

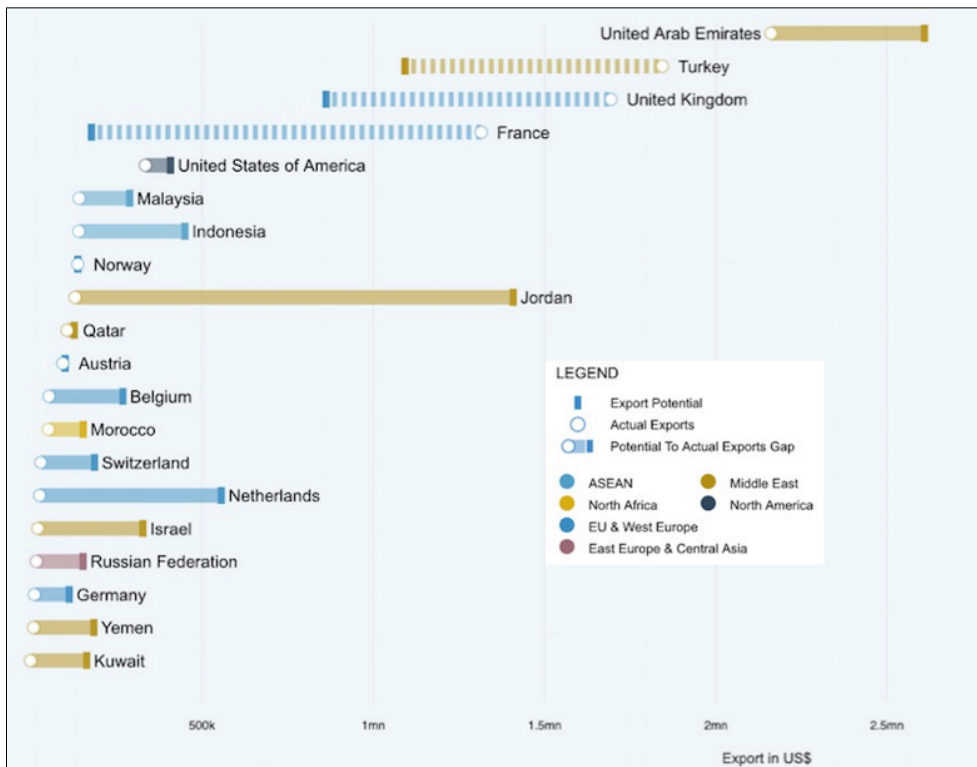
POTENTIAL MARKETS – DATES

Countries with largest untapped potential for Palestine dates

The figure below displays the top markets with highest untapped potential for exports of dates from Palestine. Largest potential can be found in Jordan, followed by the Netherlands, and the UAE. The total amount of estimated untapped potential to 2021 for Palestinian exports to these three markets reaches 2.2 million USD.

Besides looking into new destinations, also try to hold your position in markets where Palestine performs well currently: Turkey, UK and France. There is no untapped potential estimated in these countries, but these remain important destinations based on average current exports.

Destinations with largest untapped export potential for Palestine dates



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 2012-2016) | Major competitors | Growth potential |
|-------------|--------------------|--------------------------------|--|------------------|
| Jordan | 1,300,000 | 131,500 | Saudi Arabia, UAE, Iraq, Egypt, Algeria, Tunisia, Iran | +1000% |
| Netherlands | 505,300 | 27,800 | Israel, Tunisia, France, Germany, USA, | +1800% |
| UAE | 422,500 | 2,200,000 | Iraq, Saudi Arabia, Iran | +19% |
| Indonesia | 284,800 | 42,100 | Tunisia, Egypt, UAE, Iran, USA, Saudi Arabia | +700% |
| USA | 48,500 | 336,600 | Tunisia, Israel, Pakistan, Mexico, Algeria | +14% |

Top potential markets identified

- Estimated untapped potential in absolute value is largest in the Jordanian market. Jordan is ranked 9th in the list of leading markets for Palestinian dates and imports grew on average by +17% per year. Several competitors also supply dates to Jordan; of these countries Egypt has the largest untapped potential (USD 5.3 million).
- The Netherlands is the second largest market based on untapped potential: 505.3 thousand USD. The Netherlands is the 15th largest destination, so it can be defined as a relatively "white spot". Imports of dates grew by 16% on average per year between 2012-2016. In 2016, Israel dominated supply, with more than 45% market share after 18% average annual growth since 2012.
- The UAE is the largest destination for Palestinian dates, but it has still an extra 20% potential. The UAE is a competitor to Palestine at the same time, as the country processes and re-exports dates all over the world.
- Competition in Indonesia and the USA is different in the sense that the worlds' largest supplier, Tunisia, dominates exports to these countries (Indonesia: 34% share in 2016 while UAE takes 2nd place in 2016 with 27% share. USA: 38% share, Israel in 2nd place with 24% share).

KEY TAKEAWAYS

- ✓ Keep on focusing on exports to **UAE**. It is the largest current export destination, but still offers untapped potential. Note that UAE is also an important competitor in the global trade of dates.
- ✓ Additional research should reveal the market opportunities for Palestine dates in **Jordan and the Netherlands**.
- ✓ Try to compete with Tunisia and many other Middle Eastern countries to increase share in **Indonesia and USA**. Indonesia is a relatively unknown market; additional research should map the opportunities in this country.

