

## COMPETITOR REPORT

### Pineapples in France

- Ghana's exports of pineapples to the world stood at US\$33m at the end of 2018. The Country exported US\$30.3m and US\$36.9 in 2016 and 2017 respectively.
- Almost 79% of the total exports of pineapples from Ghana went to the EU market. France absorbed close to 26% of the total exports in 2018.
- Globally, France imported US\$ 123m worth of pineapples. 7% of the imports came from Ghana.
- Largest competitor/supplier to the French market was Costa Rica. Costa Rica's exports represented 43% of total pineapple imports by France. Other significant suppliers to the French market were Cote D'Ivoire (11%) and Ecuador (8.5%).
- Total exports of Costa Rica reached slightly above US\$1bn in 2018. The largest export destination for Costa Rica was United States of America (48.1%). Other market destinations included the Netherlands (13.5%), Italy (8.1%) and Portugal. The exports from Costa Rica to Portugal reached an average growth rate of (+73%) from 2014 to 2018.
- Cote D'Ivoire's exports reached US\$12m in 2018. Largest export destinations for Cote D'Ivoire included France (33.5%), Belgium (31.3%), Morocco (12.9%) and Netherlands (9.9%).
- Ecuador exported US\$40.6m in 2018. The Andean country's destination markets were Chile (36.1%) followed by Belgium (17.8%), Argentina (10.5%) and Netherlands (9.6%). Although Chile was the largest importer of Ecuadorian pineapples, the Netherlands attained the highest growth rate of +101% from 2014 to 2018 and (+181%) in 2018.
- At the global level, Costa Rica was the largest supplier of pineapples in the world, with an export value of slightly over US\$ 1bn in 2018. Other global suppliers were the Netherlands (US\$207m), Philippines (US\$192m) and Belgium (US\$108m).
- Globally, Ghana ranked 19<sup>th</sup> in the exports of Pineapples in 2018.

**Table 1. Import Performance in France, main suppliers and Regional competitors in context**

Supplier	Import Value in 2018 ('000 US\$)	Market Share (%)	Average annual growth ('14-'18)	Annual growth '18	Ranking of partner countries in world exports
Total	123,049				
Costa Rica	52,619	42.8	4	19	1
Cote d'Ivoire	13,516	11	-3	-7	17
Ecuador	10,442	8.5	13	25	7
Ghana	8,446	6.9	-3	-1	19
Spain	7,270	5.9	18	24	8
Belgium	5,721	4.6	8	-12	4
Netherlands	4,960	4	-15	2	2
UK	4,083	3.3	69	-29	13
Togo	3,063	2.5	20	0	27
Others	12,929				

Source: Trademap (2019)

- Ghana has been a dominant supplier of Pineapples to the EU markets with Costa Rica, Cote d' Ivoire and Ecuador. The top 4 countries have a market share of 69.2%.
- Other relevant competitors include Spain, Belgium and Netherlands.
- Ghana's main competitors performed on growth during 2014-2018 than Ghana did with France.
- Ghana and Cote d'Ivoire's growth declined at the same rate of -3%.
- The EU market is still the biggest market to explore for Ghanaian pineapples.

