

COMPETITOR REPORT



Yams in the United States of America

- Ghana's exports of Yams to the world in 2019 stood at US\$39.1m. Being the largest world exporter of Yams, Ghana had a world share of 22.1% with annual growth rate of 1% in 2018-2019 and an average growth rate of 9% from 2015-2019.
- Ghana's export value of Yams has been on the increase since 2016 from US\$27m to US\$39.1m in 2019.
- USA was the biggest market for Ghana's export of Yam in 2019 with 44.4% whereas 55.5% of the Yams from Ghana went to the EU market.
- The USA imported US\$78.9m worth of Yams from the world in 2019. Its top suppliers were Jamaica (33.3%), Ghana (22%), Columbia (12.3%), Costa Rica (10.9%) and Japan (9.7%).
- Jamaica is Ghana's biggest competitor in the USA market and in the world as Jamaica ranks 2nd in world export of Yams. Its total exports was valued slightly above \$30m in 2019. Jamaica had 86.9% of its export to the USA market as compared to the 44.4% of Ghana's export to the same market.
- Colombia exports reached US\$8.3m in 2019, with 99% of its exports to the USA market. However, it registered a decline of -4% in its annual growth rate to the USA market.
- Costa Rica exported US\$9.8m. Its market destinations included USA (58.1%), France (28.6%) and UK (7.7%). It had a decline of -13% in both its annual and average growth rate to the USA market.
- Japan, a major competitor in worlds exports of Yams, had its exports valued at US\$20m with its markets in China (47%), USA (40%) and Singapore (9.4%).
- Ghana had the highest annual growth rate of 21% among its competitors in the USA market.
- Global exports of Yams was valued at US\$177m at annual growth rate of 3% in 2019 and average growth rate of 9% from 2015-2019.
- Top global exporters of yams were Ghana (US\$39.1m), Jamaica (US\$30m), USA (US\$22.9m), Japan (US\$20m), and China (US\$17m).
- Globally, Ghana ranked 1st in the exports of Yams in 2019.

Import Performance in USA, main suppliers and Regional competitors in context

Supplier	Import Value in 2019 ('000 US\$)	Market Share (%)	Average annual growth ('15-'19)	Annual growth '19	Ranking of partner countries in world exports
Total	78,905				
Jamaica	26,239	33.3	5	1	2
Ghana	17,373	22	11	21	1
Colombia	9,727	12.3	23	-4	7
Costa Rica	8,566	10.9	-13	-13	6
Japan	7,637	9.7	-5	-8	4
Brazil	5,723	7.3	20	2	8
China	2,068	2.6	-1	-21	5

Source: Trademap (2020)

- Ghana has been a dominant supplier of Yams to the USA market since 2016 with competitors like Jamaica, Colombia and Costa Rica. The top 5 countries have a market share of 89.4%.
- Other relevant competitors include Japan, Brazil and China.
- Ghana performed better as compared to its main competitor on growth during 2015-2019 as well as 2018-2019 on the USA market.
- Ghana is in a position to take over the USA market with its yearly export value and growth rates of Yams.
- The USA and EU markets are still the biggest market to explore for Ghanaian Yams.