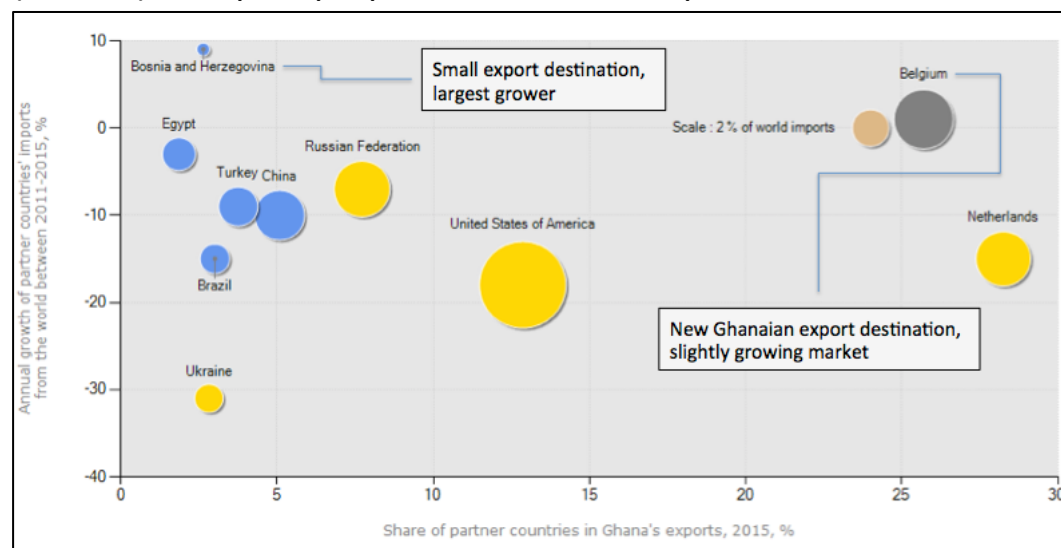


POTENTIAL MARKETS – COCOA POWDER

Potential growth at current top export destinations

- Belgium is the second largest current Ghanaian export destination. It is one of few significant sized import markets with an average annual increase (+1%) over 2011-2015. For Ghana, it is practically a new export market. Up to 2015 exports never exceeded 50,000 USD, while export value reached over 25 million USD in 2015 (22% share). Main competitor suppliers are The Netherlands (33%) and Côte d'Ivoire (19%).
- Bosnia and Herzegovina is the largest grower (+9%) among Ghana's current export destinations. Ghanaian performance in Bosnia and Herzegovina is outstanding over 2011-2015: export value increased with +83% per year on average.
- Large current Ghanaian export destinations, such as Netherlands, USA and Russia all reached quite large negative average annual growth rates from 2011-2015.

Figure 1 – overview of export shares from Ghana and global annual import growth rates (2011-2015) from top 10 export partners of Ghana for cocoa powder



Source: Trademap (2017).

Potential new markets

- There is a general trend of significant decline in import value of cocoa powder. Global average annual growth rate over 2011-2015 reached -13%.
- An interesting country standing out very positively though, is Estonia. The Eastern European country reached an average growth of +33% per year from 2011-2015 and Ghana has a beneficial position over current leading suppliers. Malaysia and Indonesia, accounting for 74% of Estonian imports, have less favorable geographical positions compared to Ghana. Furthermore, the tariff from Ghana is 0%, against 2.8% for Indonesia and 8% for Malaysia.
- Imports from U.K. increased with +4% over 2011-2015. Current supply is dominated by nearby countries re-exporting cocoa powder (France) and processing countries of imported cocoa beans (Netherlands and Germany).

Table 1 – selected potential new markets for Ghana (based on import value > 5 million USD, geographical distance and import tariffs compared to current suppliers)

	Average annual growth '11-'15	Import value 2015 (USD thousand)	Ghanas' share '15	Leading suppliers
Estonia	+33%	9,220	0%	Malaysia (56%), Indonesia (18%), Côte d'Ivoire (11%)
United Kingdom	+4%	50,141	0%	The Netherlands (45%), Germany (27%), France (11%)

Source: Trademap (2017).

- Try to continue increasing market share in the **Belgian market**, the only top 10-importer with positive average annual growth over 2011-2015.
- Stay leading export partner and benefit from import growth at **Bosnia and Herzegovina**.
- Try to enter **Estonia**: country with a strong annual growth rate and great competitive potential for Ghana compared to current suppliers.

