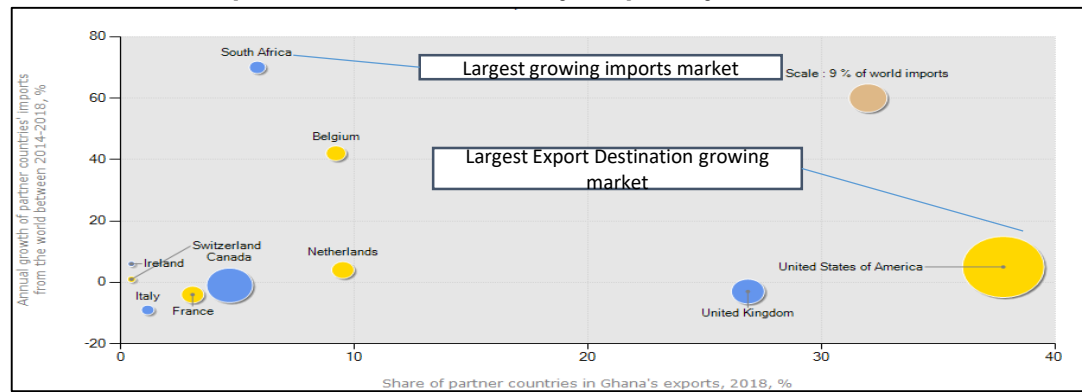


POTENTIAL MARKETS – YAM

Potential Growth at Current Top Export Destinations

- With 38 market destinations, exports of Yam from Ghana increased from US\$ 32.599 million in 2017 to US\$37.986 million in 2018. In terms of global ranking of countries that exported products under the sector in spotlight, Ghana garnered the 6th position.
- The USA was the largest market destination for yam from Ghana with estimated imports of US\$14.355million of the product in 2018 compared to US\$12.929million and US\$10.585million for 2017 and 2016 respectively.
- Other notable importers of yam from Ghana include the UK (US\$ 10.202million), Netherland (US\$ 3.614million, Belgium (US\$ 3.502million), and S.A (US\$ 2.224million).
- The top five importing countries comprising the USA, the UK, the Netherlands, Belgium, South Africa accounted for about 89.3% of total value of exports of the product from Ghana
- Whilst the Netherlands imports of yam from the world grew by 4% value-wise between 2014-2018, Ghana's exports to the Netherlands grew by a similar figure of 4% during the same period, signaling constant trade activity between the two countries.
- Between 2014 and 2018, exports from Ghana to the UK, the Netherlands, Belgium, and South Africa , grew in value by -2%, -3%, 42% and 73% respectively.
- In 2018, the USA global importation of the products under consideration amounted to US\$78.903million with Ghana emerging as the second largest supplier to the USA. Jamaica emerged as the largest supplier to the USA market in 2018 with an estimated export value of about US\$ 26 million (33%). Other suppliers to the USA market included Colombia Costa Rica Japan, Brazil amongst others.

Prospects for market diversification for yam exported by Ghana in 2018



Source: Trademap 2019

Ghana Export Promotion Authority - www.gepaghana.org/ published September 2019

Product HS Code: 071430

Potential New Markets

- Global demand for yam has hovered between US\$33.34 million and US\$ 32.6million since 2014 to 2018. And in 2018, demand was estimated at US\$38 million .
- USA was the largest importer of the products with an estimated imports worth US\$78.9million. Other notable global importers were Canada (US\$ 23.93 million), UK (US\$11.44 million), Taipei, Chinese (US\$11. 13 million), Japan (US\$6.18 million), and Singapore (US\$5.32 million). Of the top 6 importers, Japan's imports value of the products grew averagely by 8% between 2014 and 2018.
- Beyond the **notable** importers of Ghana's Yam, new and potential markets with attractive and positive growth rates for market diversification and penetration by Ghanaian companies and TPOs are Indonesia (175%), Malaysia (158%), Kuwait (124%), and Aruba (40%). The average positive growth rate recorded by these countries is indicative of increased demand for the product.

Selected potential growth markets for Ghana, 2018

Country	Imports 2018 US\$	Average Annual Growth 2014-2018	Ghana's Market Share (%)	Leading Suppliers in new and potential markets
Indonesia	78,000	175	0	Malaysia (53.5), Singapore(33.8), France (4.1)
Malaysia	4.579m	158	0	China (94.9%), Singapore (2.5%), Japan (2.3%)
Kuwait	165,000	124	0	United Arab Emirates (95.2%), India (3.8%), United States of America(1%)
Aruba	77,000	30	0	United State(60%) Colombia (40%) Jamaica, japan

Source: Trademap (2019)

- Continued market activity in the United States to increase market share
- Attention should be given to Kuwait to regain market share
- The South African Market is a growing market with significant potential
- Given the positive growth in Indonesia and the population dynamics, serious attention must be given to that market

