



Exploring the Global Demand for Tomato ketchup and other tomato sauces: Egypt's Export Potential

HS Code: 210320

September 2024



Agenda

Product Overview

Introduction

Global Imports and Trend Analysis

- Top Importing Markets Globally
- Top Exporting Markets Globally

Overview of Egypt's Export

Recommended Markets

- UAE Market
- UK Market
- Saudi Arabia Market

Conclusion

Recommendations



Product Overview

Product name: Tomato ketchup and other tomato sauces

HS Code: 210320

- **Tomato Ketchup:** Thick, tangy condiment made from tomatoes, vinegar, sugar, and spices.
- **Other Tomato Sauces:** Includes a variety of sauces primarily made from tomatoes, such as pasta sauces, pizza sauces, enchilada sauces, and marinara sauces.

Source: ITC (Trade Map)



Introduction

This report examines the global demand for tomato ketchup and other tomato sauces, focusing on HS code 210320, which had a global export value of 2.6 billion USD in 2023. Another related category, Prepared or Preserved Tomatoes (HS code 200290), had a global export value of 5 billion USD in 2023.

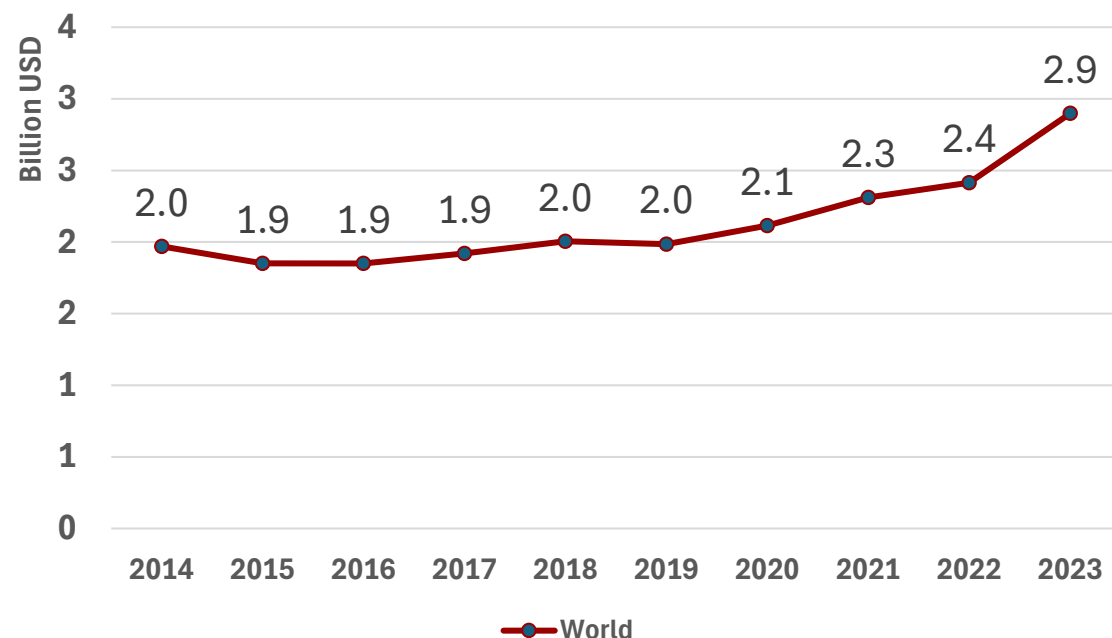
In 2023, Egypt's exports under HS code 210320 amounted to \$82 million in value and 57 thousand tons in volume. Meanwhile, under HS code 200290 Egypt exported \$92 million in value and 64 thousand tons in volume. Our report is centered on HS code 210320.

Does Egypt have growth opportunities in the tomato ketchup and sauces sector (HS 210320)? Which countries offer the greatest potential for expanding Egypt's exports in this product category?

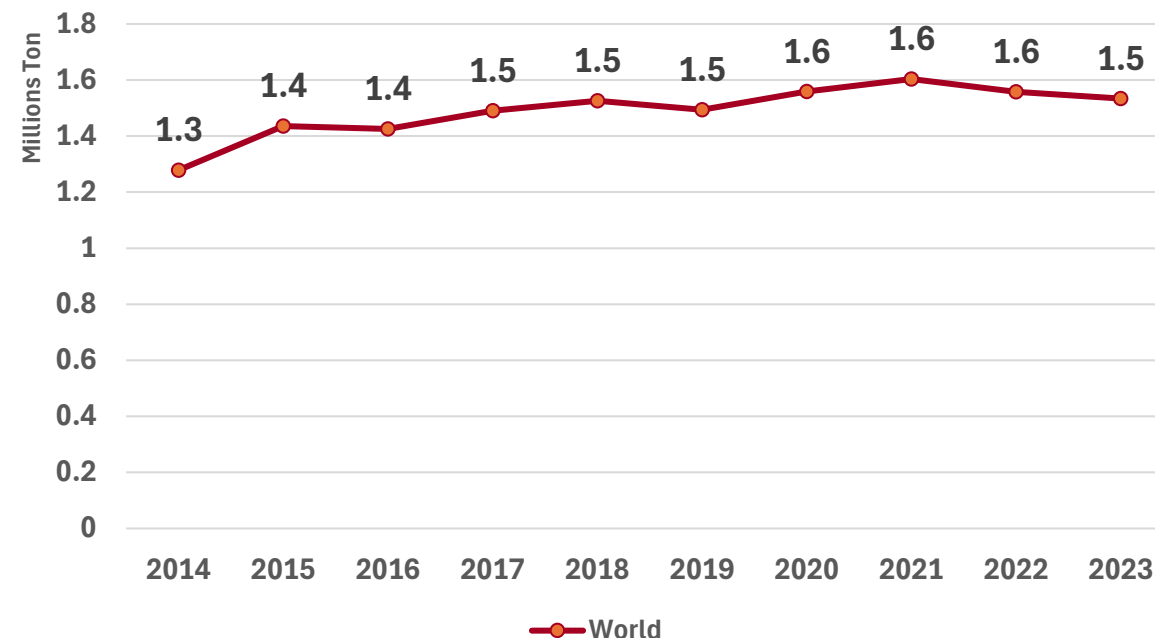


Global Imports and Trend Analysis

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 **2.9 billion USD**, accompanied by a corresponding quantity of **1.5 million tons**. Between 2019 and 2023, import values demonstrated an annual growth rate of **10%**, while import quantities showed an annual growth of **1%**, suggesting an upward trajectory in prices throughout this timeframe.

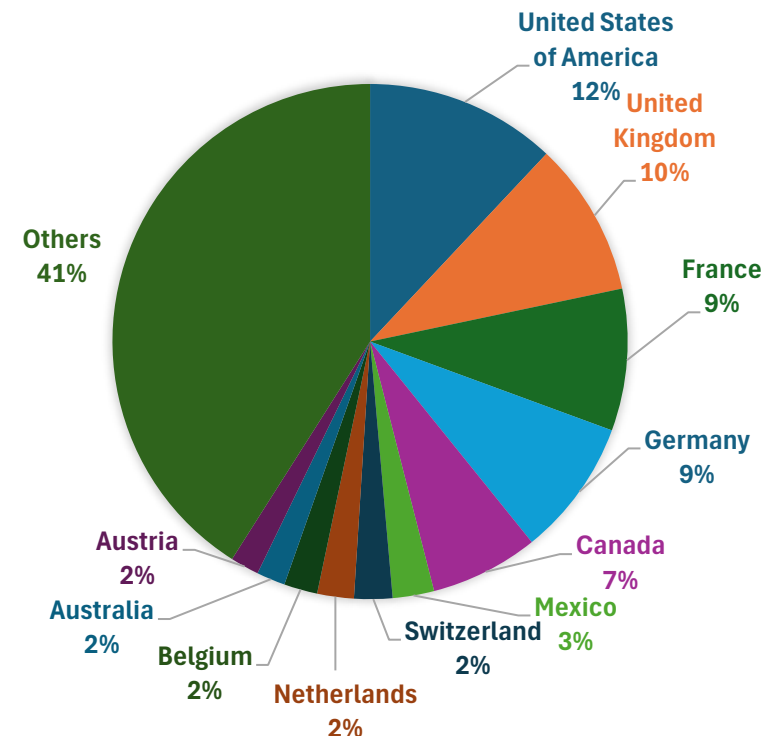
Source: ITC (Trade Map)



Top Importing Markets Globally in 2023

Country	Import Value in Million USD	Import Quantity in Thousands 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	349	135	12%	47%	32%	206%	2,590
UK	281	177	10%	10%	0%	27%	1,592
France	257	139	9%	5%	-3%	24%	1,850
Germany	250	139	9%	7%	0%	13%	1,796
Canada	198	103	7%	4%	-10%	16%	1,915

TOP IMPORTING MARKETS GLOBALLY

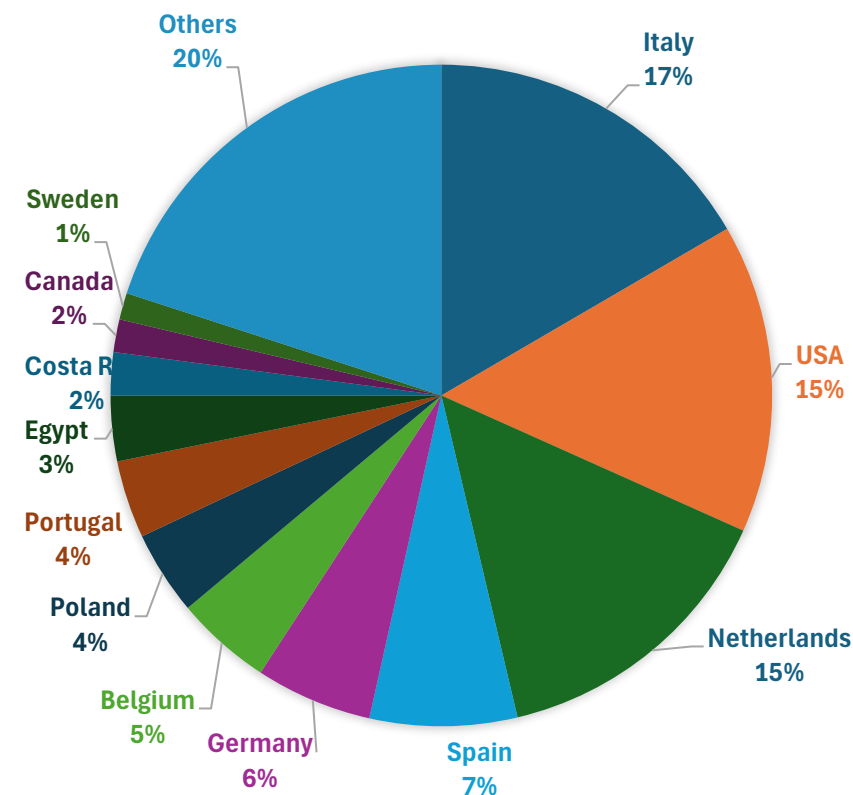


Major importing markets such as the USA, UK, France, Germany, Canada, and Mexico collectively represented a substantial share of approximately 50% of global imports in 2023.

Top Exporting Markets Globally in 2023

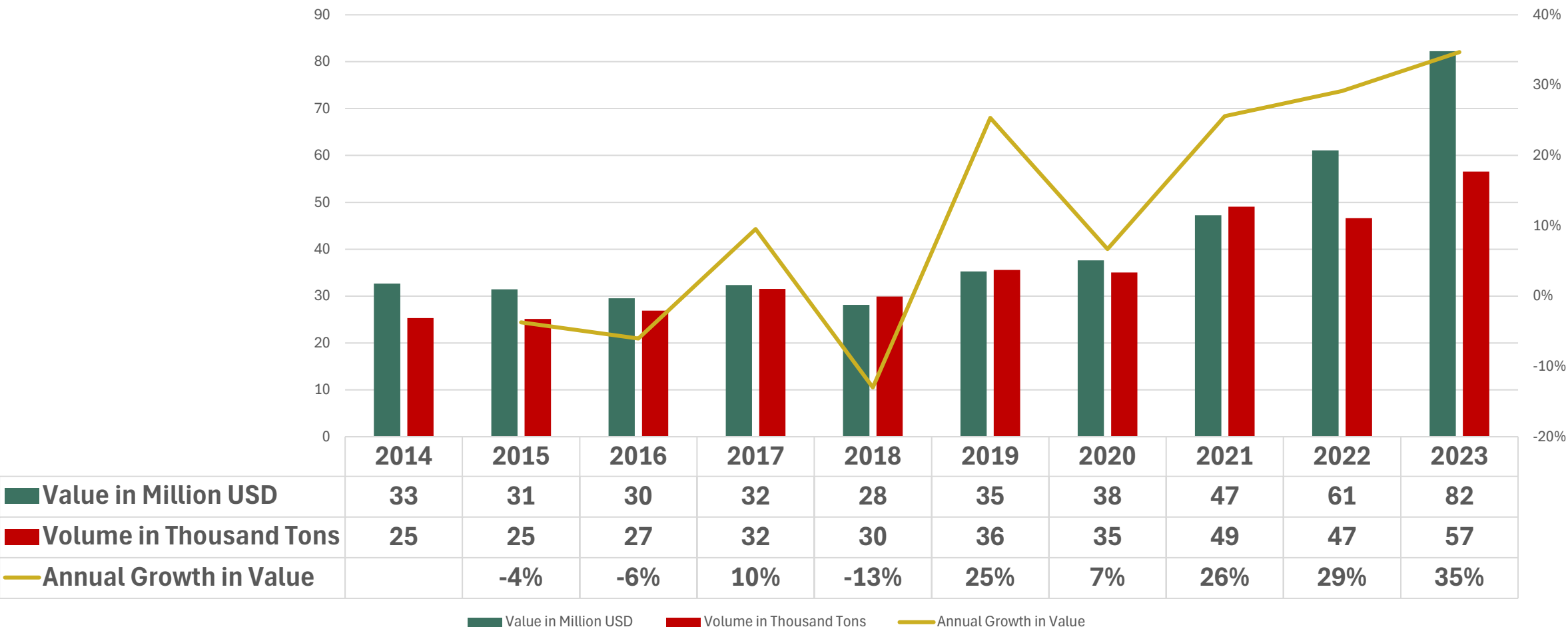
Country	Export Value in Million USD	Export Quantity in Thousand Tons	Share in Global Exports	Annual Growth in Value (2019-2023)	Annual Growth in Quantity (2019-2023)	Annual Growth in Value (2022-2023)	Unit value (USD/unit)
Italy	430	173	17%	11%	2%	21%	2,491
USA	391	341	15%	5%	2%	17%	1,145
Netherlands	379	274	15%	10%	7%	-15%	1,384
Spain	186	113	7%	20%	6%	47%	1,648
Germany	148	69	6%	2%	-7%	40%	2,138
Belgium	121	54	5%	15%	10%	19%	1,906
Poland	106	58	4%	7%	-4%	17%	1,834
Portugal	98	71	4%	38%	21%	46%	1,381
Egypt	83	48	3%	24%	16%	36%	1,732

TOP EXPORTING MARKETS GLOBALLY



Overview of Egypt's Export Development

Egypt Tomato Sauce: Volume and Value (2014-2023) GOEIC

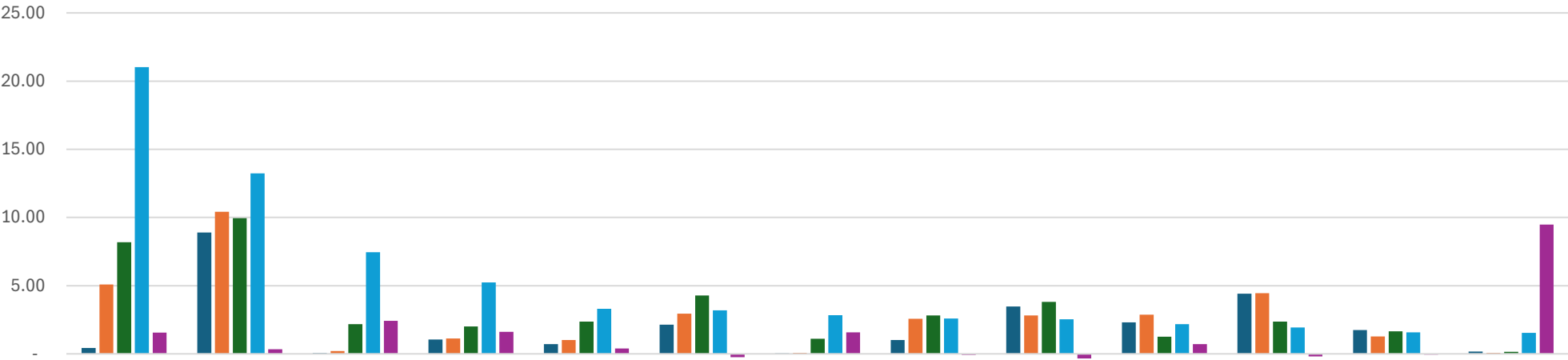


Source: GOEIC



Egypt Tomato Ketchup and Tomato Sauce: Top Export Destinations and Growth Trends in 2023 – GOEIC

Egypt Tomato Sauce: Top Export Destinations and Growth Trends in 2023



(5.00)	Sudan	Morocco	Libya	USA	South Africa	Rwanda	Puerto Rico	Palestine	UAE	Jordan	Saudi Arabia	Kenya	UK
Value Exported in 2020 in Million (USD)	0.42	8.90	0.05	1.06	0.71	2.13	0.04	1.02	3.47	2.31	4.42	1.75	0.17
Value Exported in 2021 in Million (USD)	5.09	10.42	0.21	1.13	1.01	2.95	0.08	2.57	2.82	2.87	4.46	1.28	0.08
Value Exported in 2022 in Million (USD)	8.19	9.95	2.17	2.01	2.36	4.27	1.10	2.82	3.81	1.26	2.36	1.65	0.15
Value Exported in 2023 in Million (USD)	21.02	13.24	7.45	5.23	3.30	3.19	2.83	2.60	2.53	2.17	1.94	1.57	1.54
Annual Growth Rate Between (2022-2023) %	157%	33%	242%	161%	40%	-25%	158%	-8%	-34%	72%	-18%	-5%	948%

■ 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 Between (2022-2023) %



Egypt Export Global

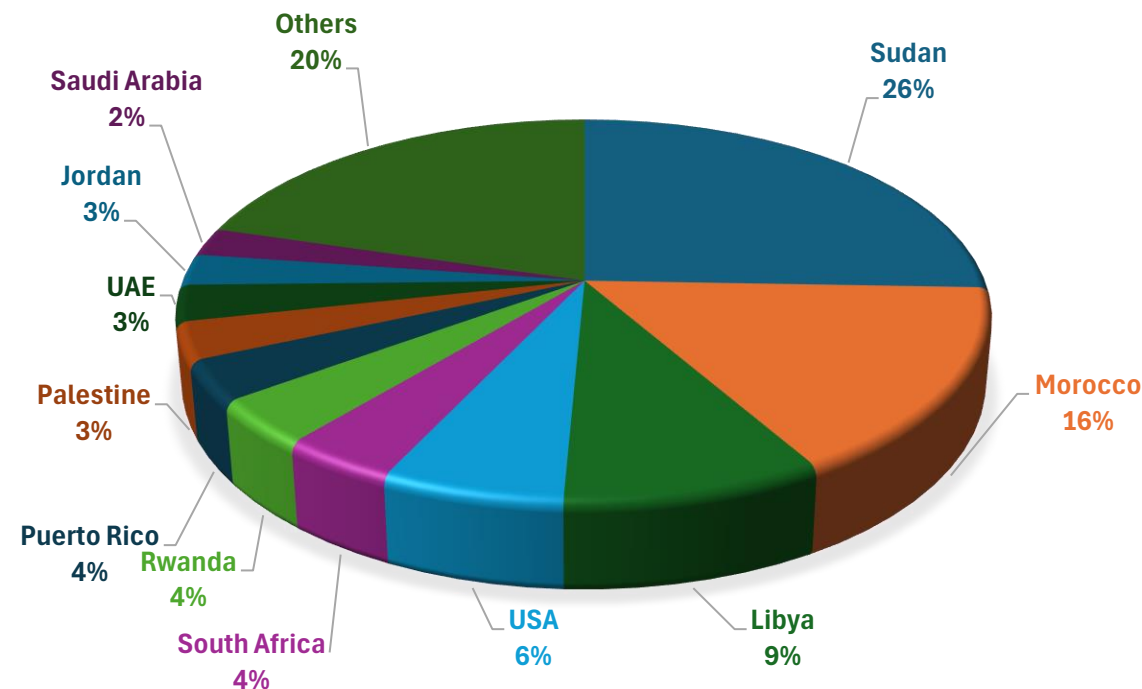
Global Export Position in 2023 (Trade Map)

- Egypt's Share in Global Exports: 3.2%
- Egypt's World Ranking for tomato ketchup and sauce: 9th

Egypt Exports of Tomato Ketchup: Top Export Destinations and Growth Trends in 2023 – GOEIC

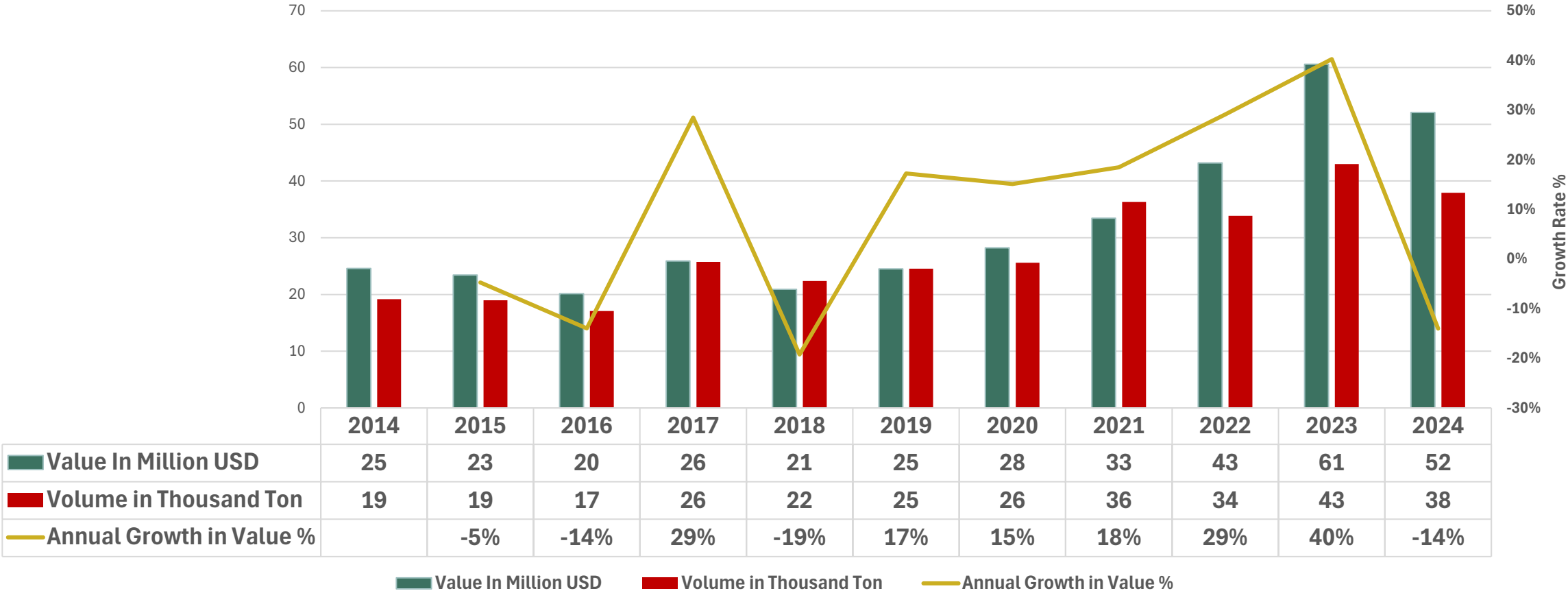
Country	Export Value 2023 in Million USD	Export Quantity in thousand Ton	Share in Egypt's Export	Compound Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/unit) in 2023
Sudan	21	14	26%	157%	1,385
Morocco	13	7	16%	33%	1,996
Libya	7	5	9%	242%	1,583
USA	5	4	6%	161%	1,324
South Africa	3	2	4%	40%	1,451
Rwanda	3	2	4%	-25%	1,455
Puerto Rico	3	2	4%	158%	1,455

EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2023 GOEIC DATA



"Egypt's Exports of Tomato Ketchup During the First 9 Months of Each Year"

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

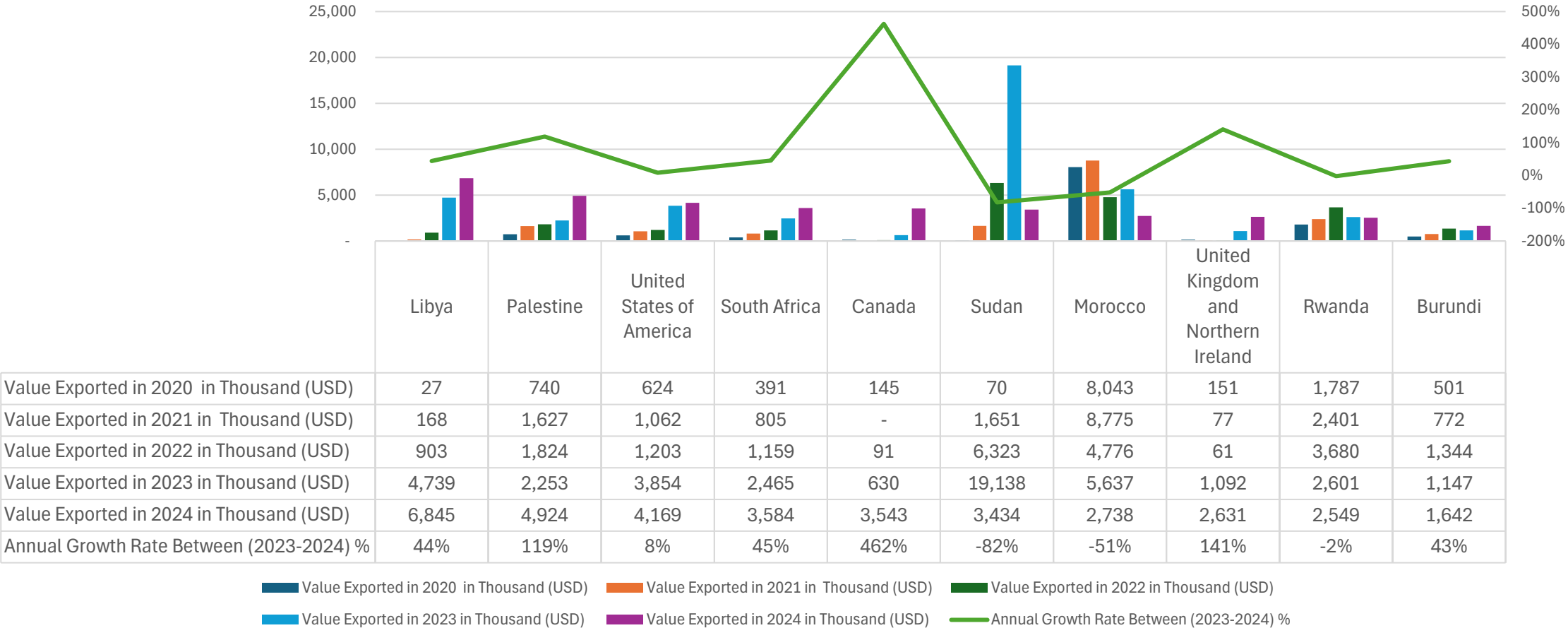


Source: GOEIC



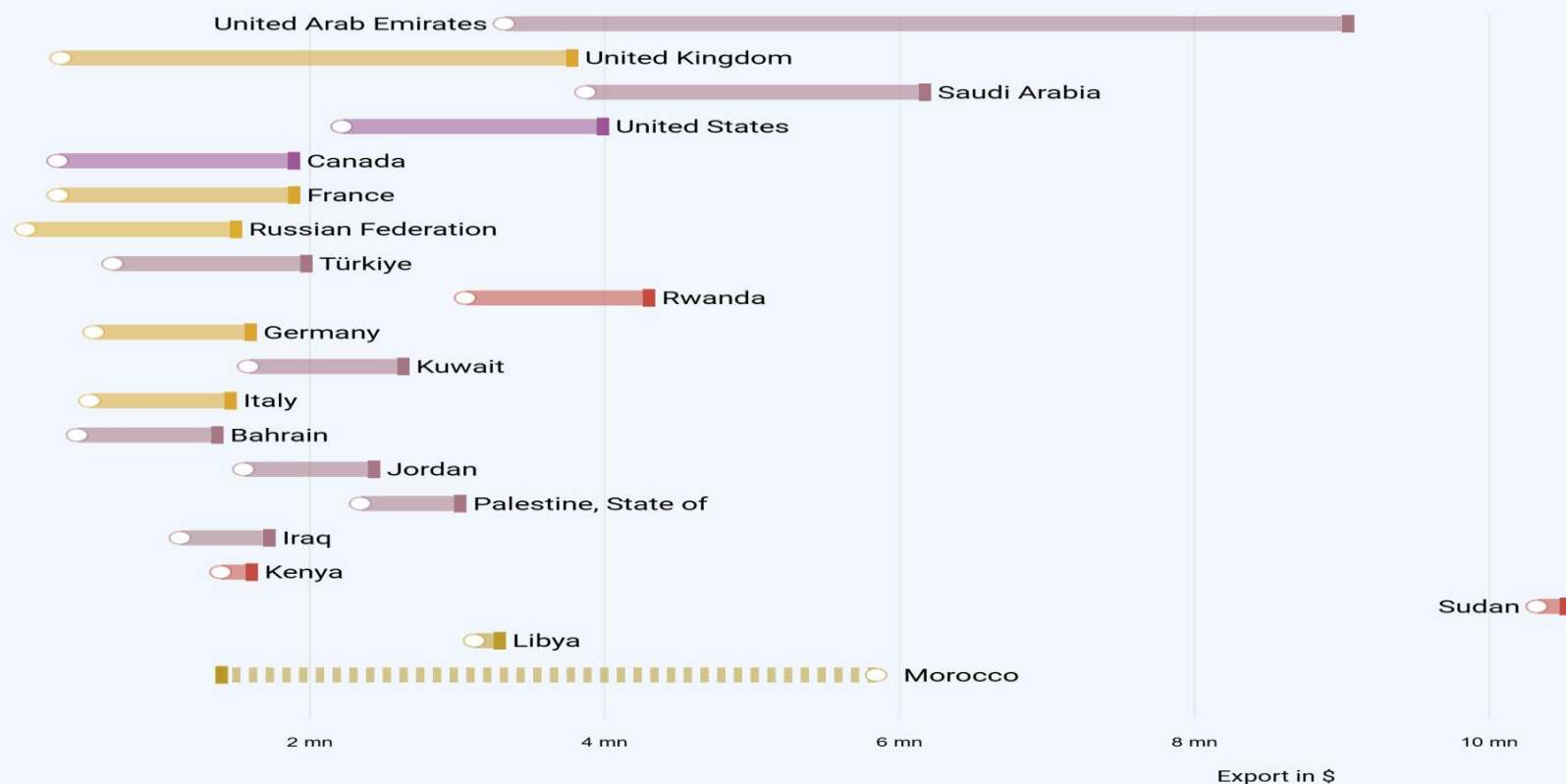
Egypt's Exports Top Destinations of Tomato Ketchup During the First 9 Months of Each Year" from(Jan - Sep)

Egypt's Exports Top Destinations of Tomato Ketchup 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 Tomato ketchup & sauces

Legend

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









ITC Export Potential Map
exportpotential.intracen.org

Key findings

The markets with greatest potential for Egypt's exports of 210320 Tomato ketchup & sauces are United Arab Emirates, United Kingdom and Saudi Arabia. United Arab Emirates shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$5.6 mn. [Export Potential Map \(intracen.org\)](https://exportpotential.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
	UAE	\$8.9 mn	\$3.3 mn	\$5.6 mn	5%	0%
	UK	\$3.7 mn	\$310 k	\$3.4 mn	10%	0%
	Saudi Arabia	\$6.1 mn	\$3.9 mn	\$2.2 mn	12%	0%
	USA	\$3.9 mn	\$2.2 mn	\$1.7 mn	6%	0% GSP
	Canada	\$1.8 mn	\$288 k	\$1.5 mn	12.5%	None
	France	\$1.8 mn	\$290 k	\$1.5 mn	10.20 %	0%
	Russian Federation	\$1.4 mn	\$70 k	\$1.3 mn	10%	7.5%
	Türkiye	\$1.9 mn	\$662 k	\$1.2 mn	10.20 %	None

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

Source: ITC (Market Access Map)



UAE Market Mirror Data

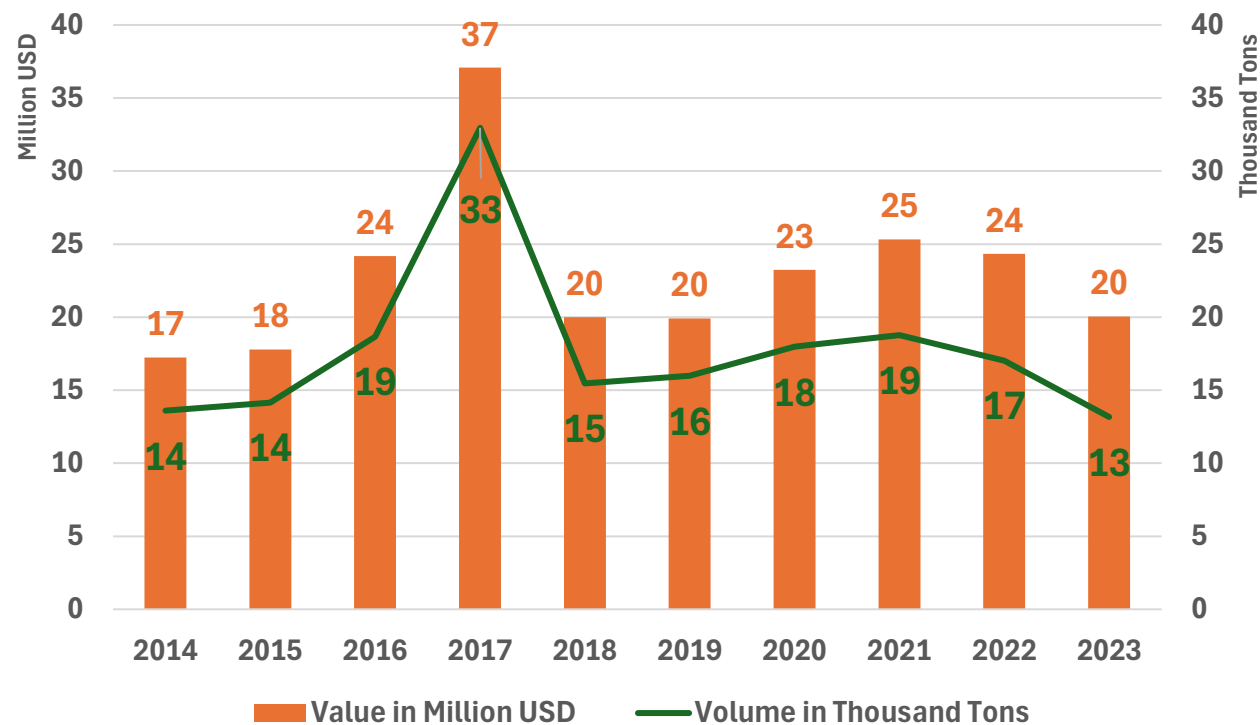
Overview of UAE Import Performance in 2023 (Trade Map)

- UAE's imports represent 0.7%.
- Its ranking in world imports is 29th
- Total Imports: 20 Million USD
- Import Quantity: 13,168 tons
- Unit Value(USD/unit): 1,522

Annual Growth Analysis

- Annual Growth Value (2019-2023): 7%
- Annual Growth Quantity (2019-2023): 0%

UAE Tomato Sauce: Value and Volume Trends (2014-2023)



Top Exporters to UAE

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

Exporters	Import ed Value in Million USD	Imported Volume in 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/un it)	Average tariff (estimated) applied by UAE (%)
Italy	4	1,908	20%	54%	50%	80%	2,121	5%
Netherlands	3.7	3,744	18%	20%	22%	52%	975	5%
USA	2.6	2,301	13%	-8%	-12%	-31%	1,113	5%
Egypt	2.5	1,462	13%	-8%	-14%	-36%	1,732	0%
Spain	1.8	823	9%	44%	28%	141%	2,171	5%

Source: ITC (Trade Map)

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

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





United Kingdom Market

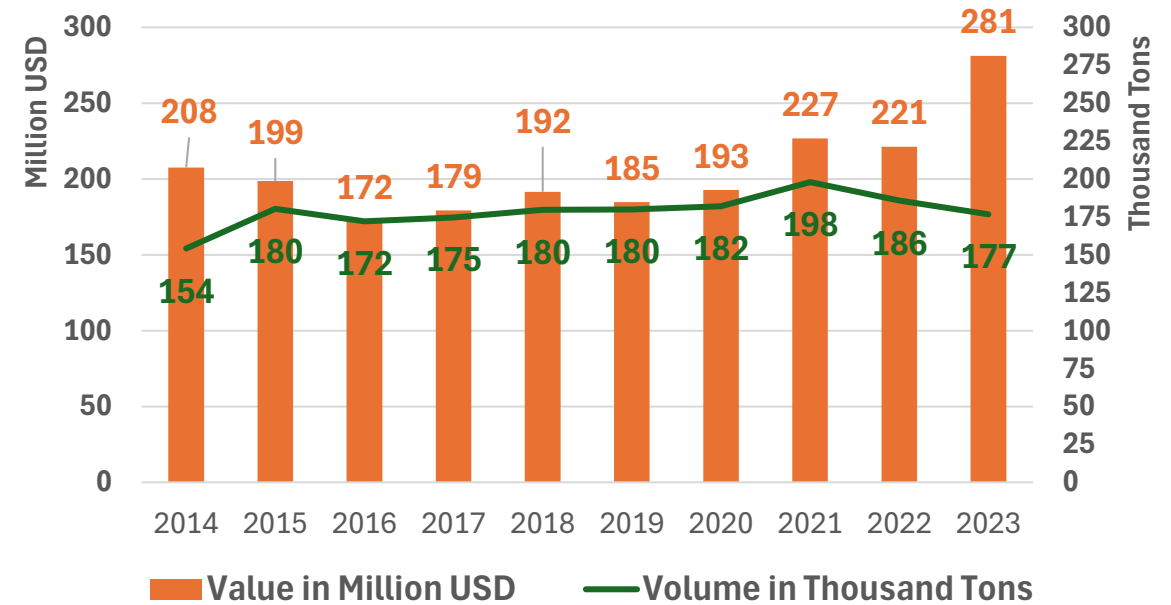
Overview of UK's Import Performance in 2023 (Trade Map)

- UK's imports represent 9.6%.
- Its ranking in world imports is 2nd.
- Total Imports: 281 Million USD
- Import Quantity: 177 thousands ton
- Unit Value(USD/unit): 1,592

Annual Growth Analysis

- Annual Growth Value (2019-2023): 10%
- Annual Growth Quantity (2019-2023): 0%
- Annual Growth Value (2022-2023): 27%

UK Tomato Sauce: Value and Volume Trends (2014-2023)



Top Exporters to UK in 2023

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

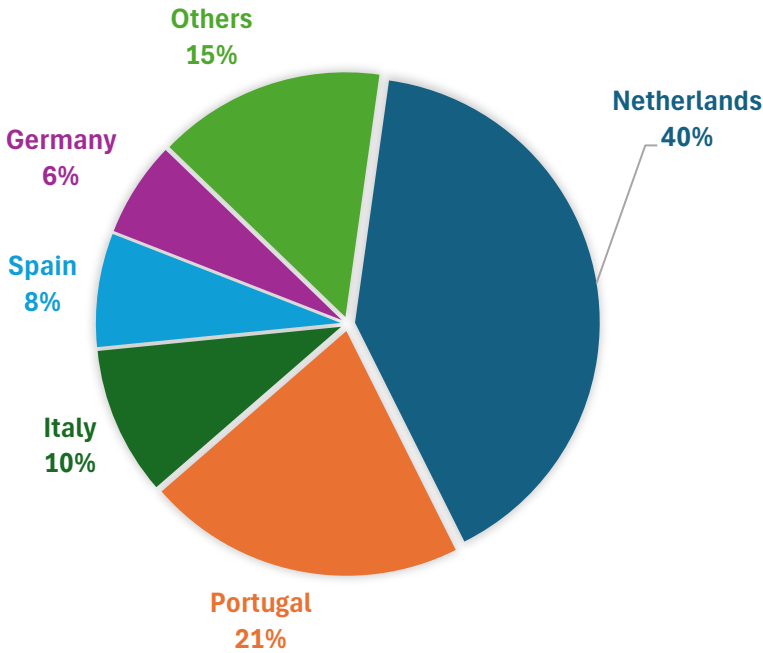
Exporters	Imported Value in USD	Imported Volume in tons	Share in UK's Import	Annual Growth in Value (2019-2023_ %)	Annual Growth in Volume (2019-2023_ %)	Annual Growth in Value (2022-2023_ %)	Unit value (USD/unit)	Average tariff (estimated) applied by UK(%)
Netherlands	114 Mn	85,344	40%	6%	-3%	3%	1,332	0%
Portugal	59 Mn	40,128	21%	40%	20%	58%	1,472	0%
Italy	28 Mn	10,726	10%	-6%	-22%	38%	2,574	0%
Spain	21 Mn	10,179	8%	37%	8%	120%	2,066	0%
Egypt	32 K	22	0%	-18%	16%	2711%	1,455	0%

Source: ITC (Trade Map)

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

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

TOP EXPORTERS TO UK BY SHARE IN IMPORTS IN 2023





Saudi Arabia Market

Mirror Data

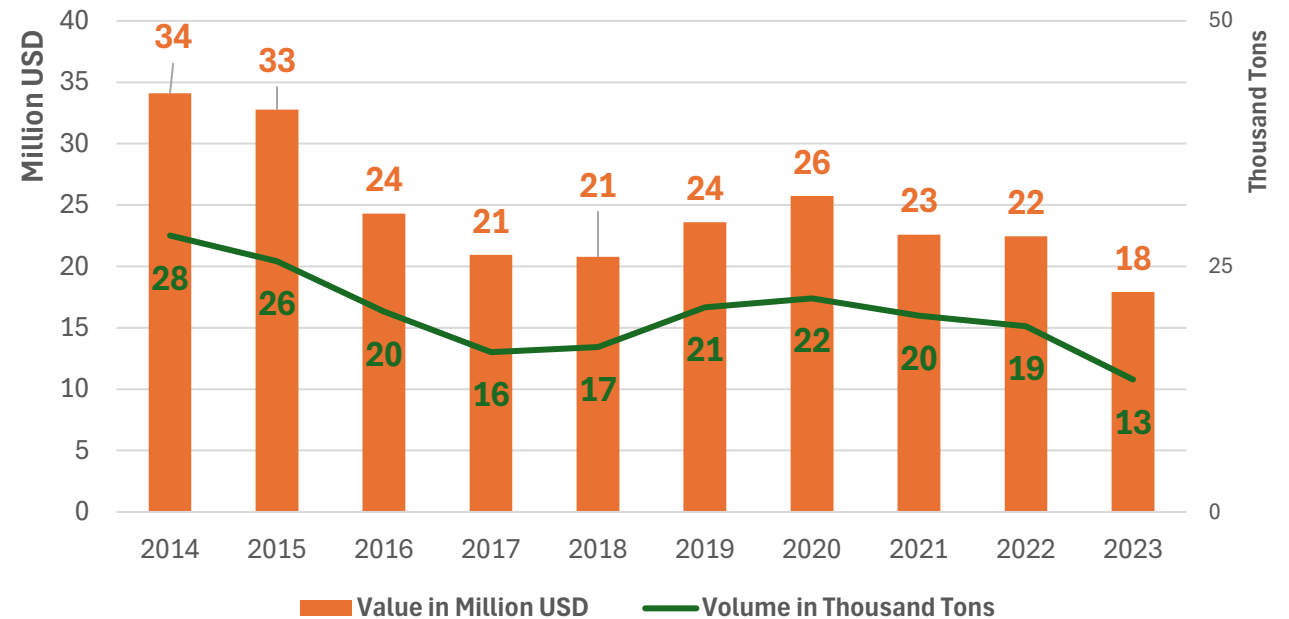
Overview of Saudi Arabia's Import Performance in 2023 (Trade Map)

- Saudi Arabia's imports represent 0.6%.
- Its ranking in world imports is 35.
- Total Imports: 18 Million USD.
- Import Quantity: 13 thousand ton.
- Unit Value(USD/unit): 1,328.

Annual Growth Analysis

- Annual Growth Value (2019-2023): -1%
- Annual Growth Quantity (2019-2023): -5%

Saudi Arabia Tomato Sauce: Value and Volume 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

Exporters	Imported Value in Million USD	Imported Volume in thousands ton	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)	Average tariff (estimated) applied by Saudi Arabia (%)
USA	7	6,137	39%	18%	11%	59%	1,137	5%
Netherlands	3	2,813	15%	7%	8%	16%	942	5%
Poland	2.4	1,155	13%	-	-	121%	2,048	5%
Egypt	2	1,119	11%	-19%	-24%	-16%	1,731	0%



Source: ITC (Trade Map)

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

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

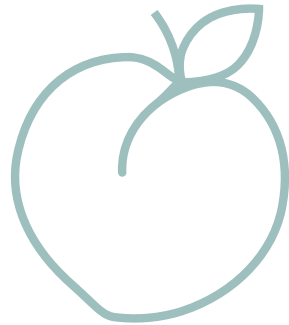
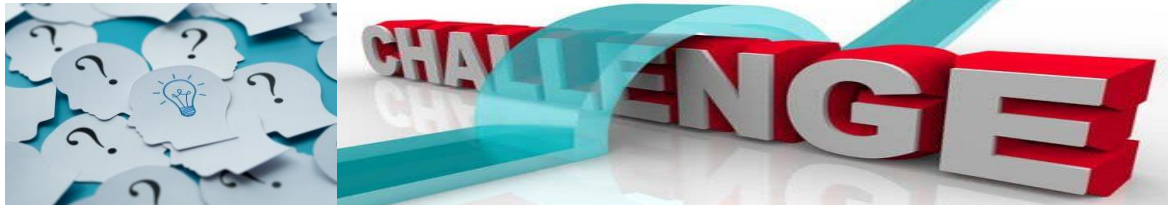


Conclusion

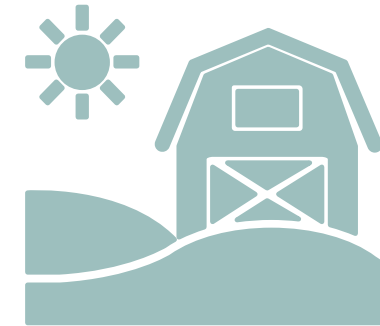
- The global demand for tomato ketchup and sauces under HS code 210320 reached \$2.9 billion in 2023, growing at an annual rate of 10% in value and 1% in volume from 2019-2023. Egypt's exports under this HS code totaled \$82 million in 2023.
- Major importing markets such as the USA, UK, France, Germany, Canada, and Mexico collectively represented a substantial share of approximately 50% of global imports in 2023. The USA led with a 12% share, followed closely by the UK at 10%, France at 9%, and Germany at 9%. Canada accounted for 7% of global imports, while Mexico contributed 3%.
- The leading exporting countries in the global market included Italy, USA, Netherlands, Spain, and Germany, collectively accounting for a significant share of 60% in 2023. Italy held the highest share at 17%, followed closely by the USA and the Netherlands, each with a 15% share, and Spain with 7%. Egypt ranked 9th globally with a 3% share of total exports in the specified category. **Notably**, the USA played a dual role as the largest global importer and the second largest exporter in 2023.

Conclusion **following**

- The export potential map indicates the UAE, UK and Saudi Arabia present the greatest potential for Egypt's exports under HS code 210320. The UAE shows the largest gap between actual vs potential exports, worth an additional \$5.6 million.
- The UAE market grew 7% annually in value from 2019-2023 and stable in volume. Egypt could increase exports despite facing competition from fast growing Italy and Spain.
- The large UK market saw 10% annual import value growth, while Egypt's exports increased dramatically by 2,711% in 2023.



Reliance on fresh tomatoes instead of industrial processing raises costs and limits the ability to meet certain specifications consistently throughout the year. This indicates that Egypt's agricultural system development does not fully leverage the value-added potential needed to meet the demands of key export markets.



The approval process for new seed varieties and farming methods takes a long time, hindering compliance with European market standards.

RECOMMENDATIONS

- Foster partnerships between Egyptian producers and international food clusters to upgrade facilities and operations.
- Streamline regulatory processes for adopting advanced seed varieties and production techniques proven in Europe.
- Simplify requirements for investors seeking to establish processing plants to capitalize on export opportunities.

Exploring global demand indicates the UK and GCC markets present promising potential for Egyptian tomato ketchup and sauce exports given growing import values and volumes. However, addressing the above challenges through policy reforms and industry cooperation will be critical to strengthen competitiveness and reliably meet stringent foreign standards.



References

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

Appendix

- [Tomato Ketchup and Other Tomato Sauces 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



المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT





Thank you



المجلس التصديري للصناعات الغذائية

مصر

FOOD EXPORT COUNCIL

EGYPT