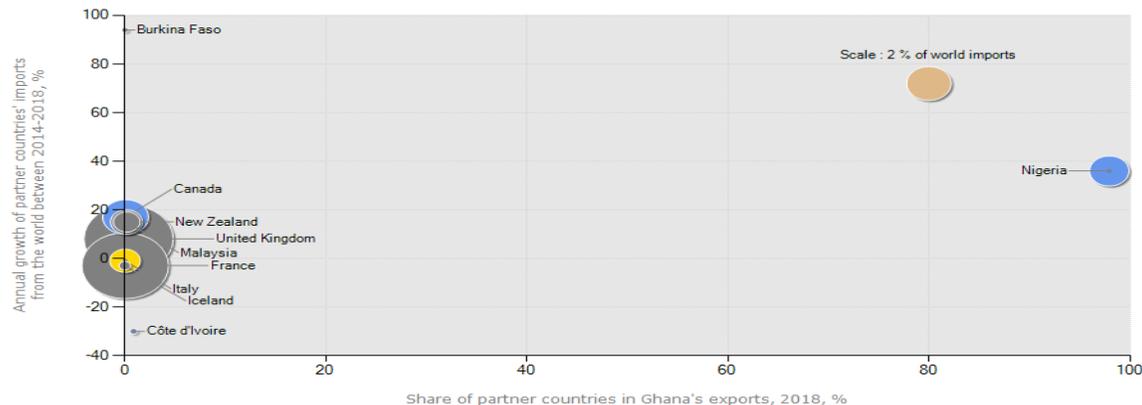


POTENTIAL MARKETS – COCOA POWDER (SWEETENED)

Potential growth at current top export destinations

- With 13 market destinations, exports of Cocoa Powder (sweetened) from Ghana increased from US\$ 3.1m in 2017 to US\$ 7.2m in 2018. In terms of global ranking of countries that exported the product under the sector in spotlight, Ghana garnered the 11th position.
- Nigeria was the largest market destination for Cocoa Powder (sweetened) from Ghana with estimated import value of approximately US\$ 7.1million followed by Cote D'Ivoire, with imports of US\$ 65,000. The two countries accounted for 98.8% of Ghana's total Cocoa Powder export in 2018.
- Other importers of Cocoa Powder (sweetened) from Ghana include United Kingdom (US\$20,000), Malaysia (US\$ 16,000), New Zealand (US\$14,000) and Canada (US\$ 8,000).
- Between 2017-2018, United Kingdom, Cote D'Ivoire and Nigeria recorded the highest growth rates of 480%, 225% and 140% respectively with respect to Cocoa Powder (Sweetened) importation from Ghana.
- Ghana's export to Italy recorded an average negative growth rate of -42% between 2014-2018.
- From 2017-2018, Ghana witnessed a drastic decline in its export growth to Canada, Italy and Burkina Faso by -90%, -33% and -34%.
- In 2018, Nigeria's global importation of the product under consideration amounted to US\$ 7.4m with Ghana emerging as the first supplier to the Nigerian market (94.8%). Guinea was the second largest supplier to the Nigerian Market (4.4%)

Figure1-Prospect for market diversification for Cassava exported by Ghana in 2018.



Source: Trade map 2019

Potential New Market

- Global demand for cocoa powder (sweetened) has hovered between US\$418.9m and US\$439m since 2015 and 2017. And in 2018, demand increased to US\$493.1m.
- Kuwait was the largest importer of cocoa powder (sweetened) in 2018 with 12.3% global share. It also recorded a positive annual growth rate of 11% in 2014-2018 and a 61% between 2017 and 2018. Other notable global importers were USA (US\$46.2m), UK (US\$43m), France (US\$40.4m), Spain (US\$28.2m) and Saudi Arabia (US\$20.3m). Of the top 6 importers, Saudi Arabia's imports value of the product grew averagely by 15% and Kuwait grew by 61% in 2017-2018.
- New and potential market with significant average growth rate, favorable tariff regime and geographical distance to be explored for diversification and penetration for Ghana's exports are Kenya, China and UAE.

Table 1- Selected Potential new markets for Ghana (based on import value above US \$3,000,000)

Countries	Imports 2018 (US\$,000)	Average annual growth ('14-'18)	Tariffs (%)	Ghana's market share	Leading suppliers
Malaysia	3,240	15%	9.3	0.5%	Singapore (46.9%), Hong Kong (13.8%)
Kenya	3,251	56%	23.1	0%	Egypt (96.8%) Malaysia (2.3%)
UAE	6,908	37%	4.6	0%	Belgium (60%), Netherlands (11.6%)
China	8,457	17%	11.4%	0%	USA (40.8%) Malaysia (36.2%)

Source: Trade map (2019)

- Increase market penetration drive in Nigeria to increase market share;
- Focus attention on China, UAE and Kenya where growth rates are encouraging;
- Given the positive growth in China and the population dynamics, serious attention must be given to the Chinese Market;
- With favorable ETLs scheme and the coming into force of the AfCFTA, African countries should be targeted for intense market access programs by lead TPOs like GEPA.