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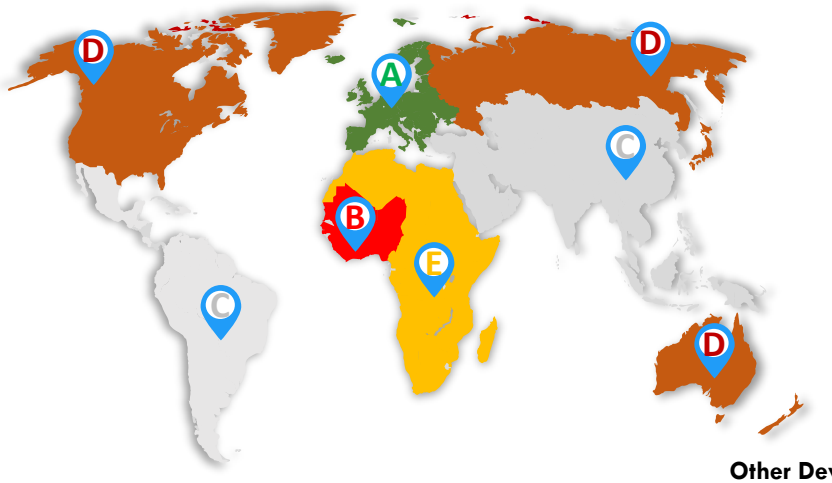
EXPORT PERFORMANCE: DESTINATION MARKETS 2019

In 2019 Non-Traditional Export (NTE) products were exported to 155 countries. These countries are represented in five groups as follows: 1) **European Union (EU), 2) ECOWAS**, 3) **Other Developed Countries**, 4) **Other African Countries**, 5) **Other Countries**. Export of Non-Traditional goods into ECOWAS was US$ 836,511,513 an increase of 12.79% from the previous year. This market destination took about 28.8% share of the total market.



The EU market, the leading destination for NTEs, had a market share of 38.18% by absorbing US$1.11 billion worth of NTEs. This market value, however, reduced by -3.43% relative to 2018 performance. Other African Countries, Other Developed Countries as well as Other Countries absorbed about 4.99%, 7.70%, 20.33% respectively, of NTE.

Europe (EU)

A

#1 Biggest Market for NTE of 38.18%

Recorded a growth rate of -3.43% compared to the 2018 figures

The Netherlands *is the biggest Market in this category*

ECOWAS

B

#2 Biggest Market for NTE of 28.8%

Recorded a growth rate of 12.79% compared to the 2018 figures

Burkina Faso *is the biggest Market in this category*

Other Countries

C

#3 Biggest Market for NTE of 20.33%

Recorded a growth rate of -18.1% compared to the 2018 figures

India *is the biggest Market in this category*

Other Developed Countries

D

#4 Biggest Market for NTE of 7.7%

Recorded a growth rate of 38.80% compared to the 2018 figures

USA *is the biggest Market in this category*

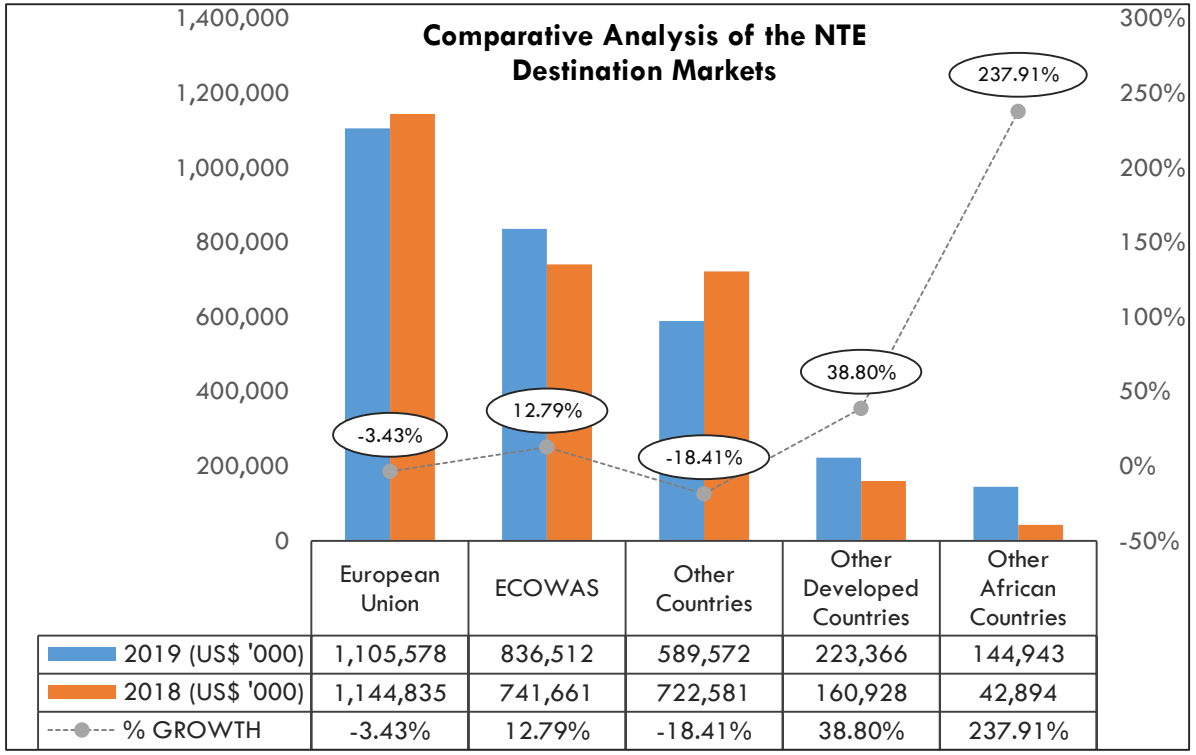
Other African Countries

E

#5 Biggest Market for NTE of 4.99%

Recorded a growth rate of 237.91% compared to the 2018 figures

Namibia *is the biggest Market in this category*



	European Union	ECOWAS	Other Countries	Other Developed Countries	Other African Countries
2019 (US$ '000)	1,105,578	836,512	589,572	223,366	144,943
2018 (US$ '000)	1,144,835	741,661	722,581	160,928	42,894
% GROWTH	-3.43%	12.79%	-18.41%	38.80%	237.91%

Netherlands was the lead market destination for NTEs, contributing US$ 381.133 million in 2019. Out of the top ten market destinations by categories, 4 were EU countries, 3 were ECOWAS countries, 1 was from other developed countries, and 2 were from other countries. The huge jump in earnings from the "Other African Countries" was due in part to the exports of Iron & Steel products nes to that market. Exports of Iron & Steel products nes moved from US$ 22 million in 2018 to about 67.3 million.

Top Ten Leading Destination Markets (US$ Million)

Country /Rank	#1 Netherlands	#2 Burkina Faso	#3 Togo	#4 France	#5 India	#6 UK	#7 USA	#8 Germany	#9 Vietnam	#10 Senegal
Imports	381.133	217.57	199.593	165.405	163.774	156.075	139.702	131.268	88.290	85.235