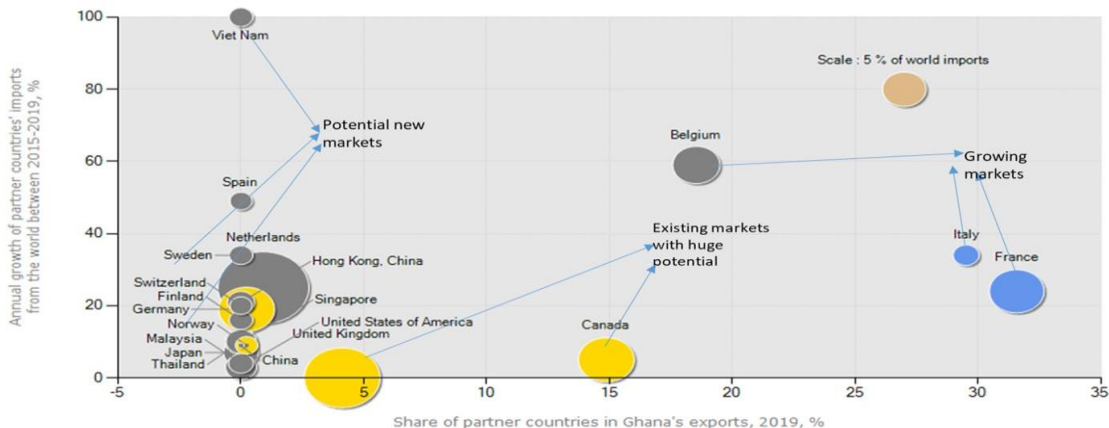


POTENTIAL MARKETS – SWEET POTATOES

Potential growth at current top export destinations

- Ghana's export of Sweet Potatoes saw a positive growth rates of 23.3% in 2019, recording a total export value of USD 434,000 as compared to 2018 earnings of USD333,000. With 9 market destinations, Ghana had a global market share of 0.1% at a rank of 40.
- The top 4 global leading exporters of Sweet Potatoes are USA (USD 188m), The Netherlands (USD 162m), Spain (USD 53m) and Egypt (USD 48.4m). Although Ghana has witnessed growth of its export of sweet potatoes for the past 5years, its exports are still insignificant on the global scale.
- France and Italy were the top two (2) largest export destinations for Ghana, with import value of USD 138,000 and USD 129,000 respectively, constituting 61% market share of Ghana's export of Sweet Potatoes. Other importers of Sweet Potatoe from Ghana were Belgium (USD 81,000) , Canada (USD 65,000) and UK (USD 18,000).
- Between 2018-2019, France, Italy and Belgium showed the highest growth rates under import of Sweet Potatoes from Ghana by 2522%, 597% and 294% respectively.
- Ghana saw a decline in its annual growth rate to the Netherlands, and Canada by -98%, and -14% respectively in 2019. In addition, UK, Norway and Canada had a negative average annual growth of -36%, -21% and -9% respectively from 2015 -2019.
- Ghana's export of Sweet Potatoes to its market destinations is considerably very low given that these market are seen as the top seven (7) largest global importers of Sweet Potatoes. The Netherland (USD 157m), UK (USD 107M), Germany (USD 57m), Canada (USD 56m), France (USD 55m), Belgium (USD 40m) and Italy (USD 10m), had the biggest demand for Sweet Potatoe in 2019.

Figure1-Prospect for market diversification for Sweet Potatoe exported by Ghana in 2019.



Source: Trade map 2020

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Potential New Market

- The Global demand for Sweet Potatoes was valued at \$699,393,000 with a registered growth rate of 23% in 2018-2019 .
- The Netherland was the biggest importer of Sweet Potatoes at a value of USD 157,096,000 with a market share of 22.5%.. Other notable global importers with notable growth rates were UK, Germany, Canada, France and Belgium.
- New and potential market with significant average growth rates, favourable tariff regimes and favourable geographical distance to be explored for market diversification and penetration for Ghana's export are Spain, Switzerland and Norway.
- Import tariffs of European countries applied on Ghana is 0%, which is comparable to the leading suppliers to the EU.

Table 1- Selected Potential new markets for Ghana(based on import value above \$5,000,000)

Markets	Import value 2019 (USD)	Average Annual Growth (2015-2019)	Tariffs	Ghana's Share 2019	Leading Suppliers
Spain	7,308,000	54	0	0%	USA (22.8%), Netherlands(14.4%)
Switzerland	6,985,000	17	0	0%	USA (43.6%), Spain (24%)
Norway	7,425,000	4	0	0%	USA(58%), Spain (19.8%)

Source: Trade map (2020)

Ghana should focus on increasing its market share in the European market destinations such as France, Italy, Belgium and Netherlands since the tariff regime is very favourable

Supply base expansion projects should be undertaken to be able to cater for both the local and the international market demand for Sweet Potatoes

