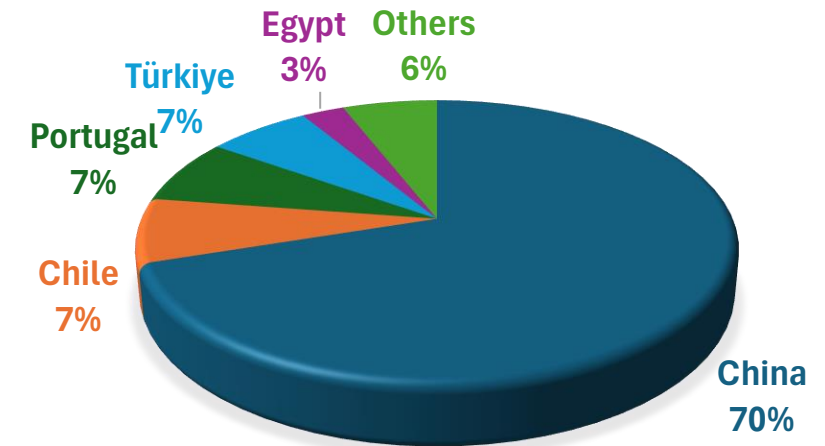
Source: ITC (Trade Map)

Top Exporters to Saudi Arabia in 2023

Top Exporters to Saudi Arabia by Share in Imports: Import Value, Volume, and Unit Value in 2023

Exporters	Imported Value in Million USD	Imported Volume in thousand tons	Share in Saudi Arabia's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/unit)
China	70	59	68%	30%	16%	82%	1,188
Chile	7	5	7%	-13%	-19%	1300%	1,380
Portugal	7	3	7%	7%	-16%	60%	2,108
Türkiye	6.5	4	6%	-5%	-14%	59%	1,548
Egypt	3	1.6	3%	421%	213%	400%	1,626

TOP EXPORTERS TO SAUDI ARABIA BY SHARE IN IMPORTS



Source: ITC (Trade Map)

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

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



Conclusion

- The global demand for prepared or preserved tomatoes, specifically under HS code 200290, reached \$5 billion, with an annual growth rate of 18% in value and 4% in volume between 2019 and 2023. In 2023, Egypt's exports under this HS code totaled \$92 million and 65 thousand tons, with an annual growth in value of 59% from 2022 to 2023.
- Key importers in 2023 included Germany, the UK, Iraq, Japan, Italy, the Netherlands, and France, collectively representing approximately 44% of global imports. Germany accounted for 11%, the UK 7%, Iraq and Japan 6% each, and Italy, the Netherlands, and France 5%, 5%, and 4%, respectively.
- Key exporters in 2023 were China, Italy, Spain, and Portugal, which collectively accounted for 69% of global exports. China held 27%, Italy 25%, Spain 10%, and Portugal 7%. Egypt contributed 2% of global exports, ranking 8th globally. Egypt's exports grew significantly between 2019 and 2023, with an annual value growth rate of 80% and a volume growth rate of 59%.
- According to the Export Potential Map, the markets with the greatest potential for Egypt's exports of prepared/preserved tomatoes (HS code 200290) are Libya, Iraq, and Saudi Arabia. Libya shows the largest absolute difference between potential and actual exports, leaving room to realize additional exports worth \$31 million.

Conclusion **following**

- In Libya, which accounted for 2.2% of the world's imports for prepared or preserved tomatoes and ranked 12th globally in 2023, the market experienced a 9% growth in value and a -2% decline in volume from 2019 to 2023. The top exporters to Libya were Italy (77%), Tunisia (12%), the USA (5%), and Egypt (3%). Egypt exhibited the most remarkable growth, with exports to Libya growing by 188% in value and 156% in volume annually from 2019 to 2023. From 2022 to 2023 alone, Egypt's exports to Libya increased by 225% in value. The unit value of Egyptian exports was \$1,627 per ton.
- In Iraq, the third-largest importer of prepared or preserved tomatoes (accounting for 6.2% of global imports), the market grew by 35% in value and 30% in volume between 2019 and 2023. The top exporters to Iraq were China (64%) and Turkey (34%), commanding a combined 98% of the market share. These dynamics highlight China's dominance in Iraq, driven by robust growth and competitive pricing.
- The Saudi Arabian market, which accounted for 2% of world imports for HS code 200290 in 2023 and ranked 14th globally, experienced a 17% growth in value and a 6% growth in volume between 2019 and 2023. From 2022 to 2023, imports into Saudi Arabia increased by 79% in value. Leading exporters to Saudi Arabia were China (68%), Chile (7%), Portugal (7%), and Turkey (6%), while Egypt accounted for 3% of the market share. Egypt demonstrated significant growth, with an annual increase of 421% in value and 213% in volume, and a 400% rise from 2022 to 2023, establishing itself as a competitive player in the Saudi market.

References

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

Appendix

- [Prepared or Preserved Tomatoes Report Attachments - Google Drive](#)

FEC Market Intelligence Unit :

For more details, please check our website:

www.feceg.com

Facebook Page: Food Export Council

Email: foodexportcouncil@feceg.com



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