

COMPETITOR REPORT

Yams in the USA

Ghana's exports of yams to the world in 2021 stood at US\$48.2m. Being the largest world exporter of yams, Ghana had a world share of 24.1% with annual growth rate of 14% in 2020-2021 and an average growth rate of 9% from 2017-2021.

Ghana's export value of yams has been on the increase since 2018 from US\$38.5 million to US\$48.2 million in 2021.

United States of America was the biggest market for Ghana's yams in 2021 with a market share of 21.9%. The USA imported US\$87m worth of yams from the world in 2021. Its top suppliers were Jamaica (37.4%), Ghana (21.9%), Costa Rica (10.8%), Colombia (8.7%) and Brazil (8.2%).

The United States of America import of yams from Ghana represent (39.6%) of the total global value of yams exported by Ghana.

Jamaica is Ghana's biggest competitor in the USA market and in the world. Jamaica ranks 2nd in world export of yams. Its total exports were valued slightly above US\$32.5m in 2021.

Jamaica had 82.8% of its yam exports to the USA market as compared to the 39.6% of Ghana's export to the same market.

Costa Rica exported US\$12.6m worth of yams to the world. Its market destinations included USA (74.5%), France (23.9%) and Canada (0.7%). It recorded a decline of -2% in its 5-year average growth rate, and 2% rate between 2020 and 2021 to the USA market.

Colombia, a major competitor in world exports of yams, had its exports valued at US\$6.6m targeted at USA (96.8%), France (1.5%) and Canada (1.1%).

Brazil had the highest average growth rate of 22% among its competitors in the USA market followed by Ghana with a growth rate of 11%.

Global exports of yams was valued at US\$200m at annual growth rate of 4% in 2021 and average growth rate of 6% 2017-2021.

Top global exporters of yams were Ghana (US\$48m), Jamaica (US\$39m), United States of America (US\$22m), Japan (US\$21m) and China (US\$20m).

Globally, Ghana ranked 1st in the exports of yams in 2021.

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

Supplier	Import value 2021 (USD'000)	Market Share (%)	Average annual growth in export value (%) '17 – '21	Annual growth in export value (%) 2021	Ranking of partner countries in world exports
Total	86,990				
Jamaica	32,520	37.4	7	2	2
Ghana	19,090	21.9	11	3	1
Costa Rica	9,411	10.8	-3	10	6
Colombia	7,586	8.7	1	-11	8
Brazil	7,107	8.2	22	10	7
Japan	6,353	7.3	-3	-17	4
China	3,016	3.5	-1	36	5

Source: TradeMap

- Jamaica is a dominant supplier of yams to the USA market followed by Ghana with competitors like Costa Rica, Colombia and Brazil according to the 2021 analysis. The top 5 countries have a market share of 87%.
- Other relevant competitors include Japan and China.
- Ghana's performance is second best to Jamaica who topped its main competitor on growth during 2017-2021 as well as 2020-2021 on the USA market.
- USA and UK markets are still the biggest market to explore for Ghanaian Yams.

