

# TRADE FOCUSED PRODUCT REPORTS

## Dried fruits and nuts

HS Code 0813

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HS Code 0813

MARCH 2024



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# Glossary of terms and abbreviations

## **Export concentration**

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

## **FAO (Food and Agriculture Organization of the United Nations)**

Consisting of 195 members, including 194 countries and the European Union, the Food and Agriculture Organization is a United Nations department mandated to pursue global food security. With operations world-wide, the agency supports governments in matters involving agriculture, forestry, fishing, and natural resources, particularly land and water.

## **HS (Harmonized System) codes**

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

## **Market concentration**

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

In respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. A score of -1 for dried fruits, HS code 0813 – as stated in this study – indicates a marketplace where dried fruits are not complex to produce.

## **MFN (Most Favoured Nation) tariff**

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

## **Nes (Not elsewhere specified)**

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

## **NTM (non-tariff measure)**

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.

**PCI (Product Complexity Index)**

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

**Preferential tariffs**

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).

**Self-sufficiency ratio**

The self-sufficiency ratio defines a country's ability to provide for itself and represents the percentage of consumed food that is correspondingly produced within its territory. It can be measured for a specific good, such as wheat or tomatoes, to assess a country's capacity to produce according to its needs. The formula for calculating the ratio, in terms of production and trade, is:

$\text{Production} \times 100 / (\text{Production} + \text{Imports} - \text{Exports})$ .

**SPS**

Sanitary and phytosanitary. In reference to trade, SPS encompasses measures to sustain human, animal and plant health in addition to preventing the spread of diseases and pests.



## Product descriptions by HS 6-digit code

### **HS 081310 – Dried apricots**

All varieties of apricots that have been dried, which may be with or without added sweeteners or preservatives.

### **HS 081320 – Dried prunes**

All types of prunes, which are dried plums.

### **HS 081330 – Dried apples**

All forms of dried apples, irrespective of the drying process or the addition of any sweeteners or preservatives.



### **HS 081340 – Dried peaches, pears, papaws "papayas", tamarinds and other edible fruits.**

Peaches, pears, papaya, including nectarines. Excludes nuts, bananas, dates, figs, pineapples, avocados, guavas, mangoes, mangosteens, citrus fruit, grapes apricots, prunes and apples.

### **HS 081350 – Mixtures of nuts and dried fruits**

Mixtures of different types of nuts or dried fruits.

### **Explanatory note**

Our analysis of Jordan's trade data in this study revealed significant discrepancies between Jordan's reported dried fruit exports (HS code 0813) and import data from its partner countries, as sourced through ITC Trade Map (which utilises UNCTAD and WTO data). This suggests potential differences in how Jordan and its trading partners record export data. To ensure consistency across the analysis, we combined Jordan's reported figures with import data from partner countries, providing an approximation of the Kingdom's actual export volume.





## Executive summary

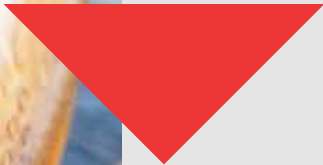
Global dried fruit production has soared, exceeding 3 million tons for 6 years straight, and reaching 3.1 million tons in 2023. Raisins (including sultanas and currants) lead at 42% of production, but table dates are quickly catching up with a 37% share and the highest growth rate (5% per year). Other notable fruits include cranberries (6% with 4% annual growth), prunes (6%), and apricots (5%). Geographically, the Middle East leads in consumption (35%), followed by Europe, Asia, and North America.

Turkey dominates dried fruit exports, holding 15% of the global market with \$475.3 million exported in 2022. The US, the world's largest importer, consumes 14% of global imports, valued at \$418.3 million. Other key export players include Chile, Thailand, China, and Germany. The dried fruit market saw steady growth between 2015 and 2022, with exports and imports rising by 3% and 4% annually, respectively.

Europe's dried tropical fruit market is flourishing (5-6% annual growth), driven by consumers choosing healthy snacks over sugary treats. Opportunities abound for developing countries exporting to key markets like the United Kingdom, Germany, France, Netherlands, Belgium, and Italy. This trend aligns with growing health consciousness, as evidenced by the projected \$9.5 billion US market size with robust growth. The increasing popularity of plant-based diets further boosts demand for dried fruits as a protein and nutrient source. While concerns regarding mycotoxin contamination exist, requiring proactive measures throughout production, advanced drying technologies like freeze drying and vacuum drying offer solutions to ensure high product quality and minimise risks. Overall, the future of dried tropical fruits in Europe is bright, fuelled by health-conscious consumers and innovative practices.

Despite reaching \$107,000 in 2022, Jordan's dried fruit exports remain low, falling from \$276,000 in 2018). Notably, Qatar was Jordan's leading export destination in 2022 with \$92,000, followed by South Africa and Chile.

Regarding the priority markets in this study, the United States emerged as the top dried fruit importer, witnessing a remarkable surge from \$226 million in 2018 to an impressive \$418.3 million in 2022. Brazil followed with a gradual but steady increase, reaching \$50.3 million in 2022. India's market exhibited fluctuations yet maintained an upward trend with 2022 imports reaching \$25.6 million. While Jordan's export values remain modest, they've shown promise, particularly with a notable jump between 2019 and 2020 (\$15,000 to \$28,000), with the US being the sole recorded importer.



## **Product overview**



# Production and consumption

World dried fruit production has displayed a positive trajectory over the past decade, surpassing the 3 million metric ton threshold for the six seasons to 2022, reaching 3.1 million metric tons.

Dried grapes, including raisins, sultanas, and currants, solidified their position as the leading dried fruit by volume, representing 42% of total production (1.3 million metric tons) in 2022/23. Table dates emerged as a significant player, claiming 37% of the market share with nearly 1.2 million metric tons produced in 2022/23. Notably, table dates experienced the most impressive growth over the past decade, averaging a remarkable 5% annual increase between 2013/14 and 2022/23. The remaining 21% of global dried fruit production was composed of a diverse range of products: sweetened dried cranberries (6%), prunes (6%), dried apricots (5%), and figs (4%). Notably, dried cranberries also witnessed substantial growth over the past decade, expanding by an average of 4% annually.

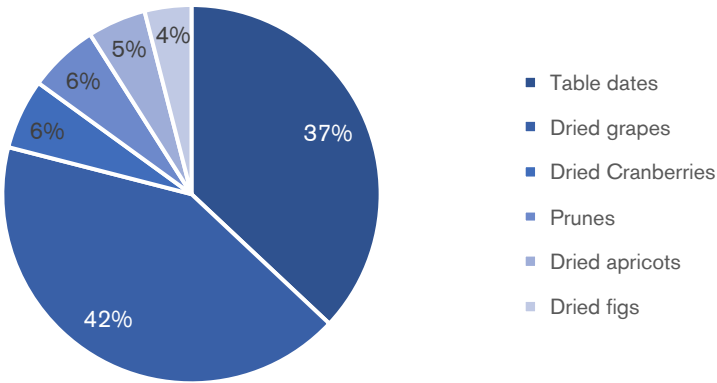


Chart 1 World dried fruits production 2022 to 2023 quantities in %

With a 44% (or 1.4 million metric tons) share of the global market in 2021, dried grapes (raisins, sultanas, and currants) are the undisputed champion of the dried fruit world. Table dates follow closely behind with a 34% share.<sup>1</sup>

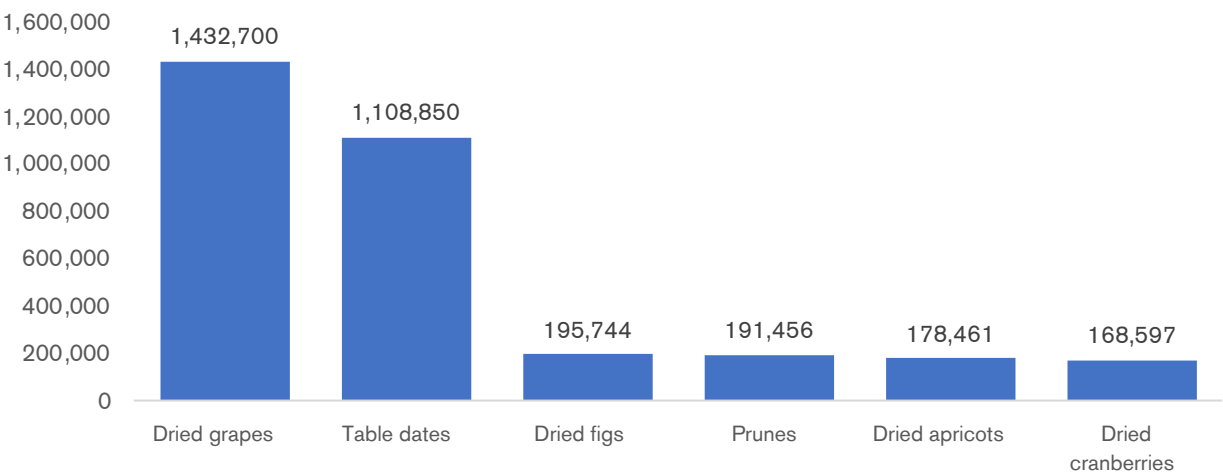


Chart 2 2021 World dried fruits estimated consumption (Metric Tons)

<sup>1</sup> INC International Nut and Dried Fruit Council. (2023). Nuts & Dried Fruits Statistical Yearbook. P. 11. [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>





The United States is the world's largest dried fruits importer, accounting for roughly 14% of global trade, with an import value of \$418.3 million in 2022. China and Germany follow in the global import standings, contributing 9.2% and 8.9% to global imports, respectively. Between 2015 and 2022, the value of dried fruit imports increased at a CAGR of 4%.

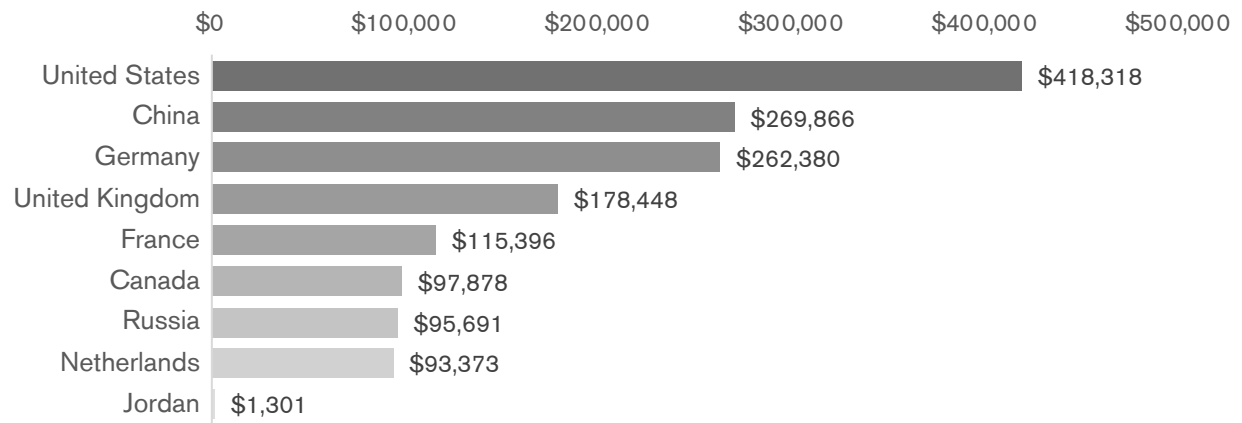


Chart 5 Top dried fruit importers by value in 2022, in \$'000





## **Market dynamics**





# Demand and supply trends

## Healthy snacking trends boost dried tropical fruit market in Europe

The European market for dried tropical fruit projects stable long-term growth of 5-6% per year, fuelled by evolving consumer preferences towards healthier snacking alternatives and a decline in sugary treats. Opportunities exist for developing country suppliers in the United Kingdom, Germany, France, the Netherlands, Belgium, and Italy.<sup>5</sup>

## Growing health consciousness

Growing appreciation for the importance of a balanced diet has fuelled increased demand for dried fruit, recognized for its inherent nutritional benefits. For example, the US dried fruit market is poised to reach a staggering \$9.5 billion, with an impressive annual growth rate exceeding 4% in the upcoming years.<sup>6</sup>

## Growing popularity of plant-based diets

The increasing popularity of vegan and vegetarian diets is boosting the demand for dried fruits as a protein and nutrient source.<sup>7</sup>

## Mycotoxin contamination

In addition to microbial food safety concerns, mycotoxins, which have been repeatedly detected in dried fruits, pose another potential risk. Mycotoxin contamination can begin during the maturation phase in the field and continue throughout the harvest, drying, and storage stages.<sup>8</sup>

## Technological Advancements

The development of advanced drying technologies has been driven by concerns about low product quality and potential contamination. This has led to the widespread adoption of various drying methods, each offering unique benefits and applications. These include freeze drying, vacuum drying, osmotic dehydration, fluidized bed drying and microwave drying.<sup>9</sup>

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<sup>5</sup> CBI. (2021). The European market potential for dried tropical fruit. [online] Available at: <https://www.cbi.eu/market-information/processed-fruit-vegetables-edible-nuts/dried-tropical-fruit/market-potential>

<sup>6</sup> The Produce News. (2023). Strong growth forecast for nuts and dried fruits. [online] Available at: <https://theproducenews.com/nuts-dried-fruit/strong-growth-forecast-nuts-and-dried-fruits>

<sup>7</sup> Nutfruit.org. (2019). A Plant-Based Diet and the Role of Nuts and Dried Fruits – NUTFRUIT – Plant-Based Power. [online] Available at: <https://www.nutfruit.org/a-plant-based-diet-and-the-role-of-nuts-and-dried-fruits/>

<sup>8</sup> Sheng, L. and Wang, L. (2023). Approaches for a more microbiologically and chemically safe dried fruit supply chain. Current Opinion in Biotechnology, [online]. Available at: <https://www.sciencedirect.com/science/article/pii/S0958166923000228>

<sup>9</sup> Chibuzo, Nwankwo S., et al. (2021). Technological advancements in the drying of fruits and vegetables: A review. African Journal of Food Science, 15(12), 367-379.



# Market concentration and product complexity

## Market concentration.

A Shannon Entropy value of 4.7 in 2021 indicates that most of the exports of dried fruits (HS 0813) were predominantly controlled by 26 countries.<sup>10</sup>

## Product complexity score.

According to the Observatory of Economic Complexity (OEC) product complexity index, dried fruits received a score of -1 in the HS 4 classifications in 2021, ranking the category 835 out of 1024. This indicates that dried fruits are not complex to produce. This is further supported by the specific scores at the HS6 levels with dried prunes (HS 81320) at -1.37 and assorted dried fruits (HS 81340) at -1.84.<sup>11</sup>

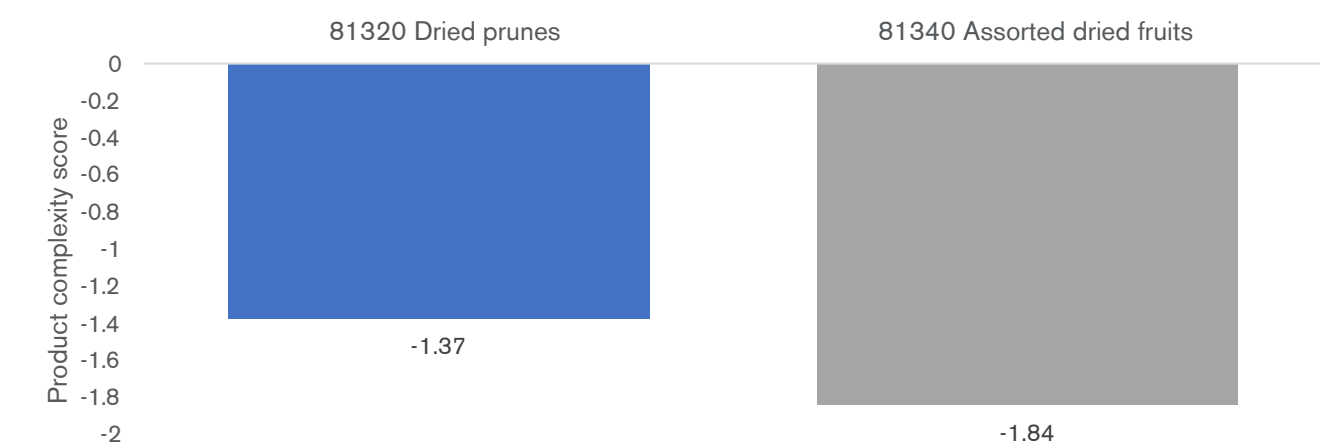


Chart 6 Dried fruits complexity on the HS6 level in 2021

Regarding Product Complexity Index (PCI) historical progress on the HS6 level, the overall PCI scores for dried prunes (HS 81320) and assorted dried fruits (HS 81340) – the only subcategories measured – have headed downward in the 10-year period from 2012 to 2021.<sup>12</sup> This strongly suggests lowering complexity with time and hence lower barriers to entry when it comes to competition.

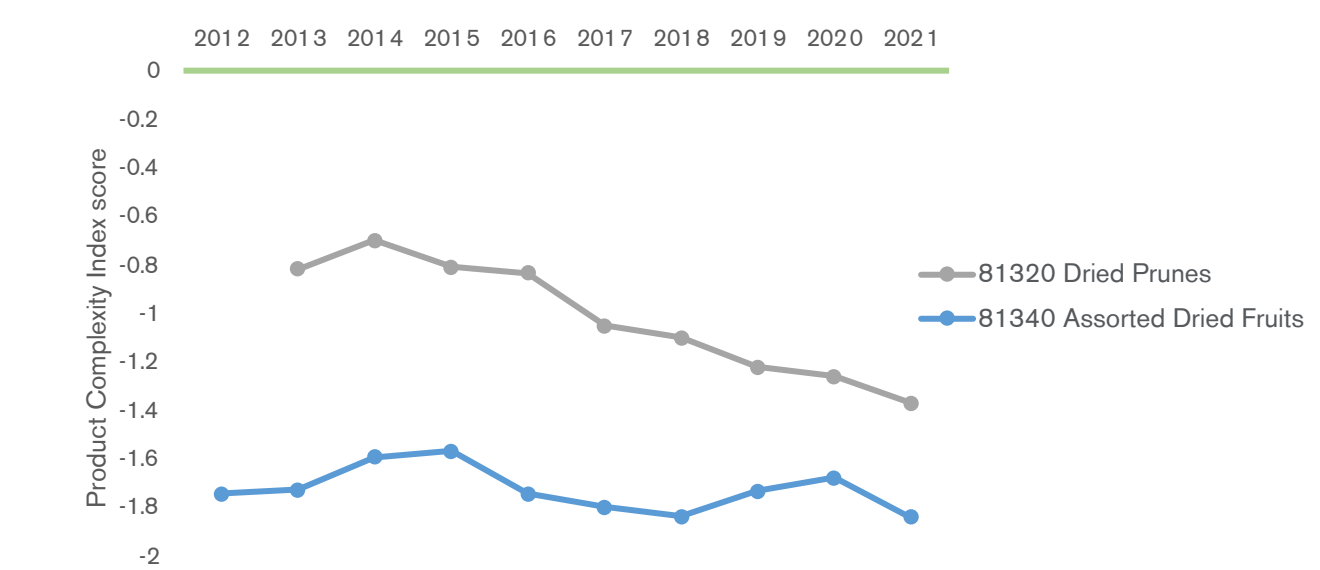


Chart 7 Dried fruits product complexity 2012 to 2021

<sup>10</sup> OEC. (2021). Dried Fruits (HS: Fruit,) Product Trade, Exporters and Importers. [online] Available at: <https://oec.world/en/profile/hs/dried-fruits>

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.



# World trade statistics by dried fruits category on the HS6 level

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
<u>081310</u> Dried apricots	\$527.4 million	\$393.8 million Turkey	\$88 million United States	\$0	0%
<u>081320</u> Dried prunes	\$694 million	\$256.8 million United States	\$52.7 million China	\$0	0%
<u>081330</u> Dried apples	\$125.1 million	\$28.2 million Chile	\$60.9 million United States	\$0	0%
<u>081340</u> Dried peaches, pears, papaws "papayas", tamarinds and other edible fruits	\$1.29 billion	\$272.9 million Thailand	\$227.9 million United States	\$15,000	0.001%
<u>081350</u> Mixtures of nuts or dried fruits	\$332.2 million	\$104.4 million Germany	\$37.6 million United Kingdom	\$92,000	0.03%

Table 1 Dried fruits export and import and Jordan export market share



# HS 0813 in the context of Jordanian exports

## Jordan's top HS 0813 markets

In 2022, the Hashemite Kingdom's total export value reached approximately \$151,000, as registered by Jordan Customs.<sup>13</sup> Qatar was Jordan's leading export destination in the same year as illustrated in Chart 8, with an export of value of \$130,000, followed by South Africa, \$12,000, and Chile, \$9,000. Overall, Jordan's dried fruit exports are quite low, ranging from \$276,000 in 2018. The data shows fluctuations in export values, with no clear upward or downward trend.

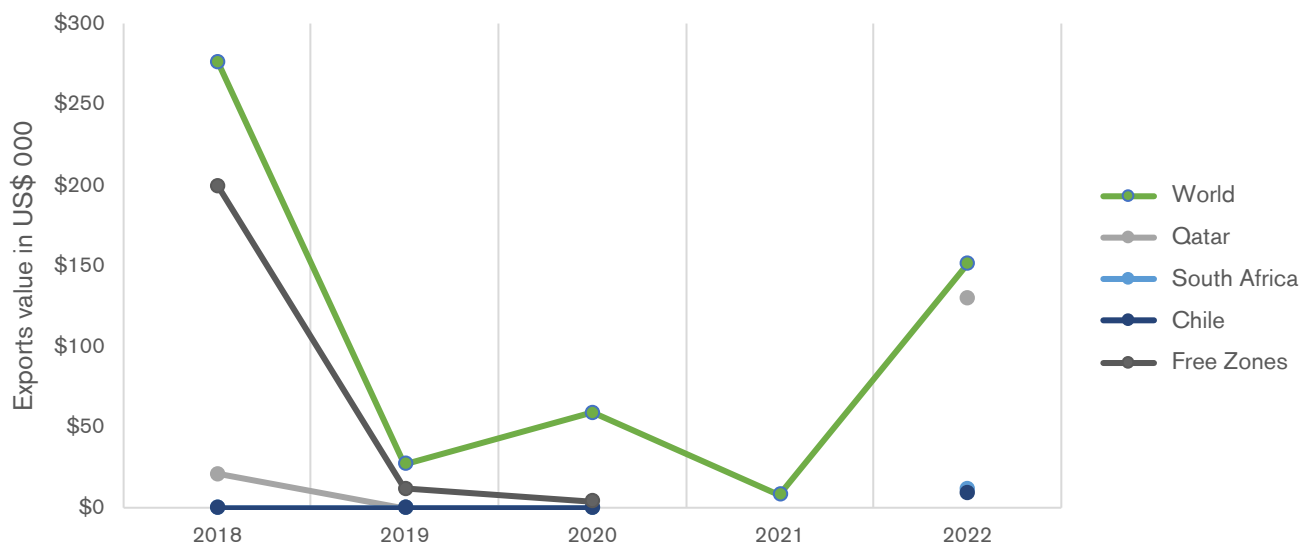


Chart 8 Top dried fruits markets to which Jordan exported between 2018 and 2022

<sup>13</sup> ITC (2022). Trade Map - List of importing markets for a product exported by Jordan. [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c400%7c9%7c9%7c9%7c0813%7c9%7c9%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c9%7c9%7c9%7c0813%7c9%7c9%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1)



**Priority  
markets**



# India

## India macroeconomic overview

India is currently the fifth-largest economy in the world by nominal GDP, expected to become the third-largest by 2027.<sup>14</sup> With a GDP of over USD 3 trillion in 2022,<sup>15</sup> India has experienced rapid economic growth driven by strong domestic demand, a thriving services sector, and a growing middle class. Despite this progress, India remains a poor country in per capita GDP terms. The economy is a mix of agriculture, manufacturing, and services, with challenges like low agricultural productivity and inadequate infrastructure

## India dried fruits consumption

India's per capita consumption of dried fruits has shown interesting trends over the past five years. Dried grapes have consistently been the most popular choice, with consumption ranging from 0.100 kg to 0.109 kg per capita. Dried figs have seen a gradual increase, rising from 0.007 kg in 2018 to 0.016 kg in 2021. Meanwhile, dried apricots and dried cranberries have remained relatively stable, hovering around 0.003 to 0.004 kg per capita.<sup>16</sup>

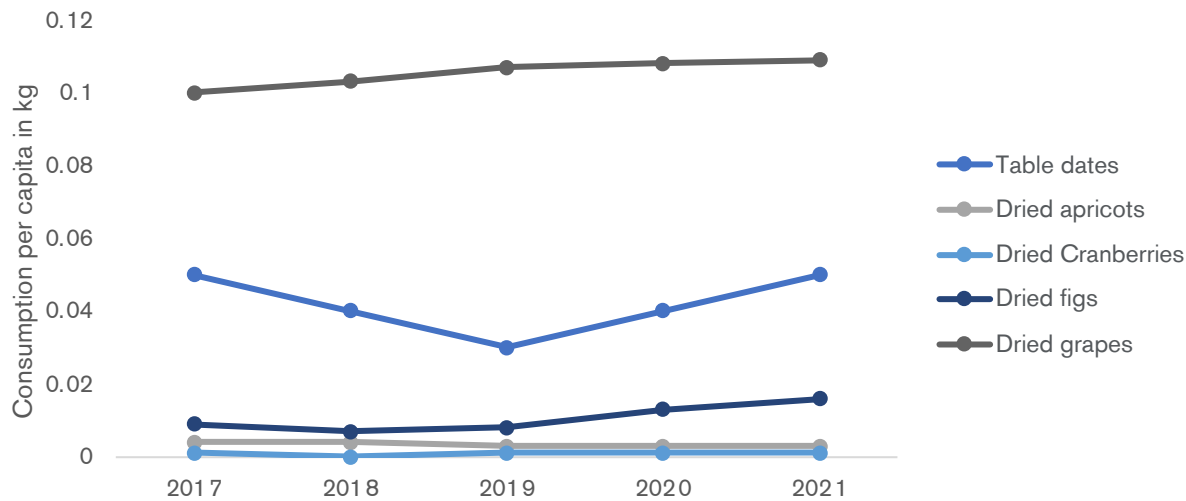


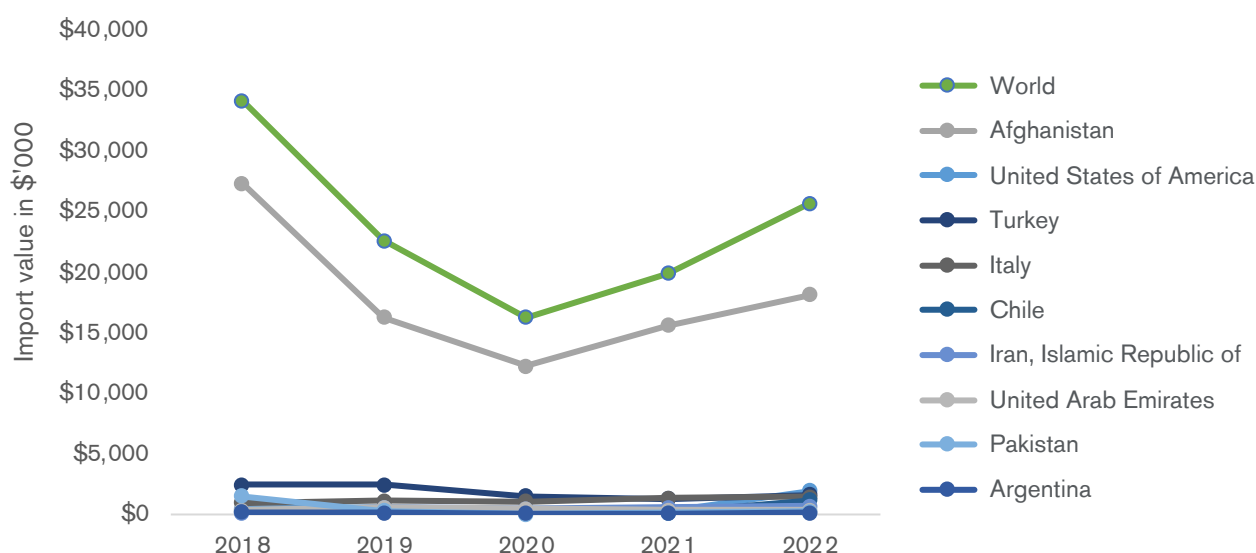
Chart 9 India's per capita consumption of dried fruits (2017-2021), in kg

<sup>14</sup> FocusEconomics. (2024). India Archives. [online] Available at: <https://www.focus-economics.com/countries/india/>

<sup>15</sup> Ibid.

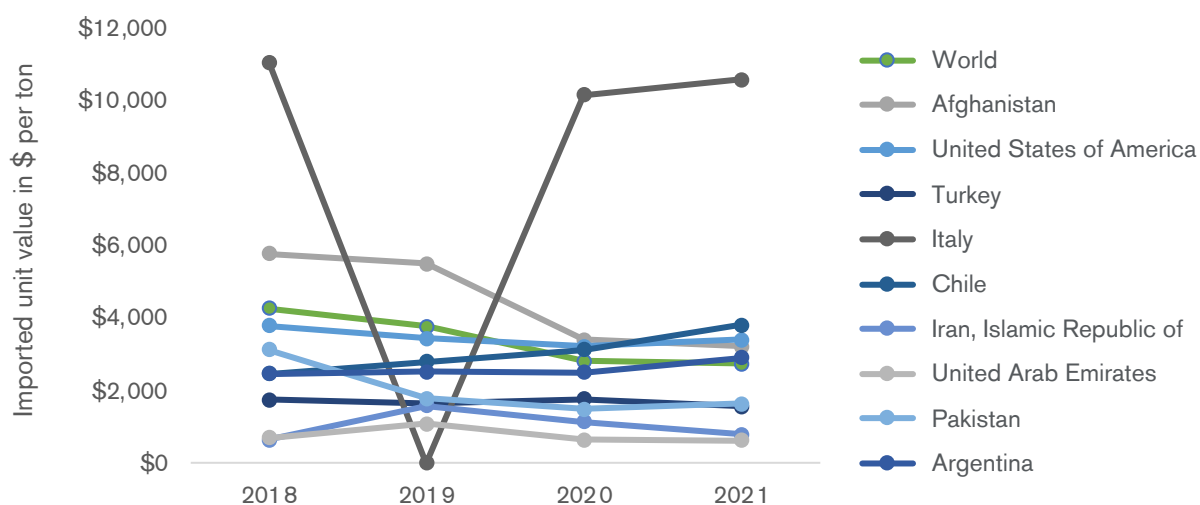
<sup>16</sup> INC International Nut and Dried Fruit Council. (2023). Nuts & Dried Fruits Statistical Yearbook. [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>





**Chart 10 India dried fruits import values, top exporters, 2018 to 2022**

The overall import price trends showed a decline, with import prices decreasing from \$4,273 per ton in 2018 to \$2,949 per ton in 2022.<sup>17</sup> In 2018, Italy had the highest prices at \$11,060 per ton, but by 2022, prices decreased to \$10,795 per ton. Prices from the US displayed a moderate downward trend initially but saw a significant increase in 2022, reaching \$5,429 per ton. Despite price fluctuations, Iran's dried fruits were the most affordable, starting low in 2018 (\$647), spiking in 2019 (\$1,586), then declining before returning to the initial level in 2022. UAE's dried fruits were moderately priced, ranging from \$699 per ton in 2018 to \$843 per ton in 2022.



**Chart 11 India dried fruits imports from main supplying countries, in \$ per ton**

[illegible]



### **India Dried Fruits Imports from Jordan**

As of the date of this report, no import data has been recorded.

### **India's trade agreements with Jordan**

India is Jordan's fourth largest trading partner, with bilateral trade achieving a record \$4.425 billion between April 2022 and March 2023, and growth of 63% on the prior 12 months.<sup>18</sup> Bilateral agreements and forums for trade involving the two countries are as follows:

**Bilateral Trade Relations.** India-Jordan trade is underpinned by the 1976 bilateral agreement. A Trade and Economic Joint Committee (TEJC) was further constituted under the agreement to promote and monitor progress.

**Arab-India Cooperation Forum.** The Arab-India Cooperation Forum serves as a platform for enhancing political dialogue and economic cooperation between India and the Arab League countries, which includes Jordan.

**India-Jordan Joint Committee Meeting.** India and Jordan have held joint committee meetings to discuss ways to enhance bilateral cooperation, including in trade and investment sectors.

**WTO Membership.** Both India and Jordan are members of the World Trade Organization (WTO), which sets the framework for global trade rules.

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<sup>18</sup> Jordan Times. (2023). Jordan-India trade volume has reached \$4.425 billion since last year. [online] Available at: <https://jordantimes.com/news/local/jordan-india-trade-volume-has-reached-4425-billion-last-year>



# India PESTEL analysis

## Politics

India is a federal parliamentary democratic republic, with the President as the head of state and the Prime Minister as the head of government. The political landscape is characterised by a multi-party system, with significant power held by the central government and individual states. The government prioritises national security, economic growth, and social welfare, aiming to create a stable environment for foreign investment and sustainable development.

## Economics

India's economy has been significantly stable since the introduction of industrial reform policies in 1991. These policies led to reductions in industrial licensing, liberalization of foreign capital, and the formation of the Foreign Investment Promotion Board (FIPB). As a result, India's economic environment has consistently improved.

India's current GDP (as of December 2023) stands at \$3.73 trillion. The GDP growth rate in the second quarter of FY24 was 7.6%, surpassing major economies like Russia, the USA, China, and the UK. Key contributors to this growth include private consumption, manufacturing, and construction sectors. India's per capita GDP is \$2,601 as of December 2023, reflecting positive economic momentum compared to the previous year.<sup>19</sup>

## Social

India, with a population of more than 1.2 billion people, is known for its cultural diversity and is among the world's leading democratic countries. Approximately 70% of the population falls between the ages of 15 and 65.

Indian companies and consumers are highly price-sensitive. For instance, some consumer-packaged goods companies create smaller-sized products or reduce features to align with Indian customers' price preferences. India's social structures include varying levels of education, income distribution, and urban-rural divides. These factors impact market segmentation and product positioning.

## Technology

India's rapid adoption of technology has significantly impacted its economy. The country is witnessing a surge in digitalization, e-commerce, and start-ups.

Mobile penetration is high, leading to increased connectivity and access to online services. India has one of the largest smartphone user bases globally.

Digital payment systems have gained prominence, transforming the way transactions occur. The government's push for cashless transactions has accelerated this trend.

## Environment

India faces significant environmental challenges, including pollution, deforestation, and water scarcity. These factors impact various industries and supply chains. The country is also vulnerable to climate change impacts such as rising temperatures, extreme weather events, and changing monsoon patterns.

## Legal

India boasts the highest average applied tariff among G20 countries and maintains some of the highest bound tariff rates within the World Trade Organization (WTO) member nations.

India's federal system grants significant power to states. Differences in political leadership, governance quality, regulations, taxation, and labour relations exist across India's 28 states and 8 union territories.

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<sup>19</sup> Forbes India. (2022). GDP Of India: Current And Historical Growth Rate, India's Rank In The World - Forbes India. [online] Available at: <https://www.forbesindia.com/article/explainers/gdp-india/85337/1>



## India dried fruits suppliers and distributors

### The main dried fruits suppliers and distributors include:

**Nutraj.:** A leading online retailer of premium quality nuts, dry fruits, seeds, dates, and dried fruit mixes in India. They offer a range of high-quality nuts and dried fruits, including almonds, cashews, walnuts, pistachios, raisins, and more. **Website:** <https://www.nutraj.com/>

**Happilo.:** A health food brand founded in 2016, headquartered in Bengaluru, India. They specialize in offering a wide range of premium quality products, including nuts, dried fruits, seeds, dry roasted snacks, and trail mixes. **Website:** <https://happilo.com/collections/dried-fruits>

**Sheezan's Organica.:** A health food brand that specialises in dry fruits, nuts, nut oils, honey, and saffron. All their products are 100% natural and organic, sourced from the most urbane orchards in the Kashmir valley and other states. **Website:** <https://sheezans.com/>

**Sona Fruit Traders.** A well-established business based in Ghaziabad, Uttar Pradesh, India. They operate as a manufacturer, wholesaler, and retailer of various high-quality food products. Their product range includes organic seeds, dry raisins, cashew nuts, dry dates, and more. **Website:** <https://www.indiamart.com/sonafruittraders/>

**Limpio Chem LLP.:** Limpio Chem LLP serves as the parent company for Baldha Export, a prominent Indian manufacturer and exporter specializing in spices, pulses, and dry fruits. **Website:** <https://limpiochem.com/>

**Tots & Moms.:** An Indian company based in Bangalore, Karnataka. They specialize in providing nutritious food for babies, toddlers, kids, and moms. Their product range include dry fruit mixes. **Website:** <https://www.totsandmoms.com/>

**DRB Foods Pvt. Ltd.:** Specialises in importing and trading a variety of dry fruits and spices, including almonds, pistachios, cashews, walnuts, raisins, cardamom, and more. These commodities are sourced from countries such as the USA, Australia, Spain, Middle East, and South-east Asia. **Website:** <https://nuttygritties.com/>

### Exhibitions and trade fairs in India\*

Dates	Exhibition name	City	Country	Website
August 3 - 6, 2024	India International Hospitality Expo 2024	Greater Noida	India	<a href="https://ihexpo.com/">https://ihexpo.com/</a>
August 22 - 24, 2024	India Foodex 2024	Bangalore	India	<a href="https://indiafoodex.com/">https://indiafoodex.com/</a>
TBD 2025	AAHAR - International Food & Hospitality Fair	New Delhi	India	<a href="https://indiatrdefair.com/aahardelhi/">https://indiatrdefair.com/aahardelhi/</a>
TBD 2025	Fresh Produce India	Mumbai	India	<a href="https://www.fruitnet.com/freshproduceindia">https://www.fruitnet.com/freshproduceindia</a>

\* TBC is the acronym for 'to be confirmed. At the time of reporting, specific dates had not been published for 2025 trade shows.

# Brazil

## Brazil macroeconomic overview

Brazil's macroeconomic outlook offers both opportunities and challenges for exporters. On the positive side, the economy rebounded strongly in 2021-2022, bolstered by favourable commodity prices and domestic demand. Inflation is slowing, providing breathing room for monetary policy easing. Additionally, Brazil's large domestic market and growing middle class represent significant potential. However, exporters should be cautious of some headwinds. Public debt remains high, requiring continued fiscal discipline. Global trade and economic slowdown create uncertain export conditions, while Brazil's complex business environment presents logistical and regulatory hurdles.

## Brazil dried fruits consumption

Dried fruit consumption in Brazil exhibited mixed trends between 2017 and 2021. Notably, while witnessing a slight decline in 2021, dried grapes witnessed a steady increase (0.114kg - 0.120kg), suggesting their growing popularity compared to other dried fruit options. In contrast, dried apricot consumption fluctuated (0.020kg - 0.016kg), and prunes experienced a significant decline (0.060kg - 0.041kg).<sup>20</sup>

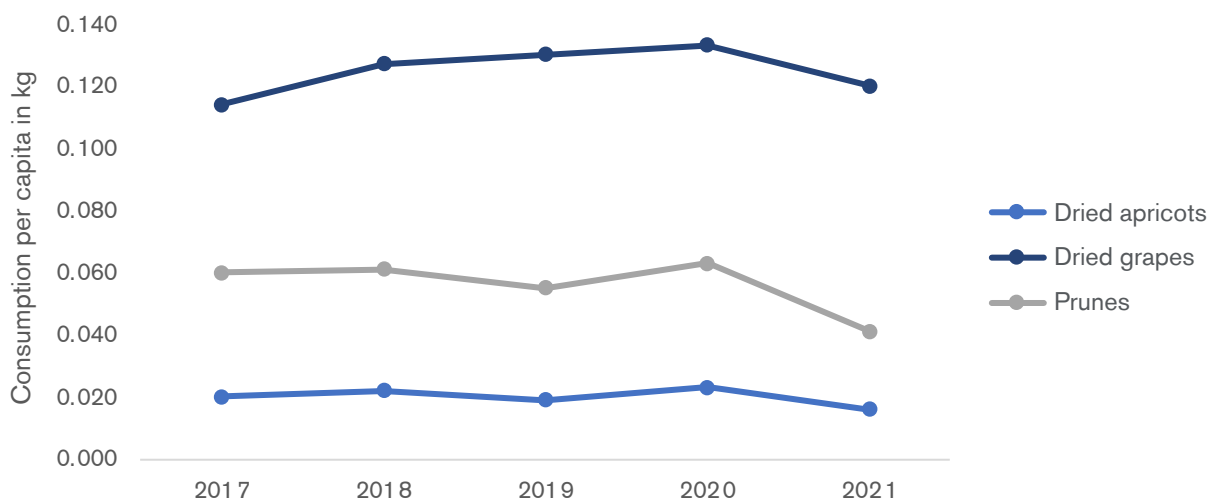


Chart 12 Brazil's per capita consumption of dried fruits (2017-2021), in kg

<sup>20</sup> INC International Nut and Dried Fruit Council. (2023). Nuts & Dried Fruits Statistical Yearbook. [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>

## Brazil Dried Fruits Imports

Brazil's total dried fruit imports exhibited a gradual increase, reaching US\$50.3 million in 2022.<sup>21</sup> Argentina had consistently been a significant supplier of dried fruits to Brazil, with exports increasing from US\$16.4 million in 2018 to US\$21.8 million in 2022. Turkey, another key partner, had maintained a steady presence, with exports to Brazil ranging from US\$12.7 million in 2019 to US\$18.4 million in 2022. Chile followed in the third spot, capturing an export value of US\$9.1 million in 2022.

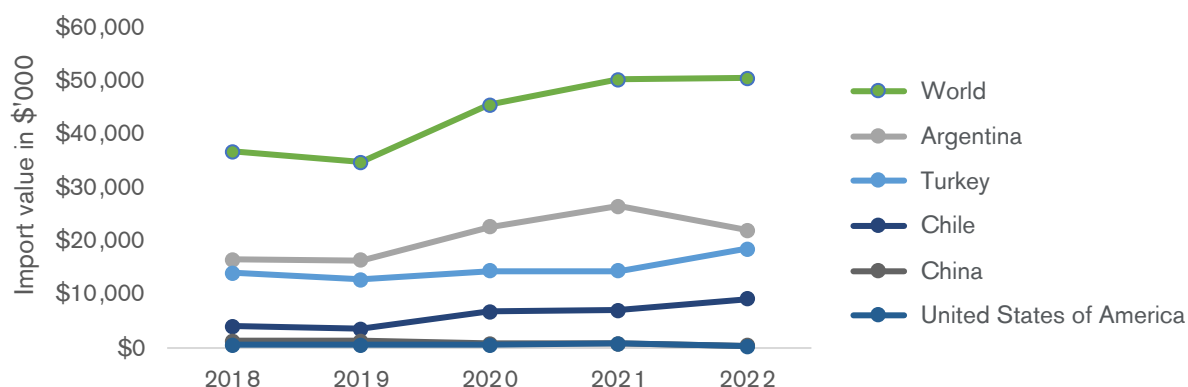


Chart 13 Brazil import values, top exporters, 2018 to 2022

The overall cost per ton has steadily risen from \$2,040 in 2018 to \$4,337 in 2022. Notably, Turkey provided the highest cost per ton at \$6,525, while Argentina offered the lowest price at \$3,901 per ton.<sup>22</sup>

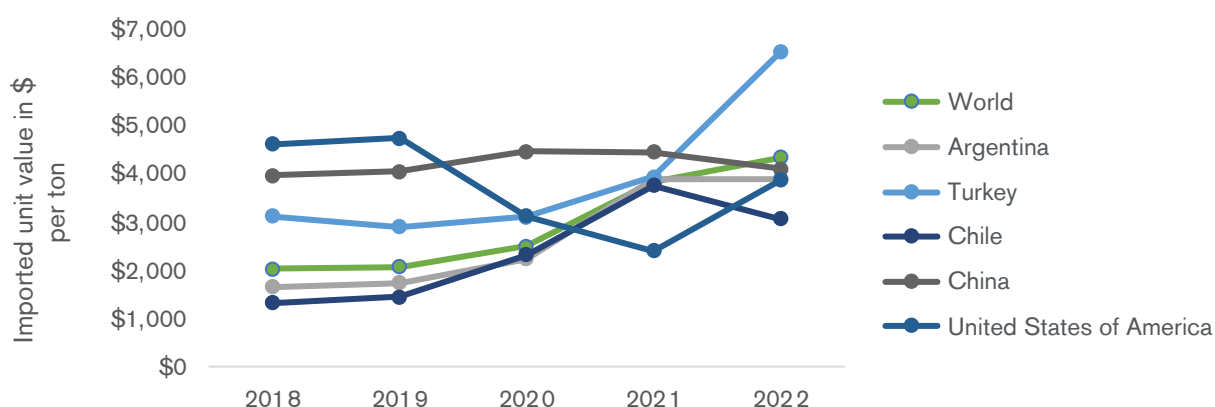


Chart 14 Brazil dried fruits imports from main supplying countries, in \$ per ton

## Brazil Dried Fruits Imports from Jordan

As of the date of this report, no import data has been recorded.

## Brazil's trade agreements with Jordan

At the time of reporting, there are no recorded trade agreements between Brazil and Jordan. However, in the spring of 2022, the Arab Brazilian Chamber of Commerce (ABCC) entered into Memoranda of Understanding (MoU) with both the Brazil-Jordan Business Association (JBBA) and the Amman Chamber of Industry (ACI). These agreements aim to foster cooperation and enhance trade relations between Brazil and Jordan.<sup>23</sup> In another sector, Jordan's Arab Potash Company—the only potash fertilizer producer among Arab countries—is opening a representative operation in São Paulo.<sup>24</sup> This strategic move could potentially open doors for Jordanian firms seeking to enter the Brazilian market.

<sup>21</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by Brazil. [online] Available at: [https://www.trademap.org/Country\\_SelfProductCountry\\_TS.aspx?nvpm=1%7c076%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelfProductCountry_TS.aspx?nvpm=1%7c076%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)

<sup>22</sup> Ibid

<sup>23</sup> Agência de Notícias Brasil-Árabe. (2022). Brazil has niche markets for foods from Jordan. [online] Available at: <https://anba.com.br/en/brazil-has-niche-markets-for-foods-from-jordan/>

<sup>24</sup> Jordan Times. (2023). APC opens office in Sao Paulo. [online] Available at: <https://jordantimes.com/news/local/apc-opens-office-sao-paulo>





# Brazil PESTEL analysis

## Politics

Brazil is a federal presidential republic, with the President serving as both the head of state and government. The political landscape is characterised by a multi-party system, with the Workers' Party (PT) and the Brazilian Social Democracy Party (PSDB) being two of the most influential political entities. Brazil's political environment has been marked by significant reforms aimed at improving governance and transparency.

## Economics

Brazil boasts the third-largest economy globally, with a GDP of \$1.92 trillion in 2022. Brazil's commitment to international trade and its integration into the global economy is evident in the ratio of its combined trade (exports and imports) in goods and services to GDP. This ratio surged from 24.3% in 2017 to 39.2% in 2021, driven by substantial growth in both exports and imports during 2020 and 2021.<sup>25</sup>

## Social

Brazil's population is predominantly youthful, with 35.2% of Brazilians aged 24 or younger. Additionally, over half of the population falls below the age of 35 years.<sup>26</sup>

South-eastern Brazil, encompassing states like São Paulo, Rio de Janeiro, and Minas Gerais, hosts a significant share of both population and economic activity. These states have consistently acted as economic powerhouses, driving growth through competitive sectors such as manufacturing, agriculture, mining, and energy. São Paulo, in particular, serves as Brazil's financial epicentre and a major hub for international business operations.

Brazil, with its vibrant Arab population ranging from 9.52 million to 13.69 million, has strong connections to various Arab countries. Lebanese, Syrian, Moroccan, Saudi Arabian, Egyptian, Palestinian, Algerian, Jordanian, Libyan, Somali, Bahraini, and Qatari communities contribute to Brazil's cultural diversity. Geographically, 39% of the Arab population resides in the Southeast, 32% in the Northeast, 17% in the South, 6% in the North, and 5% in the Midwest region of Brazil.<sup>27</sup>

## Technology

By 2025, Brazil is projected to rank among the top five global markets for smartphones, boasting approximately 200 million connections.<sup>28</sup> Brazil's e-commerce sector is witnessing rapid growth at a rate of 14.3%. By 2026, it is expected to surpass the impressive milestone of US\$200 billion.<sup>29</sup> In 2021, the population invested a staggering \$26 billion in purchasing products through online platforms.<sup>30</sup>

## Environment

Public concern for environmental issues is growing, leading to more activism and pressure on government and businesses. Eco-friendly products are also gaining traction in Brazil.

## Legal

Brazil's tax system is complex and burdensome for international trade. In the absence of a free trade agreement, Brazil levies substantial taxes and tariffs on imported goods and services from global markets. Additionally, federal, state, and local taxes are imposed on imports, potentially doubling the cost of imported products within Brazil. While a tax simplification legislation is anticipated to be approved by the Brazilian Congress later this year, the implementation process is likely to commence

<sup>25</sup> WTO. (2022). Trade Policy Review. Brazil. Executive Summary. [online] Available at: [https://www.wto.org/english/tratop\\_e/tpr\\_e/s432\\_sum\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s432_sum_e.pdf)

<sup>26</sup> Santandertrade.com. (2022). Reaching the Brazilian consumer. [online] Available at: <https://santandertrade.com/en/portal/analyse-markets/brazil/reaching-the-consumers>

<sup>27</sup> Agência de Notícias Brasil-Árabe. (2020). Arabs, descendants are 6% of Brazil's population: survey [online] Available at: <https://anba.com.br/en/arabs-descendants-are-6-of-brazils-population-survey/>

<sup>28</sup> Trade.gov. (2023). Brazil - ICT - Information and Communications Technologies, and Telecommunication. [online] Available at: <https://www.trade.gov/country-commercial-guides/brazil-ict-information-and-communications-technologies-and>

<sup>29</sup> Ibid., <https://www.trade.gov/country-commercial-guides/brazil-ecommerce>

<sup>30</sup> Santandertrade.com. (2022). Reaching the Brazilian consumer. [online] Available at: <https://santandertrade.com/en/portal/analyse-markets/brazil/reaching-the-consumers>



## Brazil dried fruits suppliers and distributors

**Brazcomm Assessoria Ltda.:** A commodity brokerage firm based in Rio de Janeiro, Brazil. Since its establishment in 1999, the company's primary focus has been facilitating the trade of edible nuts, dried fruits, and spices in both the international and Brazilian markets. **Website:** <https://www.brazcomm.com.br/>

**Grupo Pão de Açúcar (GPA):** GPA operates various supermarket chains, including Pão de Açúcar, Extra, and Assaí. These stores stock dried fruits and cater to a diverse customer base. **Website:** <https://www.gpabr.com/en/>

**Cencosud:** Cencosud operates the GBarbosa and Prezunic supermarket chains. These stores often carry a variety of dried fruits for consumers. **Website:** <https://www.cencosud.com/en>

**DMA Distribuidora:** A food distributor that supplies dried fruits to various retailers and hypermarkets in Brazil. **Website:** <https://grupodma.com.br/>

**Supermercados BH:** A regional supermarket chain based in Minas Gerais. They offer dried fruits, among other line of products to their customers. **Website:** <https://www.supermercadosbh.com.br/belo-horizonte/>

**Brasil Frutt:** Specializes in dried fruits and nuts. Their product lineup includes roasted cashews, almonds, chestnuts, walnuts, hazelnuts, and peanuts, among others. **Website:** <https://www.brasilfrutt.com.br/>

## Exhibitions and trade fairs in Brazil

Dates	Exhibition name	City	Country	Website
18 to 20 March 2025	Super Rio Expofood 2025	Sao Paulo	Brazil	<a href="https://sretradeshow.com.br/">https://sretradeshow.com.br/</a>
8 to 10 April 2025	Anuga Select Brazil	Sao Paulo	Brazil	<a href="https://anuga-brazil.com.br/en/">https://anuga-brazil.com.br/en/</a>
12 to 15 May 2025	APASS Show	Sao Paulo	Brazil	<a href="https://apasshow.com/">https://apasshow.com/</a>
27 to 30 May 2025	Fispal Food Service 2025	Sao Paulo	Brazil	<a href="https://www.fispalfoodservice.com.br/en/who-we-are/fispal-food-service.html">https://www.fispalfoodservice.com.br/en/who-we-are/fispal-food-service.html</a>

# United States of America

## United States macroeconomic overview

The U.S. economy has demonstrated resilience and growth in recent times. In the fourth quarter of 2023, real gross domestic product (GDP) increased at an annual rate of 3.3%, primarily driven by consumer spending and exports. The personal income also saw a modest rise, with a 0.3% increase in December 2023.<sup>31</sup> Meanwhile, the U.S. current-account deficit narrowed, and the net international investment position remained substantial. Overall, the U.S. economy remains dynamic, with robust consumer activity and positive indicators.

## United States dried fruits consumption

The U.S. consumption of dried fruits per capita has shown a mix of stability, growth, and fluctuations over the years. While some varieties experienced consistent upward trends, others faced declines or oscillations. For instance, dried apricots remained stable, hovering around 0.045 kg in 2017 and slightly increasing to 0.046 kg in 2021. In contrast, dried cranberries initially rose to 0.265 kg in 2018 but then steadily declined to 0.154 kg in 2021. Dried figs demonstrated gradual growth, increasing from 0.044 kg in 2017 to 0.071 kg in 2021. Meanwhile, dried grapes peaked at 0.535 kg in 2019 but decreased to 0.406 kg in 2021. Prunes exhibited fluctuations, reaching a high of 0.174 kg in 2020 and dropping to 0.146 kg in 2021.

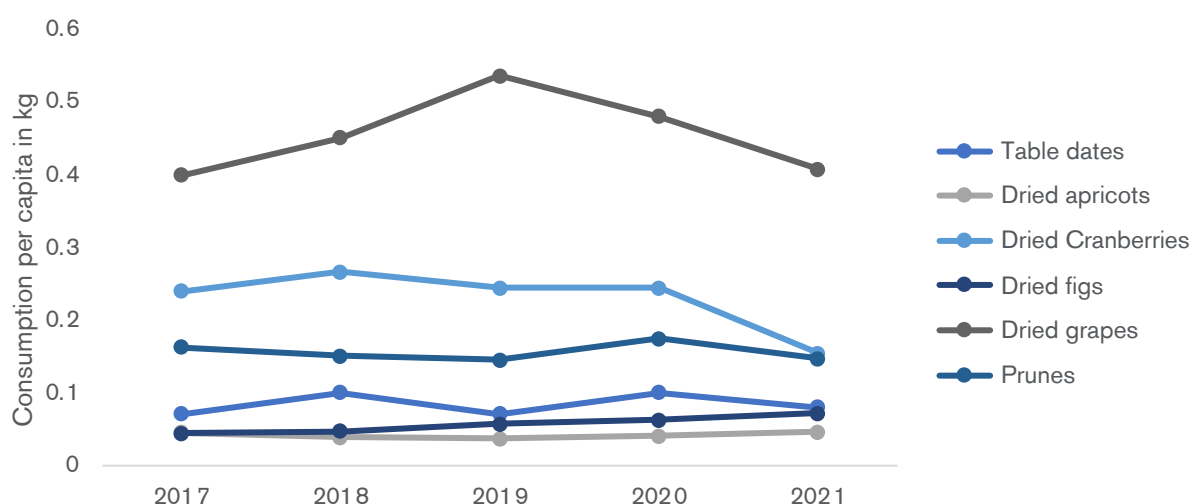


Chart 15 USA's per capita consumption of dried fruits (2017-2021), in kg

<sup>31</sup> Bea.gov. (2023). U.S. Economy at a Glance | U.S. Bureau of Economic Analysis (BEA). [online] Available at: <https://www.bea.gov/news/glance>



## United States Dried Fruits Imports

Between 2018 and 2022, the United States witnessed a notable upward trajectory in dried fruit imports. The total import value surged from \$226 million in 2018 to an impressive \$418.3 in 2022.<sup>32</sup> This growth reflects the rising demand for dried fruits among U.S. consumers. At the country-level, Turkey consistently stood out as a major supplier, with imports increasing from \$46.5 million in 2018 to a substantial \$98.4 million in 2022. While modest in scale, Jordan's dried fruit exports to the U.S. increased gradually, reaching \$50,000 in 2022.

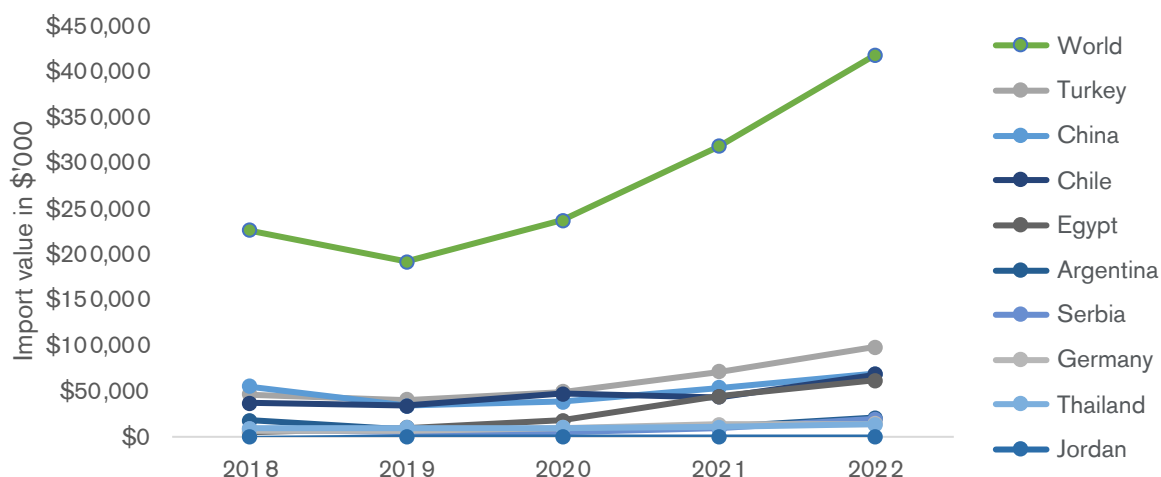


Chart 16 United States dried fruits import values, 2018 to 2022

## United States dried fruits import values

Between 2018 and 2022, the United States witnessed a consistent upward trend in the pricing of imported dried fruits. The total import value surged from \$5,080 in 2018 to an impressive \$7,717 in 2022.<sup>33</sup> Egypt consistently provided dried fruits at relatively higher prices, with imports ranging from \$29,994 in 2018 to \$32,274 in 2022. Serbia also stood out for its premium pricing, especially in 2021, when imports reached \$34,139. Turkey maintained moderate pricing, with imports increasing from \$3,435 in 2018 to \$5,167 in 2022. While modest in scale, Jordan's dried fruit exports were the most affordable, starting at \$5,000 in 2018 and gradually declining to \$2,632 in 2022.

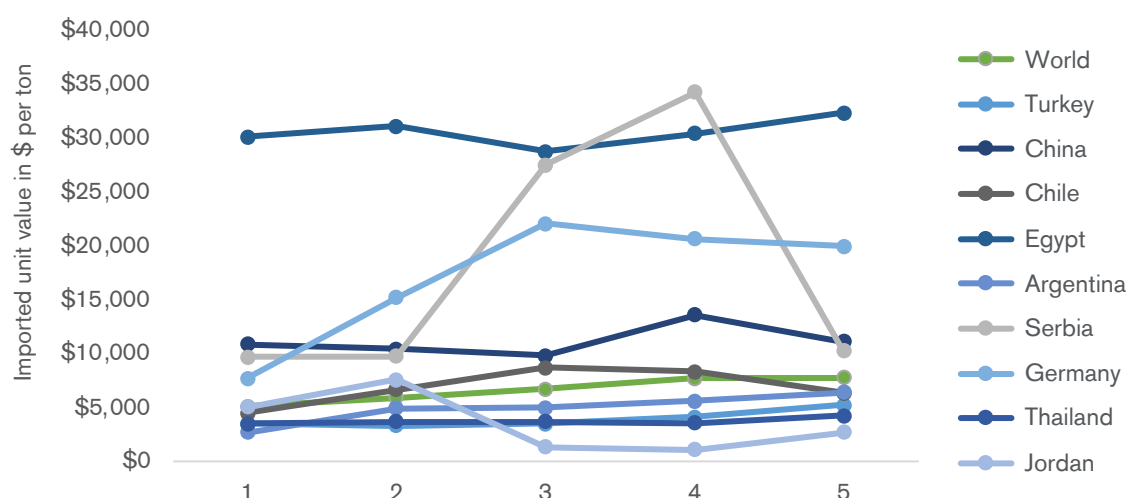


Chart 17 United States dried fruits imports from main supplying countries, in \$ per ton

<sup>32</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by United States of America. [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)

<sup>33</sup> Ibid., [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c0813%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1)



### United States Dried Fruits Imports from Jordan

The import value of Jordanian dried fruits has been consistently increasing from 2018 to 2022. While the values remain modest, the most notable jump occurred between 2019 and 2020, where the import value increased from \$15,000 to \$28,000.<sup>34</sup> In 2022, the US imported dried fruits worth \$50,000 from Jordan, indicating continued growth in this trade. However, one notable note, is that Jordan exports in dried fruits are only in 'mixtures of nuts or dried fruits' (HS 081350).

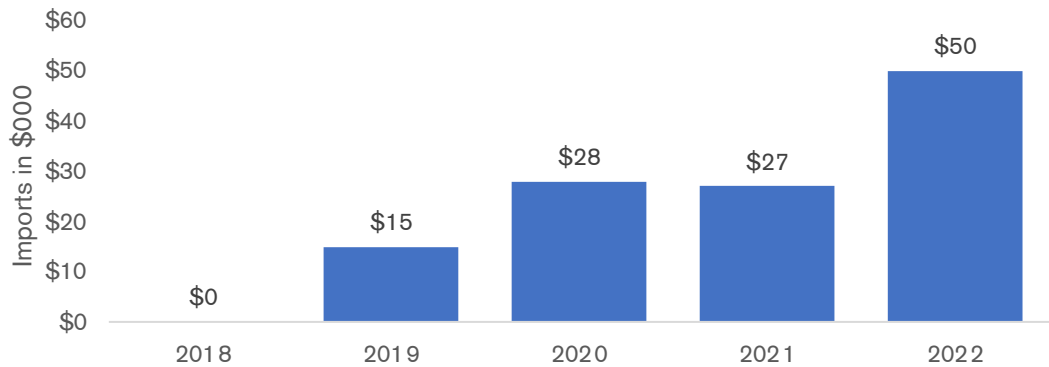


Chart 18 United States dried fruits imports from Jordan

### United States trade agreements with Jordan

#### United States-Jordan Free Trade Agreement.

This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.

#### Qualifying Industrial Zones (QIZs).

The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.<sup>35</sup>

<sup>34</sup> ITC. (2022). Trade Map - Existing and potential trade between United States of America and Jordan. [online] Available at: [https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c0813%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c0813%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1)  
<sup>35</sup> "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, [www.trade.gov/qiz-jordan](http://www.trade.gov/qiz-jordan).



# United States PESTEL analysis

## Political

The United States is a federal republic with a presidential system of government. It consists of 50 states, each with its own government, and a federal government that oversees the entire country. The President serves as both the head of state and government, and there is a bicameral Congress composed of the Senate and the House of Representatives.

## Economic

Real Gross Domestic Product (GDP) of the United States is projected to grow 1.6% in 2023 and 1% in 2024. The contraction in growth is driven by price instability and the fall of unemployment rate to its lowest level in over 50 years, contributing to higher inflation. In response, the US Federal Reserve has been pushing key fiscal measures including raising interest rates to restore price stability and to bring balance to the labour market. It is projected that consumption and investments are expected to level out.<sup>36</sup>

## Social

The United States is not an exception to global changes in consumer habits such as vegetarian movements, sustainability, digital nomad working classes and remote working. These changes have cascading reactions and numerous impacts at different scales including consumer choices and preferences. Additionally, the growth of the country's population by 0.5%, compared to pre-pandemic levels, to 334.9 million in 2023 and its multicultural society has led to a demand for a wide variety of spices, both familiar and exotic, reflecting the diverse culinary traditions of the population. A growing aging population poses risk to labour supply in the long term.<sup>37</sup>

## Technology

Though in competition with China, the technology landscape of the United States is considerably matured and stable for economic growth. The technology talent and infrastructure of the United States has contributed to the growth of leading global companies such as Google, Facebook, Amazon, Microsoft, and Apple. With increased internet usage and e-commerce, the United States shows strong support for sustainable economic growth in the long term.

## Environment

The United States is exposed to a number of environmental concerns. The country is particularly vulnerable to climate change, with exposure such as wildfires, typhoons, hurricanes and flooding. That said, there are increasing awareness and investments towards protecting the planet, in particular, through the COP26, 27 and 28 meetings. For example, the U.S. consumer base is experiencing a growing shift towards eco-friendly and sustainable purchasing habits. Recent polls reveal increased concern among U.S. consumers about the environmental impact of their purchases.<sup>38</sup>

## Legal

The HS 0813 preferential tariff for Jordan is 0%. The U.S.-Jordan Free Trade Agreement (FTA) signed in 2000 and implemented in 2010 still exist between the countries. However, most dried fruits and vegetables are subject to special requirements before they can be imported into the United States.

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<sup>36</sup> IMF. (2023). Bringing the US Economy Back into Balance. [online] Available at <https://www.imf.org/en/News/Articles/2023/02/15/cf-usa-bringing-the-us-economy-back-into-balance>

<sup>37</sup> The US Census Bureau. (2023). U.S. Population Trends Return to Pre-Pandemic Norms as More States Gain Population. [online] Available at: <https://www.census.gov/newsroom/press-releases/2023/population-trends-return-to-pre-pandemic-norms.html>

<sup>38</sup> See, for example, <https://sustainablebrands.com/read/marketing-and-comms/majority-of-us-consumers-say-they-will-pay-more-for-sustainable-products>





## United States dried fruits suppliers and distributors

### The main dried fruits suppliers and distributors include:

**Ayoub's Dried Fruits & Nuts.:** A U.S.-based company specialising in daily roasted nuts, naturally dried fruits, and sweets from around the world, offering artisanal craftsmanship and high-quality ingredients.

**Website:** <https://ayoubs.us/>

**Bella Viva Orchards.:** A family-owned and operated business that produces and sells organic dried fruit, nuts, and chocolates from the Central Valley of California. **Website:** <https://www.bellaviva.com/>

**Fine Dried Foods International.:** A U.S.-based company that specializes in producing organic dried tropical fruit. **Website:** <https://find.organic/organization-display/14145>

**Olive Nation.:** A U.S.-based company, specialised in providing high-quality cooking and baking ingredients (including dried fruits) to bakeries, breweries, caterers, ice-cream makers, food manufacturers, and other food-related businesses. **Website:** <https://www.olivenation.com/>

**Powers, Inc.:** A family-owned corporation, specializes in nuts, mixes, bulk food items, bagged candies, and dried fruit. They cater to a wide range of clients, from convenience stores to nationwide food service applications, serving both large mass merchandisers and smaller distributors.

**Website:** <https://powers-inc.com/>

**Sun-Maid.:** A renowned brand in the United States, has been recognized as a U.S. Best Managed Company, offering a wide range of dried fruit products. **Website:** <https://www.sunmaid.com/>

**Walmart.:** Walmart serves as a significant retail channel in the United States, offering a platform to showcase and distribute their high-quality dried fruit products to a wide consumer base.

**Website:** <https://www.walmart.com/>

## Exhibitions and trade fairs in the United States

Dates	Exhibition name	City	Country	Website
16 to 18 September 2024	Americas Food & Beverage Show	Miami	United States	<a href="https://www.americasfoodandbeverage.com/">https://www.americasfoodandbeverage.com/</a>
26 to 27 October 2024	Great Food Expo	Chicago	United States	<a href="https://greatfoodexpo.com/chicago/">https://greatfoodexpo.com/chicago/</a>
28 October to 1 November 2024	SupplySide West	Mandalay Bay, Las Vegas, NV	United States	<a href="https://west.supplysideshow.com">https://west.supplysideshow.com</a>
9 to 10 November 2024	Great Food Expo	New Jersey	United States	<a href="https://greatfoodexpo.com/new-jersey">https://greatfoodexpo.com/new-jersey</a>



## Recommendations



## Recommendations in summary

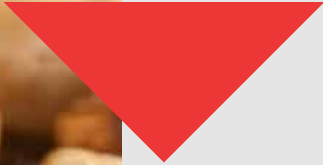
Good prospects await Jordanian dried fruit exporters in India, Brazil, and the US, each offering distinct opportunities fuelled by positive trends. India's booming economy and massive population present a vast market, while its cultural diversity suggests potential for diverse dried fruit offerings. Brazil's youthful demographic and sizable Arab community create a natural affinity for Jordanian products, further amplified by the growing e-commerce sector. The US, with its existing free trade agreement with Jordan and multicultural population, offers a dynamic market for exotic flavours, including dried fruit.

However, navigating these markets requires careful consideration. India's complex tariff structure necessitate strategic planning, while Brazil's bureaucratic hurdles and intricate tax system demand meticulous attention. Jordanian exporters, meanwhile, must ensure compliance with stringent import regulations and navigate potential political risks.

Beyond these considerations, exciting opportunities abound. In India, understanding specific product preferences and offering competitive pricing within the "mixtures of nuts or dried fruits" category holds immense potential. Building relationships with Brazil's Arab community and emphasising sustainable practices can unlock a loyal customer base. In the US, highlighting the unique qualities of Jordanian dried fruits and exploring niches beyond established segments can help exporters stand out in a crowded market.

By capitalising on these positive trends, addressing the existing challenges thoughtfully, and seizing the additional opportunities presented, Jordanian dried fruit exporters can transform these priority markets into promising grounds for their success.





## **Reference information**



# Priority markets tariff and non-tariff barriers

## India


### Tariffs

For HS 0813– dried fruit and nuts, an MFN tariff of 30% is applied for Jordan.

India does not apply any trade remedy on HS 0813.

### General requirements

- When importing food into India, there are two essential licenses you need to obtain:
  - **Importer-Exporter Code (IEC):** The IEC is a mandatory requirement for any business involved in importing or exporting goods to or from India. It serves as a unique identification number and facilitates customs clearance.
  - **FSSAI Importer License:** The Food Safety and Standards Authority of India (FSSAI) import license is crucial for importing food products.
- Before a food consignment reaches an Indian air or seaport, it is essential for the importing food business operator to commence the customs clearance process. This step ensures smooth handling and compliance with import regulations:
  - 1. Authorization Letter to Customs Handling Agent (CHA):**
    - The importing food business operator prepares an Authority Letter in favour of a Customs Handling Agent (CHA).
    - This letter grants the CHA the authority to represent the importer during customs clearance proceedings.
  - 2. Arrival of the Consignment:**
    - Upon the arrival of the food consignment at an Indian air or seaport, the authorized CHA takes charge of the process.
  - 3. Application for Clearance:**
    - The CHA, armed with the authorization letter, applies for the clearance of the consignment with the Department of Customs.
    - This involves submitting a Bill of Entry, which contains details of the imported goods and their value.
  - 4. Customs Verification:**
    - A Government Customs Agent conducts a thorough verification of the consignment.
    - Inspection includes checking for visible issues like insect infestations or damage.
  - 5. Customs Formalities:**
    - The Government Customs Agent clears the consignment after completing all customs formalities.
    - This may include verifying payment of applicable customs duties and taxes.
  - 6. Payment of Customs Duty:**
    - The importing food business operator is responsible for paying the customs duties and taxes required for clearance.
    - Payment is typically based on the assessed value of the imported goods.
  - 7. Customs Clearance Certificate:**
    - Once all formalities are successfully completed, the Government Customs Agent issues a Customs Clearance Certificate.
    - This allows the consignment to proceed to the next stage of the import process.

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- Key labelling requirements for food imports into India are crucial to ensure compliance with the standards set by the Food Safety and Standards Authority of India (FSSAI). These include:
    - 1. Labelling Language:**
      - Labels must adhere to the FSSAI Packaging & Labelling Regulations, 2011 and specific product-related requirements.
      - Compliance with the Food Safety & Standards (Import) Regulations, 2017 is mandatory.
    - 2. Volume and Net Weight:**
      - Packaging should clearly state the volume of contents and net weight of the product.
    - 3. Best Before Date:**
      - Products must display the “Best Before” date, indicating the date until which the product is expected to remain at its best quality.
    - 4. Nutritional Information:**
      - Nutritional facts, including details about calories, fat, protein, carbohydrates, vitamins, and minerals, should be provided on the label.
    - 5. Brand, Company, and Product Name:**
      - The label must include the brand name, company name, and the specific product name.
    - 6. Product Description and Ingredients:**
      - A detailed product description, along with the names of ingredients, must be provided.
      - This is crucial for consumers with allergies or dietary restrictions.
    - 7. Vegetarian and Non-Vegetarian Declaration:**
      - Vegetarian and non-vegetarian products should be clearly distinguished using appropriate symbols.
    - 8. Batch, Code, or Lot Number:**
      - Each batch of products must have a unique identification number, code, or lot number for traceability.
    - 9. Importer’s Name and Address:**
      - The label should include the name and address of the importer in India.
    - 10. Country of Origin:**
      - The country of origin of the product must be clearly stated on the label.
    - 11. Instructions for Use:**
      - If applicable, the label should provide clear instructions on how to use or consume the product.
    - 12. Storage Instructions:**
      - Information about storage conditions, such as temperature and humidity, should be included.





#### **Additional detail**

Further detail on India import requirements for dried fruits can be found in the following references:

**India Briefing.** Food Import Procedure in India and FSSAI's Latest Regulatory Changes

Link. <https://www.india-briefing.com/news/food-import-procedure-india-fssai-steps-reforms-29980.html/>

**Food Safety and Standards (Import) Regulations, 2017**

Link. <https://faolex.fao.org/docs/pdf/IND168166.pdf>

**USDA.** India Food and Agricultural Import Regulations and Standards

Link.

[https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative\\_New%20Delhi\\_India\\_1-19-2018.pdf](https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative_New%20Delhi_India_1-19-2018.pdf)

**ITC market access map**

Link. <https://www.macmap.org/>



# Brazil

## Tariffs

For HS 0813– dried fruit and nuts, an MFN tariff of 10% is applied for Jordan.

Brazil does not apply any trade remedy on HS 0813.

Below is summarized overview of import costs and taxes in Brazil:

### 1. Import Duty (II):

- A federal product-specific tax based on CIF (Cost, Insurance, and Freight) value.
- Rates vary between 10% and 35%.

### 2. IPI (Federal Value-Added Tax on Manufactured Products):

- Levied on finished products (foreign or domestic) resulting from industrial processes.
- Not considered a cost for the importer; the value is credited back to the importer.
- IPI rates range from 0% to 15%.

### 3. ICMS (Merchandise and Service Circulation Tax):

- State-level VAT applied to legal, physical, or economic circulation of goods and services.
- Importers pay ICMS during customs clearance, but it represents a credit to the importer.
- Rates vary by state; in São Paulo, it ranges from 7% to 18%.
- Some industries may qualify for an ICMS tax exemption.

## General requirements

- To import goods into Brazil, the importer company must obtain a SISCOMEX license. This license authorizes the commercialization of the foreign goods and contains information about the product's origin. It is a prerequisite for allowing the entrance of imported goods into the country and must be obtained before the product is shipped abroad.
- Brazil uses the NCM codes (Common Nomenclature of Mercosur) for product classification. Correct NCM classification determines import taxes, special customs regimes, and exemptions.
- In Brazil, the law mandates that importers register their customs broker in the RADAR system, which serves as the import permit for customs clearance and tax payment. However, this RADAR permit can only be obtained by a Brazilian company. Foreign companies without a presence in Brazil cannot request it. Consequently, foreign exporters cannot handle customs clearance when goods arrive in Brazil or deliver DDP (Delivery Duty Paid) products to Brazilian customers.
- Goods follow one of four customs clearance channels:
  - Green Channel: Automatic clearance, proof of import issued, goods sent to the importer.
  - Yellow Channel: Thorough examination of importation documents.
  - Red Channel: Examination of import documents and physical inspection of goods.
  - Grey Channel: Customs value analysis (Article VII of GATT on customs valuation), up to 120 days in extreme cases.
  - Blue Channel: Progressive implementation offers advantages like priority warehousing and preferred orientation (not automatic) into the green channel.



- Labelling mandatory information include:
  - **Product name:** Must be truthful and descriptive of the product.
  - **List of ingredients:** All ingredients must be listed in descending order of weight, including additives, preservatives, and processing aids.
  - **Net weight:** Must be declared in grams (g) for packages weighing less than 1 kg and in kilograms (kg) for packages weighing 1 kg or more.
  - **Nutritional information:** Mandatory for packaged food products, including energy value, carbohydrates, proteins, fats, total sugar, sodium, and dietary fibre.
  - **Batch code and manufacturing date:** Identifies the specific production batch and allows for traceability in case of recalls.
  - **Shelf life:** Indicates the recommended date before which the product maintains its optimal quality.
  - **Origin:** The country of origin of the raw material and the country of processing must be declared.
  - **Storage instructions:** Recommended storage conditions to maintain product quality.
  - **Preparation instructions:** If applicable, instructions for preparing or consuming the product.
  - **Nutrition and health claims:** Must comply with specific regulations and be substantiated by scientific evidence.
  - **Organic certification:** If applicable, the product must display the official organic certification seal.
  - **Labelling Language:** All information on the label must be in Portuguese.

#### Additional detail

Further detail on Brazil import requirements for dried fruits can be found in the following references:

**USDA.** Food and Agricultural Import Regulations and Standards Export Certificate Report

Link.

[https://usdabrazil.org.br/wp-content/uploads/2021/02/Food-and-Agricultural-Import-Regulations-and-Standards-Export-Certificate-Report\\_Brasilia\\_Brazil\\_12-31-2020.pdf](https://usdabrazil.org.br/wp-content/uploads/2021/02/Food-and-Agricultural-Import-Regulations-and-Standards-Export-Certificate-Report_Brasilia_Brazil_12-31-2020.pdf)

**Everything You Need to Know Before Exporting to Brazil**

Link. <https://www.novatradebrasil.com/en/everything-you-need-to-know-before-exporting-to-brazil/>

**Santander Trade Portal.** Import customs procedures in Brazil

Link.

<https://santandertrade.com/en/portal/international-shipments/brazil/customs-procedures#:~:text=Foreign%20exporters%20and%20Brazilian%20importers,must%20obtain%20a%20RADAR%20licence.>

**ITC market access map**

Link. <https://www.macmap.org/>



# The United States of America

## Tariffs

For HS 0813– dried fruit and nuts, a preferential tariff of 0% and MFN tariff of 0.56% is applied for Jordan.

The US does not apply any trade remedy on HS 0813.

## General requirements

Importing dried fruits into the US involves several key requirements across different regulatory bodies, ensuring safety, compliance, and proper documentation.

- Imported food products must be safe, wholesome, and produced under sanitary conditions.
- Facilities involved in producing, storing, or handling food products must be registered with the FDA.
- Dried, cured, cooked, or processed fruits and vegetables (excluding frozen ones) such as cured figs, dates, raisins, nuts, and dried beans and peas can be imported into the United States without requiring a permit, phytosanitary certificate, or other compliance from the US Animal and Plant Health Inspection Service (APHIS).
- Compliance with the Federal Food, Drug, and Cosmetic Act (FD&C Act).
- Compliance with the Fair Packaging and Labelling Act (FPLA). Additional labelling requirements include:
  - Imported goods must adhere to the quality standards established by the United States Department of Agriculture (USDA) and must be clearly labelled with their country of origin (COOL) in accordance with the 2002 Farm Security and Rural Investment Act.
  - Nutrition facts labelling is mandatory for most packaged foods, with specific format and nutrient declaration requirements.
- Additional procedures and programs include Prior Notice, Hazard Analysis Critical Control Point (HACCP), Foreign Supplier Verification Programs (FSVP), and the Voluntary Qualified Importer Program (VQIP).

## Additional detail

Further detail on United States import requirements for dried fruits can be found in the following references:

**USDA.** Generally authorized Non-Propagative Plant Products

Link.

<https://www.aphis.usda.gov/aphis/ourfocus/importexport/ace/authorized-non-propagative-plant-products/generally-authorized-non-propagative-plant-products>

**US Food and Drug Administration (FDA)**

Link. <https://www.fda.gov/food/food-imports-exports/importing-food-products-united-states>

**US Customs and Border Protection (CBP)**

Link. <https://www.cbp.gov/>

**US Department of Agriculture (USDA)**

Link. <https://www.usda.gov/>

**ITC market access map**

Link. <https://www.macmap.org/>



# Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

## Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

- **Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.
- **Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.
- **Market Concentration:** Analyzing the distribution of market share among competitors.
- **Export Potential:** Determining the potential for export between Jordan and the target market.
- **Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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