

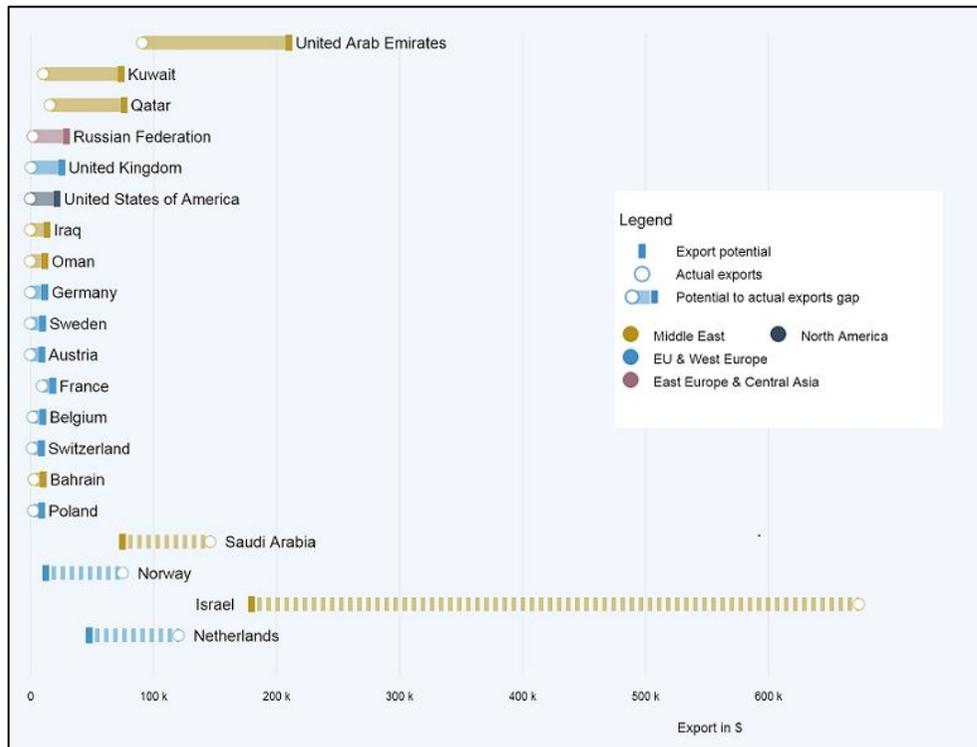
POTENTIAL MARKETS – TOMATOES

Countries with largest untapped potential for Palestine tomatoes

The figure below displays the top markets with highest untapped potential for exports of tomatoes from Palestine. Largest potential can be found in UAE, followed by the Kuwait, and Qatar. The total amount of estimated untapped potential to 2021 for Palestinian exports for the three countries above reached 223.7 thousand USD.

Main current export market is Israel, with around 700,000 USD of annual exports on average during 2013-2017. No untapped potential is estimated to be there in the coming years.

Destinations with largest untapped export potential for Palestine tomatoes



Note: Actual exports are an average for 2012-2016 and potential is annual potential for the year 2021.

Top 5 markets with largest untapped potential / actual export values and major competitors

	Untapped potential	Actual exports (avg 2013-2017)	Major competitors	Growth potential
UAE	112,800	91,100	Jordan, India, Netherlands, Malaysia, Oman	+100%
Kuwait	56,900	10,600	Jordan, Egypt, Syria, Netherlands, Turkey, Oman	+500%
Qatar	54,000	16,000	Jordan, Netherlands, Egypt, Morocco, Oman	+300%
Russian Federation	20,000	2,200	Turkey, China, Morocco, Belarus, Azerbaijan, Lithuania, Netherlands	+900%
UK	18,700	600	Netherlands, Spain, Morocco, France, Italy	-

Top potential markets identified

- Estimated untapped potential in absolute value is largest in United Arab Emirates. UAE is ranked 4th in the list of leading markets for current exports of Palestinian tomatoes. Turkey has the largest untapped potential (USD 36.8 million), followed by Spain (USD 16.4 million). These countries are not among the top 5 of current suppliers, but are estimated to have high potential in coming years.
- Kuwait is the second largest market based on untapped potential: 56.9 thousand USD. Kuwait is the 7th largest destination. Jordan dominates supply in Kuwait market currently with 81% market share. It is a growing market, as Kuwait's import increased on average with 14% yearly during 2013-2017.
- Qatar is the 6th largest destination for Palestinian tomatoes, but it has still an extra 340% potential.
- Russia and UK might offer some opportunities as well, with respectively 20k and 18.7k USD of estimated untapped potential.
- Competition in UAE, Kuwait and Qatar is similar in the sense that the largest supplier for these countries is Jordan. It holds over 40% market share in Qatar and 55% share in UAE. However, it is estimated that there is no additional untapped potential for Jordan in these markets. Therefore, it might be possible to compete and take some of Jordan's market share.

KEY TAKEAWAYS

- ✓ Keep on focusing on exports to **UAE**. It already is a significant destination, but still offers good estimated untapped potential.
- ✓ Additional research should reveal the market opportunities for Palestine tomatoes in **Kuwait and Qatar**. Try to gain some market share in favor of Jordan in these countries.
- ✓ Try to compete with Tunisia and many other Middle Eastern countries to increase share in **Russian Federation and UK**.
- ✓ Do not forget about main current export markets **Netherlands, Saudi Arabia, Israel and Norway**

