

COMPETITOR ANALYSIS

SKIPJACK IN IRAN

- Ghana exported slightly over US\$17.720m of Skipjack in 2017. Iran was the main destination market, reaching more than 60% of Ghana's exports to the world (US\$ 29.370m). Ghana was the largest supplier of Skipjack in the Iranian market representing 40.8% market share.
- Iran imported from several countries in 2017 (Refer to table 1). The Largest competitor for Ghana was Seychelles (40.6%), then following Seychelles was China (7.6%). Amongst the top eight exporters of the product to the Iranian market there was no regional competitor
- Seychelles exports reached more than US\$104m in 2017. Supply to Iran represented 16.9% of total exports and it is the second largest destination market after Mauritius (USD 35.9m). Apart from Iran and Mauritius exports from Seychelles went to Thailand (16.3%), Turkey (9.8%), Madagascar (9.5%), Spain (6.1%) etc
- China's total export of Skipjack of USD134.7m went mostly to Thailand and the Philippines. The two countries consumed more than 85% of the total skipjack exports from China. Iran's imports of Skipjack from China represented just about 1.6% of the total Chinese exports of skipjack globally.
- Whereas the first three competitors (Seychelles, China and Korea) had negative growth rates between 2016, the 181% growth in value for Ghanaian skipjack during the same period was remarkable.
- Ghana had no competition from ECOWAS countries as well as the AU
- Skipjack from Ghana, like from other actors in the Iranian market, attracted a duty rate of about 30%

Table 1 – import performance of main suppliers and regional suppliers in Japan

Supplier	Value imported in 2017 (USD thousand)	Share in Iran, Islamic Republic of's imports (%)	Growth in imported value between 2013-2017 (% p.a.)	Growth in imported value between 2016-2017 (% p.a.)	Average tariff (estimated) applied by Iran, Islamic Republic of (%)
World	43393	100	13	-47	
Ghana	17720	40.8		181	30
Seychelles	17615	40.6		-5	30
China	3315	7.6	21	-87	30
Korea, Republic of	2274	5.2	-30	-88	30
Spain	1167	2.7		78	30
Singapore	626	1.4			30
India	496	1.1	-55	-95	30
United Arab Emirates	179	0.4	-50	387	30

Source: ITC Trademap

- Ghana is the leading supplier of Skipjack in Iran, representing 40.8% of the market.
- The Largest competitor in the Iranian market is Seychelles. Other competitors include Korea, Republic of, Spain, China, Singapore
- Ghana hugely outperformed other suppliers in terms of growth
- On the global scale, China is a huge market for skipjack as it imported to USD 90mn

