

# TRADE FOCUSED PRODUCT REPORTS

**Dates, Fresh or  
Dried**

HS Code 080410

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MARCH 2024



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This report was developed with the support of the "Trade for Employment" project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Kingdom of the Netherlands.

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# Glossary of terms and abbreviations

## **CAGR (Compound Annual Growth Rate)**

Compound Annual Growth Rate (CAGR) is a measure used to express the mean annual growth rate over a specified time period longer than one year. CAGR furthermore eliminates volatility and fluctuations that can happen.

## **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 4.06 for fresh or dried dates, HS code 080410 – as stated in this study – indicates a marketplace where the majority of exports are from 16 competing countries.

## **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).

### SPS

Sanitary and phytosanitary. In reference to trade, SPS encompasses measures to sustain human

## Product descriptions by HS 6-digit code

### HS 080410 – Dates, fresh or dried

Dates, whether they are in their fresh form or have been dried.



### Explanatory note

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importers. It is for this reason, mainly when it comes to assessing Jordan's export values for dates, fresh or dried (HS 080410), import statistics reported by, Indonesia, Malaysia and The United Kingdom – the three priority markets – are employed instead of the Hashemite Kingdom's reported figures, to maintain reasonable consistency throughout.

When the use of import statistics has not been possible, for example in disaggregating product values on the HS6 level, data as reported by Jordan Customs are maintained.





## Executive summary

The dates industry categorised under HS code 08041, is represented by varied patterns of growth. Demand nonetheless is particularly driven by Middle Eastern and Muslim populations, and the increased use of dates in snack bars as a healthy alternative.

In 2022, total dates output was reported at 9.7 million tons, decreasing by 1.2% from the year before but growing 30% from 2013. Egypt at 1.7 million tons, Saudi Arabia with 1.6 million tons, Iran with 1.3 million tons, and Algeria with 1.2 million tons were the leading suppliers of dates in 2022, accounting for 58% of global raw date production. Saudi Arabia, Iran and the United Arab Emirates were the largest suppliers of table dates on the other hand, effectively product packaged and presented for sale, significantly to retail clients.

Israel headed the producer pricing at \$6,000 per ton, followed by the United States at \$4,277 and Iran with \$4,038. Kuwait supplied the most competitively priced dates at \$265 per ton.

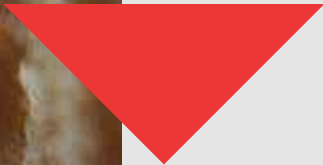
In trade values, \$2.3 billion worth of dates (HS 080410) were exported globally in 2022. The top three exporters were Saudi Arabia at \$341.5 million, Israel at \$330 million and Iran at \$329.5 million, together, accounting for 42% of global dates export trade. India was the largest importer by value at \$230.8 million, followed by Morocco at \$211.7 million and the United Arab Emirates at \$154 million; the three nations making up nearly three tenths of global dates imports in 2022.

Jordan's export values in this category were recorded at approximately \$31.1 million in 2022. Starting with an export value of \$19.8 million in 2018, the country's shipments in this category varied but increased overall by 57%, reaching their level in 2022. The primary markets included the United Arab Emirates, Qatar, the United Kingdom, and Morocco.

Regarding the priority markets in this study, namely Indonesia, Malaysia and the United Kingdom, Jordan's largest export market for dates in 2022 was the United Kingdom, valued at \$4.1 million, followed by Malaysia at \$1.16 million and Indonesia at just \$90,000.

Opportunities exist for Jordanian producers to continue to expand and meet demand here, particularly, with Indonesia and Malaysia being home to large Muslim populations, where dates are a supplement to breaking the fast during Ramadan. The United Kingdom in the meantime presents a multicultural society, with a sizeable Middle Eastern and South Asian populations, where dates are constituent in homeland diets. There is, in addition, a growing trend for incorporating dates in other a wider variety of foods: date-based snacks and date syrup, for instance, which is increasingly recognised as a healthy alternative to sugar.





## **Product overview**



# Dates, fresh or dried

## Production and consumption

According to the FAO, date production, increased from 7.5 million tons in 2013 to 9.7 million tons in 2022, reflecting a growth of 30% over the decade.<sup>1</sup> With respect to table dates, meaning dates packaged for sale, not including bulk quantities for processing, production increased from 1.2 million tons in 2013 to 1.8 million tons in 2021 mirroring a rise of 55%.<sup>2</sup>

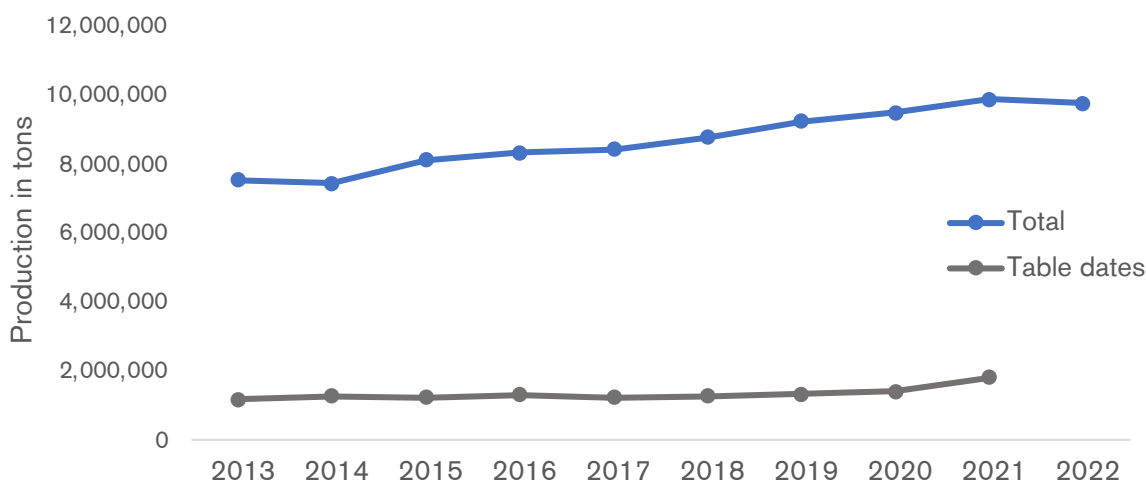


Chart 1 World dates production 2013 to 2023

With respect to the country level total output during 2022, Egypt led production with 1.7 million tons , followed by Saudi Arabia with 1.6 million tons, Algeria, 1.2 million tons and Iran, 1 million tons. The four territories in 2022 were responsible for output of 5.6 million tons representing 58% of global output. <sup>3</sup> Jordanian production in 2022 was reported as 30,000 tons. With table dates, Saudi Arabia was the largest producer, representing 20% of production with a 5-year annual average of 224,000 tons, followed by Iran with 151,000 tons and the Emirates recording 122,000 tons.

Saudi Arabia was the largest table dates market in 2021, consuming 178,000 tons, followed by Egypt and the United Arab Emirates. However, on the level of per capita consumption, the Emirates ranks highest at a significant 13.9 kilograms per person per year in 2021. On a per person basis, Tunisia was the second largest consumer at half that level, 6.9 kilograms. The world per capita date average is 0.15 kilograms.<sup>4</sup>

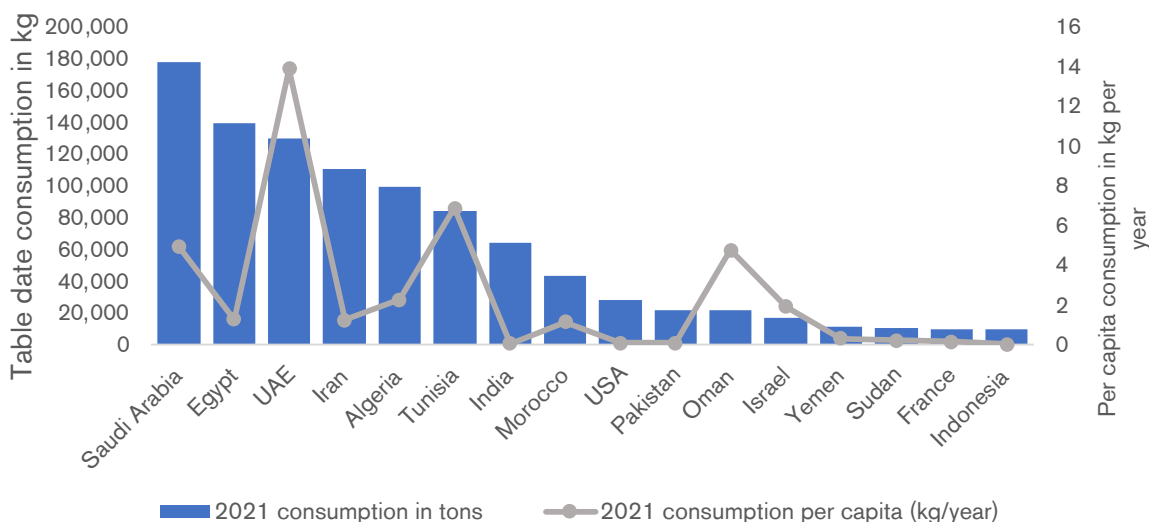


Chart 2 Table dates consumption by country

<sup>1</sup> FAO.(2023). FAOSTAT. [online] Available at: <https://www.fao.org/faostat/en/#data/QCL>

<sup>2</sup> (International Nut and Dried Fruit Council, 2023)

<sup>3</sup> Ibid.

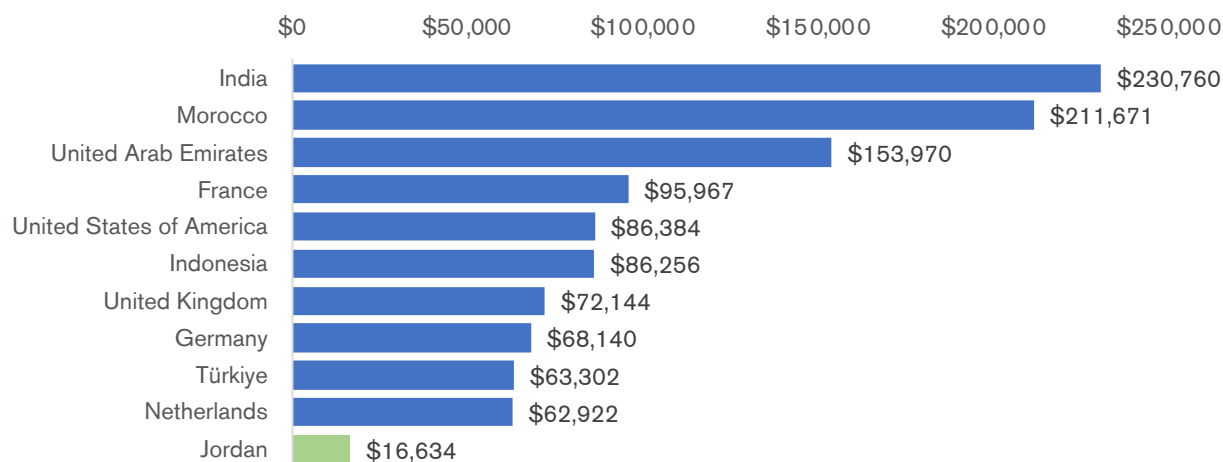
<sup>4</sup> Ibid.



## Exports and imports

Country	Number of U.S. Troops
Saudi Arabia	341,523
Israel	330,087
Iran	289,545
United Arab Emirates	285,506
Tunisia	244,751
Algeria	127,264
Iraq	109,904
United States of America	82,346
Egypt	69,511
Jordan	28,586

India and Morocco are the world's largest fresh/dried dates importers, accounting for approximately 22% of global trade, with an import value of \$442.4 million in 2022 (See Chart 4).<sup>8</sup> The United Arab Emirates and France follow in the global import standings, contributing 8% and 5% to global imports, respectively. Similar to exports, the value of fresh/dried dates imports increased at a compound annual growth rate (CAGR) of 7% between 2015 and 2022.<sup>9</sup>



<sup>5</sup> Ibid., <https://www.fao.org/faostat/en/#data/PP>

<sup>6</sup> ITC. (2022). Trade Map - List of exporters for the selected product in 2022 (Fresh or dried dates). [online] Available at:

[https://www.trademap.org/Country\\_SelProduct.aspx?nvpm=1%7c0%7c0%7c0%7c080410%7c0%7c6%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct.aspx?nvpm=1%7c0%7c0%7c0%7c080410%7c0%7c6%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c1)

<sup>7</sup> The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of fresh/dried dates global exports, utilising data sourced from ITC spanning 2015 to 2022.

<sup>8</sup> ITC. (2022). Trade Map - List of importers for the selected product in 2022 (Fresh or dried dates). [online] Available at:

[https://www.trademap.org/Country\\_SelProduct.aspx?nvpm=1%7c%7c%7c%7c%7c080410%7c%7c%7c6%7c1%7c1%7c1%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct.aspx?nvpm=1%7c%7c%7c%7c%7c080410%7c%7c%7c6%7c1%7c1%7c1%7c1%7c2%7c1%7c1%7c1)

<sup>9</sup> The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of fresh/dried dates global imports, utilising data sourced from ITC spanning the years 2015 to 2022. This measurement gives us a yearly growth rate, ironing out any ups and downs to present a stable, year-over-year growth rate.



## Market dynamics





# Demand and supply trends

## Rising awareness of health benefits fuelling dates market growth

Europeans are increasingly choosing healthy alternatives for between-meal snacks and even meal replacements. Younger generations, in particular, are ditching sugary sweets like candies and chocolates in favour of low-sugar options. This trend is expected to drive significant growth in the date market over the next five years.<sup>10</sup>

## RPW devastates dates in MENA and Gulf

The Red Palm Weevil (RPW) poses a severe threat to date palm production in the Middle East and North Africa (MENA) and Gulf countries. Each year, this invasive beetle destroys date palms worth EUR 480 million in the Mediterranean region alone.<sup>11</sup>

## Europe leads the world in regional growth

Despite Europe not being the largest importer of dates globally, it is the region experiencing the most rapid growth in import volume and value. Between 2017 and 2021, Europe's share of global fresh and dried date imports, by value, increased from 25% to 28%. In 2021, Europe imported a substantial 191,000 tonnes of dates, with a total value of €465 million. This represents a significant increase compared to 2017, when 146,000 tonnes of dates were imported with a value of €351 million. It is noteworthy that over 29,000 tonnes of these dates were traded within Europe itself.

## Egypt: from ninth to major date exporter

Egypt is currently the ninth-largest exporter of dates, but it is poised to significantly increase its exports in the near future. This growth is being driven by several large-scale projects focused on cultivating popular date varieties, such as Medjool.<sup>12</sup>

## Sustainability is no longer just a trend but a vital requirement

In 2023, the date industry anticipates an ongoing transition towards sustainable farming methods. With consumers showing a growing preference for eco-friendly products, date growers are embracing environmentally conscious cultivation techniques in response. This not only contributes to the well-being of the planet but also adds to the market appeal of dates.<sup>13</sup>

## The trend of organic dates

The worldwide surge in organic food consumption extends to dates as health-conscious consumers increasingly favour chemical-free cultivation and appreciate the associated health benefits. In response, a greater number of date farms are expected to shift towards organic production methods to meet the growing demand for organic dates.<sup>14</sup>

## Cutting-edge date processing technologies

Anticipate progress in date processing technologies in 2023. Technology is playing a pivotal role in enhancing various aspects of the supply chain, from efficient sorting and packaging to the creation of innovative date-based products. Automated sorting systems and advanced packaging techniques are elevating product quality and extending shelf life, delivering benefits to both consumers and businesses.<sup>15</sup>

## Expansion of date-related offerings

The date industry is broadening its array of products. In addition to the classic whole dates, there is an increasing demand for date-based products such as protein and energy bars, date paste, date syrup, and even beverages infused with dates. This expansion not only creates additional sources of revenue for businesses but also addresses the changing preferences of consumers.<sup>16</sup>

<sup>10</sup> Researchandmarkets.com. (2023). Date Market - Growth, Trends, and Forecasts (2023-2028). [online] Available at: [https://www.researchandmarkets.com/report/dates?utm\\_source=GNE&utm\\_medium=PressRelease&utm\\_code=nhznzh&utm\\_campaign=1872373+-+Global+Dates+Market+2023-2028:+The+Ancient+Fruit+Gaining+Modern+Popularity+for+its+Health+Benefits+and+Cultural+Significance&utm\\_exec=joca220prd](https://www.researchandmarkets.com/report/dates?utm_source=GNE&utm_medium=PressRelease&utm_code=nhznzh&utm_campaign=1872373+-+Global+Dates+Market+2023-2028:+The+Ancient+Fruit+Gaining+Modern+Popularity+for+its+Health+Benefits+and+Cultural+Significance&utm_exec=joca220prd)

<sup>11</sup> FAO-NearEast. (2022). Red Palm Weevil Eradication Programme. [online] Available at: <https://www.fao.org/neareast/main-topics/action-areas/red-palm-weevil-eradication-programme/en#:~:text=In%20Saudi%20Arabia%20in%202022,up%20to%20USD%20401%20million.>

<sup>12</sup> EastFruit (2023). Egypt might flood the global dates market within the next five years. [online] Available at: <https://east-fruit.com/en/news/egypt-might-flood-the-global-dates-market-within-the-next-five-years/>

<sup>13</sup> Dates.business. (2023). 2023 DATE INDUSTRY TRENDS AND MARKET ANALYSIS: AN EXPERT GUIDE. [online] Available at: <https://www.dates.business/2023/09/2023-date-industry-trends-and-market.html>

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.



# Market concentration and product complexity

## Market concentration.

A Shannon Entropy value of 4.06 in 2021 indicates that the exports of fresh or dried dates (HS 080410) were predominantly controlled by a group of 16 countries. This suggests a slight level of concentration in the market.<sup>17</sup>

## Product complexity score.

The score of -1.91 for fresh or dried dates in 2021, in the HS 6 classifications, indicates a low level in product complexity, and low ranking.<sup>18</sup>

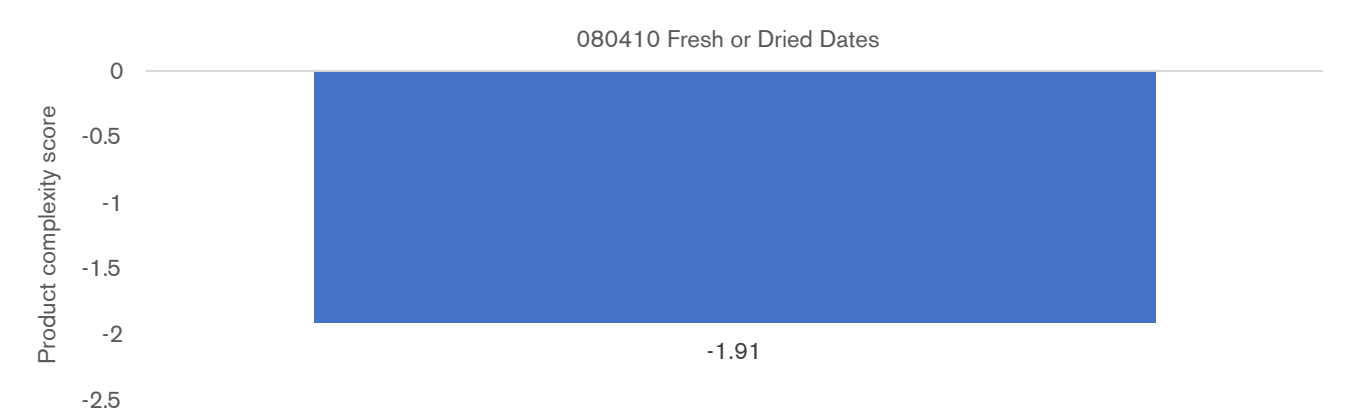


Chart 5 Fresh or dried dates complexity in 2021

Regarding historical progress in the Product Complexity Index (PCI), fresh or dried dates (HS 080410) fluctuated somewhat between 2012 and 2021, however, maintained the same score of -1.91 in 2021, as it did in 2012.<sup>19</sup>

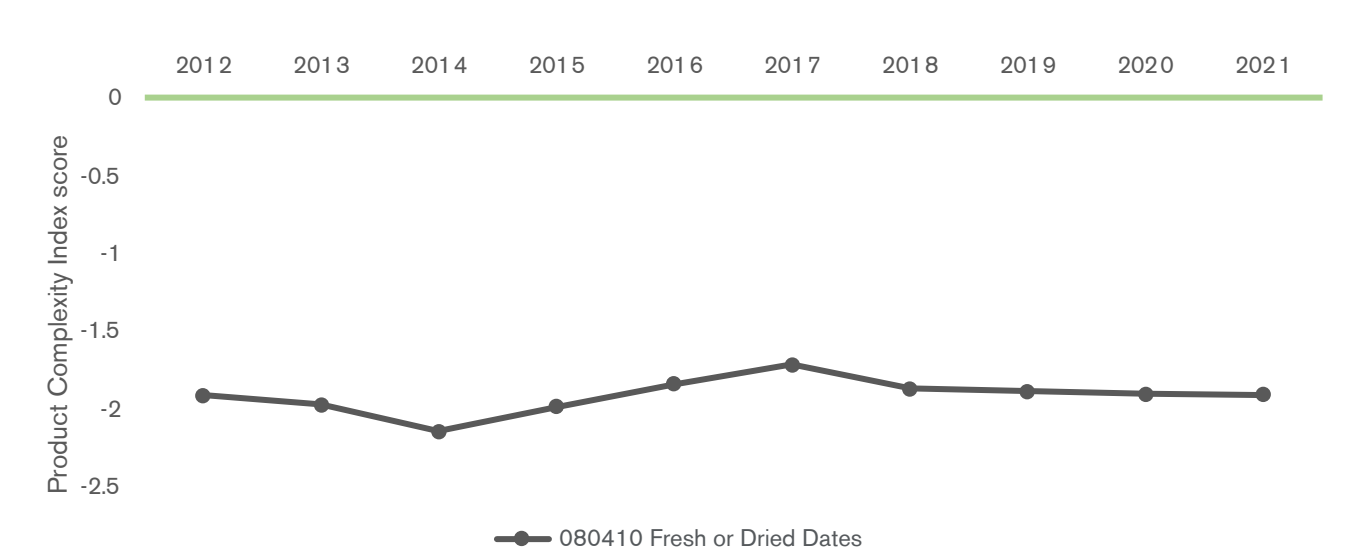


Chart 6 Dates product complexity 2012 to 2021

<sup>17</sup> (Observatory of Economic Complexity, Dates, Fresh or Dried, 2023). Note that the OEC reports two different statistics for dates product complexity. In this regard the rankings database is referenced, while a number of -1.95 is stated on the website, <https://oec.world/en/profile/hs/dates-fresh-or-dried#product-complexity>.  
<sup>18</sup> (Observatory of Economic Complexity, Product Rankings, n.d.)  
<sup>19</sup> Ibid.



# World trade statistics by dates 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>HS 080410</u> Fresh or dried dates	\$2.294 billion	\$341.5 million Saudi Arabia	\$230.8 million India	\$28.6 million	1.25%

Table 1 Fresh and dried dates export and import and Jordan export market share



## HS 080410 in the context of Jordanian exports

### Jordan's top HS 080410 markets are regional

In 2022, the Hashemite Kingdom's total dates export value reached approximately \$31.1 million, representing a decrease of about 27% from the previous year's \$42.7 million. However, compared to the value of shipments in 2018, which were at \$19.8 million, there has been a significant increase. Hence, overall, in the five-year period leading up to 2022, exports still rose by 57%.<sup>20</sup>

The United Arab Emirates is Jordan's leading export destination. In 2022, the value of export to the UAE reached \$8.1 million, followed by Qatar with \$4.2 million, the United Kingdom with \$4.1 million<sup>21</sup> and Morocco with \$1.8 million.

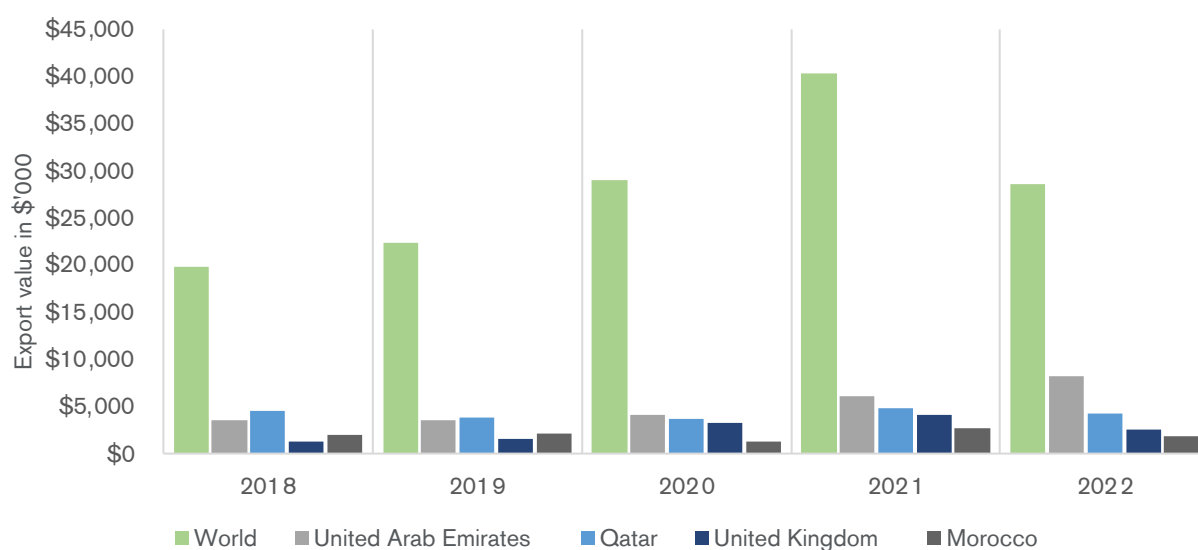


Chart 7 Jordan's date leading export markets, 2018 to 2022, in \$'000

<sup>20</sup> (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%7c%7c%7c%7c0804%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c0804%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1)

<sup>21</sup> Ibid.



## Major global suppliers

**Amal Al Khair Dates Company.** A KSA-based company specialised in dates production, including wet, compressed and rotab. **Website:** <https://dates.amalalkhair.com/>

**Riyadh Dates Factory.** A KSA-based company specialised in dates production. **Website:** <https://www.riyadhdatesfactory.com/>

**Zadna.** A KSA-based company specialised in dates production, including dates dough, dates molasses, dates sugar, mamoul, and more than 250 products. **Website:** <https://zadna.com.sa/>

**Al Barakah Dates.** A UAE-based company specialised in dates production, including dates sugar, dates syrup, dates paste, chopped dates and date fibre. **Website:** <https://albarakahdatesfactory.com/>

**Al Foah.** A UAE-based company specialised in dates production, including plain dates, stuffed dates, and dates with chocolate. **Website:** <https://alfoah.com/>

**Kingdom Dates.** A UAE-based company specialised in dates production, including gourmets, chocolate date, spreadable dates, syrup dates, paste dates, powder dates, flakes dates, cookies dates and snacks dates. **Website:** <https://kingdomdatesuae.com/>

**TKT Raisin.** An Iranian-based company specialised in dried fruits and nuts production, including raisin, dates, and pistachio. **Website:** <https://takekhooshetala.com/>

**Arami Dates.** An Iranian-based company specialised in dates production. With annual production of 900,000 metric tons, Arami supplies and exports four kinds of dates, comprised of Mazafati Fresh Dates, Kabkab Dates, Sayer Dates Pitted and Zahedi Dates. **Website:** <https://arami-group.com/product/dates>

**Crystal Dates.** An Iranian-based company specialised in dates production, with export operations to more than 30 countries. Crystal offers 20 products of dates. **Website:** <https://crystaldates.co/>

**Saft.** A Tunisian-based company specialised in dates production, including natural branched dates, natural loose dates, processed date and pitted dates. **Website:** <https://saftunisie.com/>

**Nouri Dates.** A Tunisian-based company specialised in dates production with more than 6000 tons of dates exported annually. **Website:** <https://www.nouri-dattes.com/>

**House of Dates.** A Tunisian-based company specialised processing and exporting high-quality fresh and dried Deglet nour dates. **Website:** <https://www.thehouseofdates.com/site/>



## **Priority markets**



# Indonesia

## Tariffs

The HS 080410 import tariff for Jordan is 5% and represents MFN status.

## Indonesia macroeconomic overview

In 2022, Indonesia's economy demonstrated resilient and robust performance with a 5.3% growth, bolstered by strong export performance and buoyant domestic and post-pandemic demand. However, economic growth in 2023 is forecast to decrease to 4.9%. This anticipated decline is attributed to the normalisation of demand, lower oil prices, improved domestic harvests, government actions supporting supply chains, including those in food and agriculture, and enhanced terms of trade resulting from a stronger currency.<sup>22</sup>

## Indonesia dates consumption

Per capita consumption of dates in Indonesia was a little higher than the world average, estimated at 0.03 kilograms per annum in 2020 and 2021, rising from 0.02 kg in 2019.<sup>23</sup> The per capita worldwide average in 2021 was estimated at being 0.15 kg.



Indonesia requires Halal certification for food products, including dates. Under the Halal Product Assurance Law, enforced since 2019, all Halal products must be certified by the Indonesia Ulama Council (MUI).

## Indonesia dates imports

In 2022, Indonesia's dates imports came to 61.4 thousand tons and \$86.3 million, representing a growth in value of 35% between 2018 and 2022, making it the world's sixth-largest importer by value and eighth biggest by quantity in 2022. Egypt emerged as the largest supplier with trade totaling \$30.5 million, followed by Tunisia, the United Arab Emirates and Saudi Arabia.<sup>24</sup>

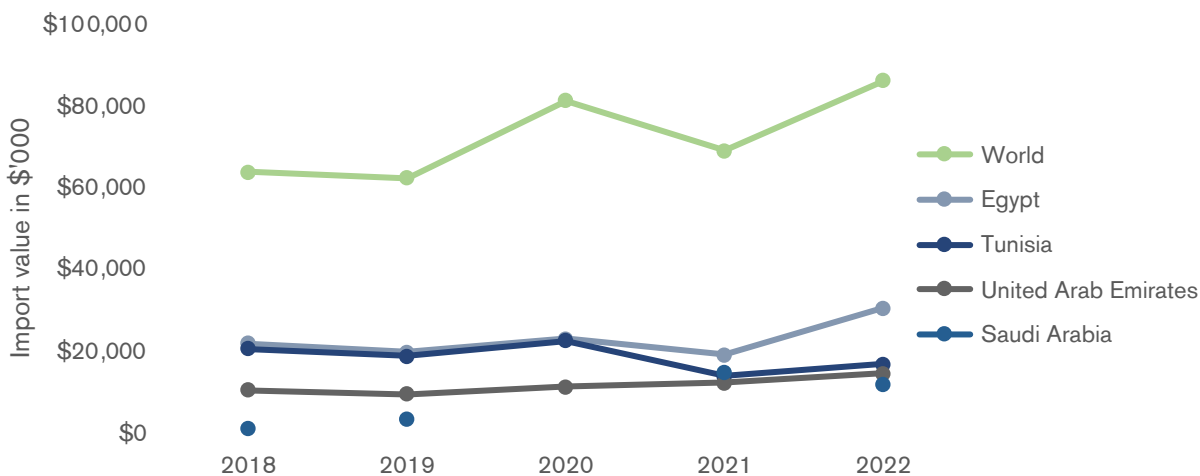


Chart 8 Indonesia dates main supplying countries, 2018 to 2022

<sup>22</sup> (The World Bank, Indonesia Growth Seen Moderating in 2023 as Pandemic Rebound Fades, 2023)

<sup>23</sup> (International Nut and Dried Fruit Council, 2023)

<sup>24</sup> (ITC Trade Map, List of importers for the selected product in 2022, Product : 080410 Fresh or dried dates, 2024)



In 2022, the average imported price for dates (HS 080410) in Indonesia was \$1,406 per ton.<sup>25</sup> Amongst the four largest supplying territories, values varied from \$1,108 per ton for Saudi Arabian dates to \$3,199 per ton for Tunisian produce. Across all suppliers in 2022, values ranged more widely, between \$584 per ton for dates from Pakistan, to \$9,947 for dates from the United States. Jordan's dates averaged at \$2,195 per ton in 2022.

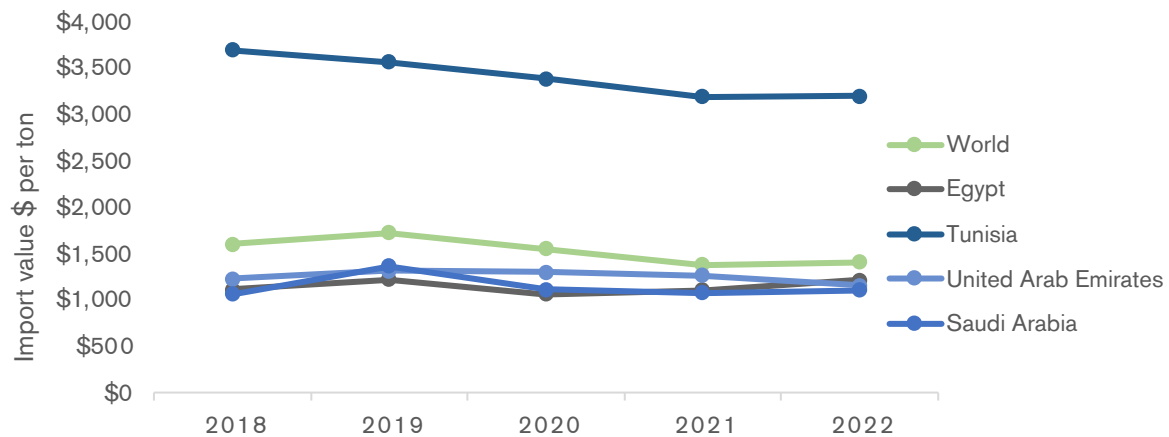


Chart 9 Indonesia date imports from main supplying countries, in \$ per ton

### Indonesia dates imports from Jordan

While Indonesia's imports in the category increased significantly between 2018 and 2022, the value of trade in Jordanian dates rose from \$327,000 in 2020 to \$356,000 in 2021 before dropping to \$90,000 in 2022. As previously mentioned, dates from Jordan were recorded at \$2,195 per ton in 2022.

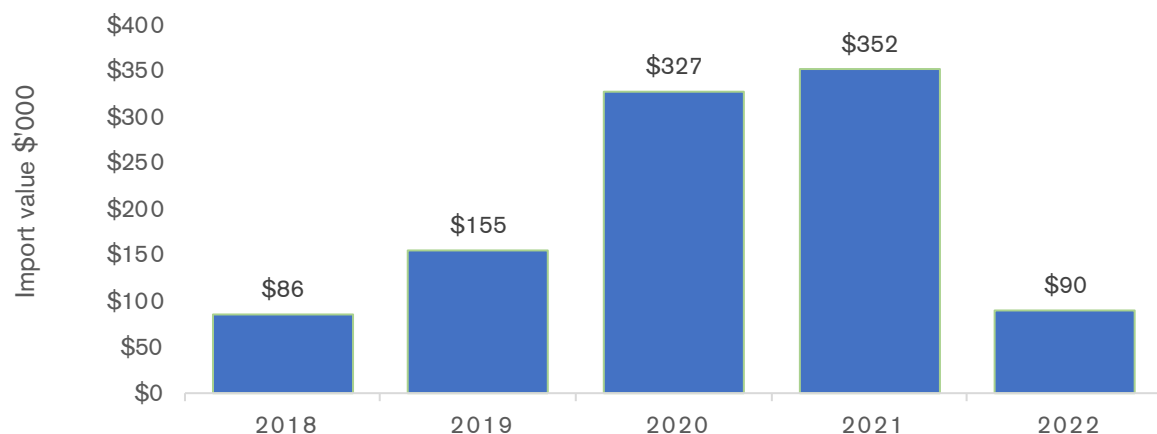


Chart 10 Indonesia date imports from Jordan

### Indonesia's trade agreements with Jordan

There are no specific bilateral trade agreements between Indonesia and Jordan. However, a memorandum of understanding was signed between the two countries in September 2023 to strengthen bilateral relations. A significant objective here constitutes forging stronger business relations in an agreement that covers political, legal, economic, technical, social and cultural domains.<sup>26</sup>

<sup>25</sup> Ibid.

<sup>26</sup> (Ministry of Foreign Affairs of the Republic of Indonesia, Indonesia and Jordan Strengthen Bilateral Relations, 2023)



# Indonesia PESTEL analysis

## Politics

Indonesia, a member of ASEAN, enjoys a stable political environment, though the decentralisation of political power to its regions and provinces impacts policy implementation and regional development. Indonesia and Jordan share similar perspectives on international issues, particularly those concerning the Islamic world. They often support each other's positions in global forums such as the United Nations and the Organisation of Islamic Cooperation (OIC).

## Economics

The Indonesian economy grew 5.3% in 2022, supported by commodity-related exports and a recovery in private consumption.

There is a large gap in supply and demand for dates. Indonesia was the world's sixth-largest dates importer by value and eighth biggest in terms quantity in 2022.

## Social

At approximately 240 million people, Indonesia is home to the world's largest Muslim population, accounting for about 87% of the country's citizens, where date consumption is likely to be most prevalent during the month of Ramadan. Dates consumption in Indonesia is higher than the world average at 300 grams per capita yearly.

## Technology

Retail distribution in Indonesia has involved technology advances including online channels and in-store equipment to better maintain food quality.

## Environment

Indonesia's climate and agricultural focus differ significantly from those in the traditional date palm growing regions. While Indonesia has a diverse agricultural sector, its focus is more on crops that are better suited to its tropical climate. This includes commodities like palm oil, for which Indonesia is one of the world's leading producers.

## Legal

The HS 080410 import tariff for Jordan is 5%. Free trade agreements do not exist between the countries. Indonesian authorities require extensive documentation for the import of goods, including a pro-forma invoice, commercial invoice, certificate of origin, bill of lading, packing list, and insurance certificate. Importers must also have an import license and an importer identification number. In cases where importers do not possess an import license, they must apply for a special permit to the Indonesian Ministry of Trade.<sup>27</sup>

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<sup>27</sup> (International Trade Administration; Indonesia - Country Commercial Guide, 2024)



## Indonesia dates suppliers and distributors

**PT. Alamboga Internusa:** This company offers a range of products, including fresh dates.

**Website :** <https://alamboga.com/>

**PT. Prambanan Kencana:** Also based in Indonesia, this company supplies various products, including fresh dates.

**Website :** <https://www.prb.co.id/en>

**PD. Arofah:** Established in 2008, PD. Arofah focuses on producing traditional medicines, foods, beverages, and consumer goods, including dates.

**Website :** <https://pdarofah.web.indotrading.com/>

**PT Jannah Exindo Pratama:** This company provides a supply of raw materials and packaging for foods, including dates.

**E-commerce site:** <https://www.indotrading.com/jannahexindoprata>

**PD. Rumah Berkah:** A producer and supplier of various herbal products, including dates.

**E-commerce site:** <https://www.indotrading.com/rumahberkahgroup>

## Exhibitions and trade fairs in Indonesia

Dates	Exhibition name	City	Country	Website
TBC 2025*	Indonesia International Food Expo	Surabaya	Indonesia	<a href="https://eastfoodindonesia.com/">https://eastfoodindonesia.com/</a>

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





# Malaysia

## Tariffs

The HS 080410 import tariff for Jordan is 0% and represents MFN status.

## Malaysia macroeconomic overview

Malaysia's macroeconomic landscape, as detailed by the OECD, is characterised by resilience and adaptability in the face of the COVID-19 pandemic. Before the pandemic, the country was transitioning from a manufacturing-based to a service-oriented economy, increasingly driven by domestic demand. The government's response to the economic challenges posed by the pandemic included robust fiscal and monetary policies. These measures were crucial in stabilizing the economy, which faced disruptions in trade and business activities. One notable aspect of Malaysia's economic situation is its consumer price inflation, which showed a decrease in 2020 at -1.2%, followed by a rise to 2.7% in 2021, reflecting the global economic recovery and fluctuating market conditions. Addressing the challenges of digitalisation in the business sector, particularly among SMEs, and advancing regulatory reforms to encourage business innovation remain critical. The country is also focusing on a post-pandemic fiscal strategy to manage public debt, particularly important in light of an ageing population.<sup>28</sup>



## Malaysia dates consumption

Malaysia is ranked 31 of 132 countries in date consumption per capita, achieving 0.64 kilograms in 2021, representing a 16.4% rise on the previous 12 months.<sup>29</sup>

Malaysia enforces Halal certification standards, managed by the Department of Islamic Development Malaysia (JAKIM) for all food imports, including dates.

## Malaysia dates imports

In 2022, Malaysia's dates imports came to 24.4 thousand tons and \$60.9 million, representing a growth in value of 32% between 2018 and 2022, making it the world's eleventh-largest importer by value and thirteenth biggest by quantity in 2022. Tunisia emerged as the largest supplier with trade totaling \$18.3 million, followed by Saudi Arabia, Iran, the United Arab Emirates and Egypt.<sup>30</sup>

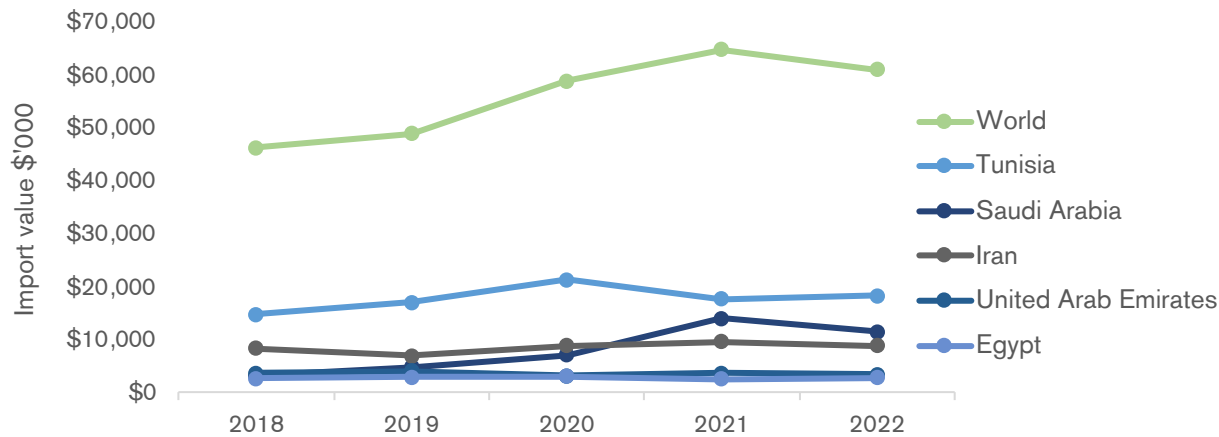


Chart 11 Malaysia date import values, main supplying countries, 2018 to 2022

<sup>28</sup> (OECD, OECD Economic Surveys: Malaysia 2021, 2021)

<sup>29</sup> (Helgi Library citing Faostat, Date Consumption Per Capita in Malaysia, 2023)

<sup>30</sup> (ITC Trade Map, List of supplying markets for the product imported by Malaysia in 2022, Product: 080410 Fresh or dried dates, 2024)



In 2022, the average imported price for dates (HS 080410) in Malaysia was \$2,490 per ton. Amongst the top five supplying territories, import unit values varied from \$1,189 per ton for product from Egypt, to \$3,204 for dates from Saudi Arabia.<sup>31</sup> Jordan's dates averaged at \$7,135 per ton in 2022, with a quantity of 163 tons.

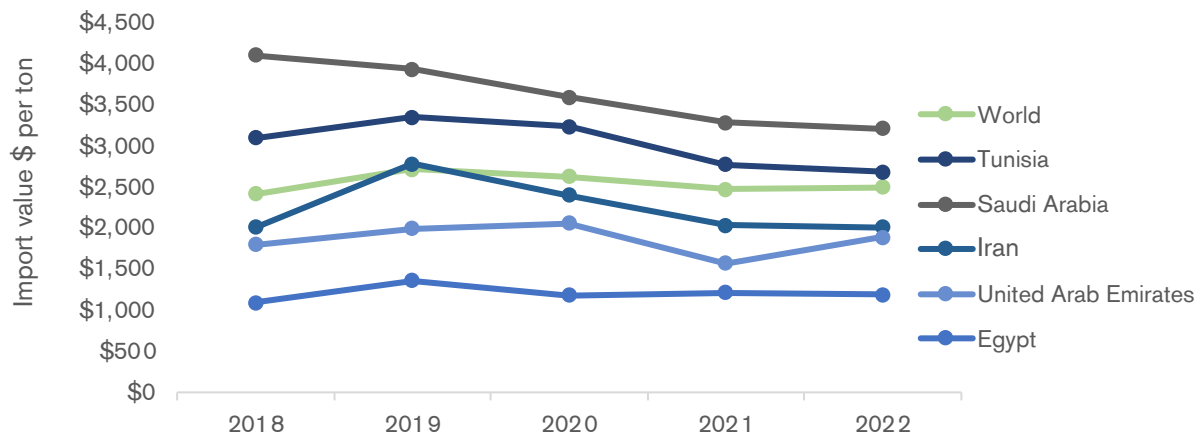


Chart 12 Malaysia date imports from main supplying countries, in \$ per ton

### Malaysia dates imports from Jordan

While Malaysia's imports in the category increased significantly between 2018 and 2022, the value of trade in Jordanian dates rose from \$137,000 in 2018 to \$1.16 million in 2022. As previously stated, during the same year, dates from Jordanian dates in 2022 were recorded at relatively high \$7,135 per ton with a quantity of 163 tons.<sup>32</sup>

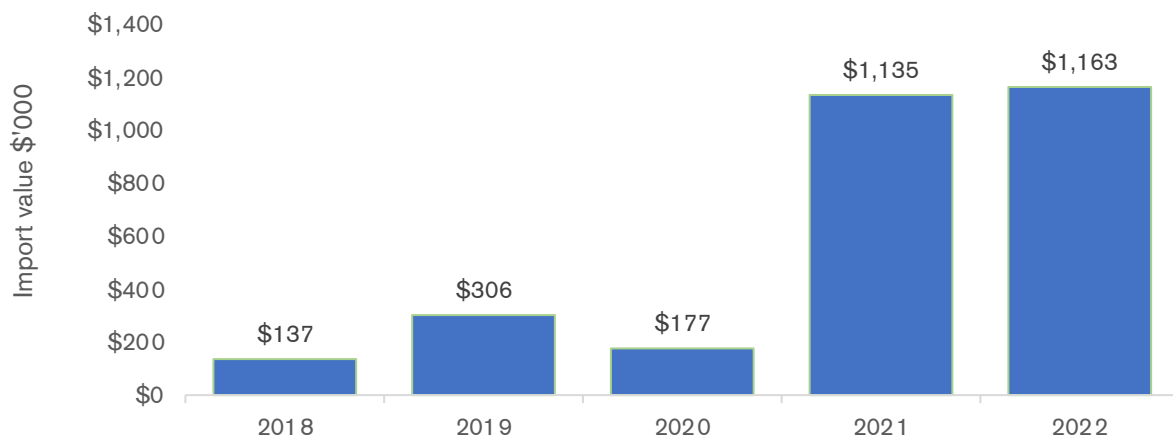


Chart 13 Malaysia date imports from Jordan

### Malaysia's trade agreements with Jordan

There are no specific bilateral trade agreements between Malaysia and Jordan. However, the two countries entered a Bilateral Investment Treaty (BIT) in 1994, which came into force in 2002, and which focuses on investment rather than trade.

<sup>31</sup> (ITC Trade Map, List of supplying markets for the product imported by Malaysia in 2022, Product: 080410 Fresh or dried dates, 2024)

<sup>32</sup> Ibid.



# Malaysia PESTEL analysis

## Politics

Malaysia is a federal constitutional monarchy comprising 13 states and 3 federal territories. The country is politically stable and a member of several international organisations, including ASEAN and the Organisation of Islamic Cooperation. However, it faces challenges such as maritime disputes with neighbouring countries and internal issues of corruption.

## Economics

Malaysia has a robust and industrialized economy, diversifying into knowledge-based industries. It is on the path to achieving high-income status, expected between 2024 and 2028. Major exports include integrated circuits, refined petroleum, and palm oil, mainly to China, Singapore, the USA, and Japan.

## Social

Malaysia is a multi-ethnic and multi-religious country with a population of 33.5 million. The major religion is Islam, followed by Buddhism, Taoism, Hinduism, Christianity, and Sikhism. Malaysian cuisine reflects the country's diverse cultural influences, and the nation is known for its welcoming people and high standard of living.

## Technology

Malaysia is one of the most digitally connected societies globally, with a high internet usage rate. The country is a hub for international tech companies and is rapidly developing in terms of technology, aiming to become a destination for high-tech investment by 2025.

## Environment

Malaysia boasts rich biodiversity, including tropical rainforests and mangroves. However, it faces environmental challenges like deforestation, climate-related natural disasters, air pollution, and escalating carbon dioxide emissions.

## Legal

Malaysia follows a common law system, with a separate Islamic law system for civil matters. The country has a written constitution and a legal system overseen by the Federal Court.



### Malaysia dates suppliers and distributors

**Mahnaz Food:**

Amongst Malaysia's largest wholesale and retail suppliers for dates, offering a wide variety. Mahnaz Food through retail shops, online sales, wholesale channels, and exports to other countries. With a significant retail presence with over 22 stores in Malaysia, products in addition to dates include dried fruit, nuts, seeds, and honey.

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

**Green Diamond:**

Green Diamond is a leading supplier of dates in Malaysia, catering to retail and wholesale clients. The company is known for supplying dates from around th world and providing competitive prices. Green Diamond also allows for online orders.

**Website :** <https://greendiamond.com.my/>

### Exhibitions and trade fairs in Malaysia

Dates	Exhibition name	City	Country	Website
1 to 3 July 2025	Food & Drinks Malaysia by Sial	Kuala Lumpur	Malaysia	<a href="https://www.fooddrinksmalaysia.com/">https://www.fooddrinksmalaysia.com/</a>
TBC 2025*	Malaysian International Food & Beverage Trade Fair	Kuala Lumpur	Malaysia	<a href="https://mifb.com.my/">https://mifb.com.my/</a>

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



# The United Kingdom

## Tariffs

The HS 080410 import tariff for Jordan is 0% and represents a preferential tariff. It is important to note that other countries may be subjected to MFN duties at a rate of 6.00%.

## United Kingdom macroeconomic overview

A 0.3% rise in GDP is forecast for 2023 and 1.0% in 2024, hence predicting stable to gradual economic growth. Headline inflation is projected to slow on the back of declining energy prices and to come down close to target by the end of 2024. Core inflation is expected to be at 3.2% in 2024 while unemployment is anticipated to increase to 4.5%. Interest rates are expected to remain tight to temper inflation.

## United Kingdom dates consumption

The United Kingdom is ranked 53 of 132 countries in date consumption per capita, achieving 0.29 kilograms in 2021.<sup>33</sup>



In the United Kingdom, date are understood to be rising in popularity, not least in festivities such as Ramadan. Import data from the International Trade Centre indicates the United Kingdom as being the seventh largest importer in 2022, with a value of \$72.1 million and quantity of 24 million tons, hence evidencing significant demand.<sup>34</sup>

Such demand is further indicated by the diversification of date products including date syrups, sugars, and snack bars, catering to a rising interest in healthy, natural sweeteners and snacks. The popularity of Medjool dates, known for their size and sweetness, highlights consumer preferences within the UK's expanding date market.

## United Kingdom dates imports

In 2022, the United Kingdom's date imports came to 24 million tons and \$72.1 million, representing a growth in value of 13.7% between 2018 and 2022, making it the world's seventh-largest importer by value and fourteenth biggest by quantity in 2022. Israel emerged as the largest supplier with trade totaling \$21.8 million, followed by Tunisia, the United Arab Emirates, the United States, Saudi Arabia, Pakistan and Jordan.<sup>35</sup>

<sup>33</sup> Helgi Library citing Faostat, Date Consumption Per Capita in United Kingdom, 2023

<sup>34</sup> (ITC Trade Map, List of supplying markets for the product imported by United Kingdom in 2022, Product: 080410 Fresh or dried dates, 2024)

<sup>35</sup> (ITC Trade Map, List of supplying markets for the product imported by United Kingdom in 2022, Product: 080410 Fresh or dried dates, 2024)

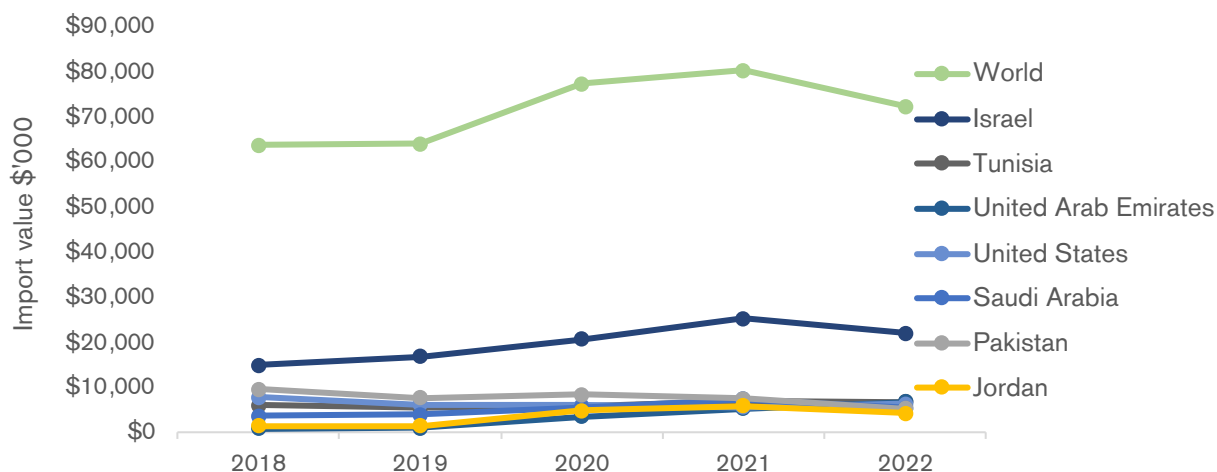


Chart 14 United Kingdom date import values, main supplying countries, 2018 to 2022

In 2022, the average imported price for dates (HS 080410) in the United Kingdom was \$3,003 per ton. Amongst the top seven supplying territories, import unit values varied from \$1,257 per ton for product from Pakistan, to \$6,013 for dates from the United States.<sup>36</sup> The average import value for Jordanian dates in 2022 was towards the upper end, at \$4,704 per ton.

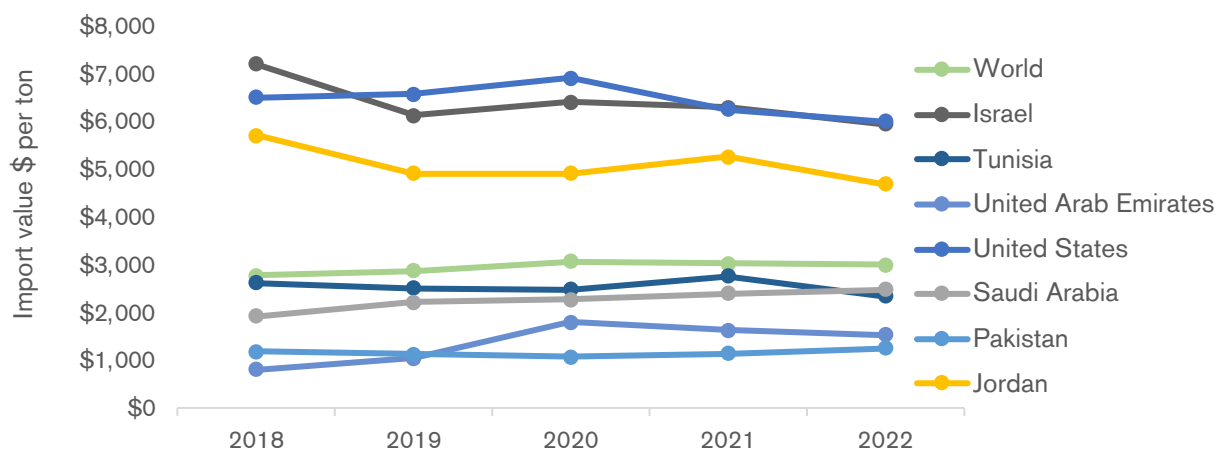


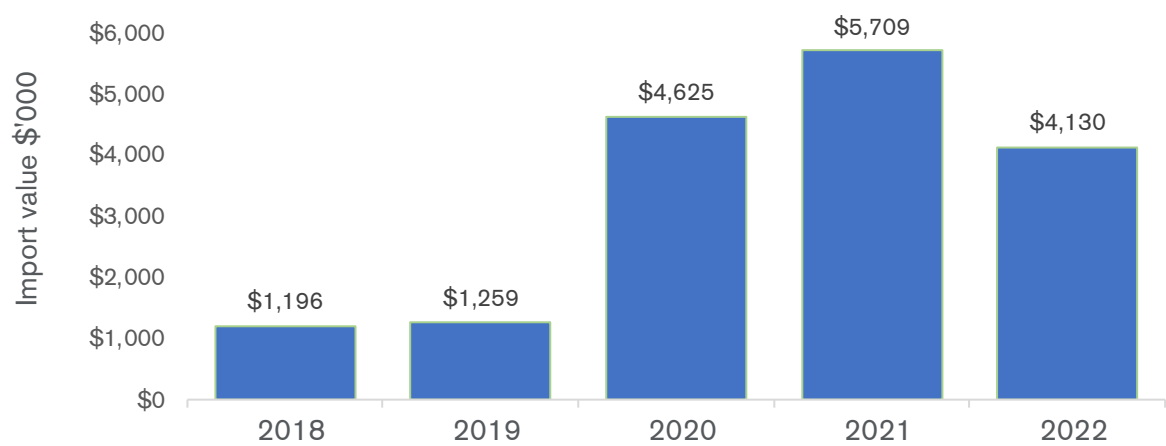
Chart 15 United Kingdom date imports from main supplying countries, in \$ per ton

<sup>36</sup> Ibid. Criteria include imports, yearly time series, by country, direct data, unit values, US dollar and primary unit.



**United Kingdom dates imports from Jordan**

The United Kingdom's imports of dates from Jordan increased significantly from \$1.2 million in 2018 to \$5.7 million in 2021. However, in 2022, the value of dates from Jordan fell to \$4.1 million.<sup>37</sup> The quantity imported in 2021 was 1,082 tons while in 2022, this was 878 tons. As previously stated, the average import value for Jordanian dates in 2022 was \$4,704 per ton.



**Chart 15 United Kingdom date imports from Jordan**

**United Kingdom trade agreements with Jordan**

UK-Jordan Association Agreement. The UK and Jordan signed an association agreement in November 2019 to maintain trade relations following Brexit. The agreement, effective from 1 January 2021, aims to ensure continuity of trade and economic cooperation. It mirrors the existing EU-Jordan Association Agreement, covering factors such as tariff-free access for Jordanian goods to the UK market and vice versa, facilitating the exchange of goods and services, and fostering investment opportunities.

<sup>37</sup> Ibid.





# United Kingdom PESTEL analysis

## Politics

The United Kingdom is a constitutional monarchy with a parliamentary democracy. The monarch serves as the ceremonial head of state, while the Prime Minister is the head of government. The UK comprises four countries: England, Scotland, Wales, and Northern Ireland, each with varying degrees of legislative autonomy. The Parliament in Westminster holds the supreme legislative authority.

The United Kingdom and Jordan maintain strong and historic political relations, underscored by mutual cooperation and support on a wide range of regional and international issues. Both nations collaborate closely within the framework of regional and international organizations to promote peace, stability, and development in the Middle East and beyond.

## Economics

The UK has a diversified and advanced economy, with a GDP of approximately \$3.1 trillion in 2022. The services sector, particularly finance and insurance, plays a dominant role, contributing around 80% to the GDP. Key industries also include manufacturing, pharmaceuticals, and technology. The economic outlook is influenced by factors such as Brexit, inflation, and global economic trends.

The United Kingdom is a significant trading partner with Jordan, where its investment strategy focuses on fostering long-term economic resilience and enhancing bilateral trade relations. Initiatives like the UK-Jordan Association Agreement aim to facilitate economic cooperation and expand trade opportunities. Subsequently, the total trade in goods and services between the two countries was reported at £810 million in the 12 months to September 2022, where Jordan's exports to the United Kingdom were registered £249 million. In addition to direct investment, the UK provides significant development aid to Jordan, focusing on areas such as economic reform, governance, and infrastructure development.

## Social

The UK has a diverse population of around 67 million people, with significant immigrant communities contributing to its cultural diversity. The official language is English, and the country practices a variety of religions, reflecting its multicultural society. The UK is known for its high quality of life, with well-developed education and healthcare systems.

The UK boasts a high literacy rate and a strong emphasis on education, with prestigious institutions like the University of Oxford and the University of Cambridge, while the National Health Service (NHS) provides comprehensive government funded healthcare.

## Technology

The UK is a leader in innovation, with significant investment in research and development (R&D). Key areas include biotechnology, information technology, and renewable energy. Government initiatives and funding support innovation through various programs and research councils. The UK's commitment to innovation is reflected in its numerous technology clusters, such as Silicon Roundabout in London.

The UK has a well-developed digital infrastructure, with extensive broadband coverage and rapidly expanding 5G networks. The government promotes digital transformation through initiatives like the Digital Strategy, which aims to improve internet accessibility, cybersecurity, and e-government services.



## Environment

The UK is committed to reducing its carbon footprint and enhancing environmental sustainability. The country has set ambitious targets for reducing greenhouse gas emissions, aiming for net-zero emissions by 2050. Initiatives such as the Green Industrial Revolution and investment in renewable energy sources like wind and solar power highlight the UK's focus on sustainability.

The UK faces environmental challenges, including air pollution, waste management, and biodiversity loss. Climate change impacts, such as rising sea levels and extreme weather events, pose additional risks. The government is actively addressing these issues through policies and regulations focused on environmental protection and conservation.

## Legal

The UK has a comprehensive legal framework that supports business operations and investor confidence. Regulations cover areas such as corporate governance, data protection, and intellectual property rights. Post-Brexit, the UK is developing its regulatory landscape to align with international standards while maintaining competitiveness.

The UK has robust labour laws that ensure fair treatment and rights for workers. These include regulations on minimum wage, working hours, and health and safety standards. Recent reforms focus on improving job security, enhancing worker rights in the gig economy, and addressing gender pay gaps. Labour market flexibility and protections make the UK an attractive destination for businesses and skilled workers.

## United Kingdom dates suppliers and distributors

### The main dates suppliers and distributors include:

**Global Foods UK:** The firm offers a range of date products including whole and pitted dates, date pastes, and more. They cater to the food manufacturing industry and their products are used in various applications like sports nutrition bars, ice cream manufacturing, and other health-conscious consumer goods.

**Website:** <https://globalfoods.uk.com/>

**Deliciouslydates.com:** gourmet wholesale dates suppliers in the UK, providing a variety of date products to specialist independent retailers across the country. They are known for their high-quality products and excellent customer service. **Website:** <https://deliciouslydates.com/>

**Petrow Food Group:** a company specialised in importing and processing high-quality dates. They offer a range of date products such as whole pitted dates, diced dates, and date paste.

**Website:** <https://petrowfoodgroup.com/>

**Reeta & Co. Ltd:** a family-owned business known for importing and distributing high-quality food products, including dates and sultana raisins. They are specialists in supplying these products to the UK market.

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

## Exhibitions and trade fairs in the United Kingdom

Dates	Exhibition name	City	Country	Website
11 to 12 May 2025	Natural Food Expo 2025	London	UK	<a href="https://www.naturalfoodexpo.co.uk/">https://www.naturalfoodexpo.co.uk/</a>
7 to 9 April 2025	Food & Drink 2025	Birmingham	UK	<a href="https://www.foodanddrinkexpo.co.uk/">https://www.foodanddrinkexpo.co.uk/</a>



## **Recommendations**



## Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: Indonesia, Malaysia and the United Kingdom.

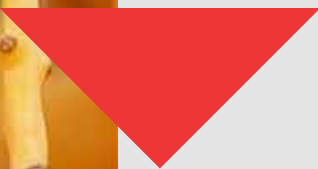
Per capita consumption of table dates, presentable for sale, within each of the markets varies. In Indonesia, this was estimated at 0.03 kilograms in 2021, Malaysia 0.64 kilograms, and the United Kingdom 0.24 kilograms.

For Jordanian exports, the United Arab Emirates, Qatar, the United Kingdom and Morocco were the leading markets for its dates in 2022, accounting for 59% (\$16.7 million) of dates export value of \$28.6 million. Growth in trade for these markets has not been consistent, with lower exports to Qatar, the United Kingdom and Morocco in 2022, compared to 2021.

With regard to Indonesia date imports, Jordan's share represented just 0.1% (\$90,000) of an \$86.3 million total. Malaysia's dates imports were valued at \$60.9 million, and Jordan's import share of \$1.2 million represented 0.2% of the category total. For the UK market, Jordanian dates carved out 3.4% of category imports which were recorded at \$2.4 million.

For the three territories, opportunities could present themselves for Jordanian dates to gain a foothold where representation is relatively low. Indonesia and Malaysia are home to large Muslim populations, where date consumption is supplementary particularly during iftar, and the breaking of the Ramadan fast, while the United Kingdom benefits from a multicultural society with significant Arab and Muslim sub-groups. Beyond the affiliations with Ramadan and Islam, there is a growing trend for using dates in other food preparations such as date-based snacks and date syrup, where the fruit is recognised as a healthy, natural alternative to sugar products.





## **Reference information**



# Priority markets tariff and non-tariff barriers<sup>38</sup>

## Indonesia

### Tariffs

HS 080410 - Dates fresh or dried; example, 08041000 – Fresh or dried dates. Most favoured nation (MFN) duties of 5% are applied for Jordan.

Indonesia does not apply any trade remedy on HS 08041000.

### Requirements for import include:

Import documentation including a pro-forma invoice, commercial invoice, certificate of origin, bill of lading, packing list, and insurance certificate to comply with Indonesian customs.

Halal certification from a recognised authority.

Food safety and standards that meet local regulations. This includes labeling in Bahasa Indonesia, stating contents, expiry date, and meeting the prescribed safety standards.

An Importer Identification Number (API) is furthermore necessary for customs clearance.

### Additional detail

Further detail on Indonesia's import requirements for dates can be found in the following references:

#### Indonesia National Trade Repository

Link. <https://insw.go.id/intr>

#### International Trade Administration – Indonesia country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/indonesia-import-requirements-and-documentation>

#### ITC market access map

Link. <https://www.macmap.org/en//query/results?reporter=360&partner=400&product=080410&level=6>

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<sup>38</sup> In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 080410, where Jordan's major exports are classified.



# Malaysia

## Tariffs

HS 080410 - Dates, fresh or dried; example, HS 0804100030 – Fresh or dried dates: Dates, fresh or dried, for use in the manufacture (excluding packing) of products of drink or food industries. Most favoured nation (MFN) duties of 0% are applied for Jordan.

Malaysia does not apply any trade remedy on HS 0804100030.

## General requirements

Malaysia is not part of the World Trade Organization (WTO) Agreement. In this regard, foreign companies do not have the same competitive opportunities as local companies and are thus required to have representation with a local partner, not least as preferences are made toward Malay suppliers.

### Requirements for import include:

Import documentation such as an invoice, packing list, delivery order, and other related documents.

Halal certification issued by a recognised certifying body is necessary.

Adherence to Malaysian food safety standards and regulations, including labeling and packaging that meets local requirements, is crucial.

For detailed and specific guidance, consulting the Malaysia National Trade Repository and the latest updates from Malaysian Customs would be advisable. These resources provide comprehensive information on tariff nomenclature, rules of origin, non-tariff measures, and all related trade and customs laws (Trade.gov) (Customs Malaysia).

## Additional detail

Further details on Malaysia import requirements for HS 080410 can be found in the following references.

### Malaysia National Trade Repository

Link. [https://www.customs.gov.my/en/ip/Pages/ip\\_mntr.aspx](https://www.customs.gov.my/en/ip/Pages/ip_mntr.aspx)

### International Trade Administration – Malaysia country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/malaysia-import-requirements-and-documentation>

### ITC market access map

Link. <https://www.macmap.org/en//query/results?reporter=458&partner=400&product=080410&level=6>





# United Kingdom

## Tariffs

HS 080410 -Dates fresh or dried; example, HS 0804100030 – Fresh or dried dates: Dates, fresh or dried, for use in the manufacture (excluding packing) of products of drink or food industries. Preferential tariff for Jordan 0%; It is important to note that other countries may be subjected to MFN duties at a rate of 6.00%.

The United Kingdom does not apply any trade remedy on HS 0804100030.

## General requirements

### 1. Labelling standards

- a. Information on food products in order to be correctly placed in the marketplace.
- b. Food standards, labelling and composition
- c. Food labelling and packaging
- d. Organic food labelling and the usage of organic production terminology.

### 2. Marketing standards

There is a requirement that a country seeks approval for market access to export sanitary and phytosanitary (SPS) commodities, including plants and plant products.

### 3. Import controls for products and countries

Import controls determine sustainable production where consumers purchase products as they are stated. This includes organic products and plants and seeds.

## Additional detail

Further detail on the United Kingdom's import requirements for dates can be found in the following references:

### GOV.UK

Link. <https://www.gov.uk/guidance/uk-standards-and-regulatory-import-requirements>

### Link.

<https://www.gov.uk/government/publications/plant-species-by-import-category/import-requirements-for-plants-plant-produce-and-products#plants-for-planting>

Link. <https://unece.org/trade/standards/trade-and-unecefact/agricultural-quality-standards-wp7/fresh-fruit-and-vegetables>.

### EUR-Lex.europa.eu

Link. <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R2031&from=EN>

### CBI Ministry of Foreign Affairs

Link. <https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements#what-are-mandatory-requirements>

### ITC market access map

Link. [Market Access Map \(macmap.org\)](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.

This material was produced by Manafeth Middle East Consulting & Technology with the technical support of the Trade for Employment (T4E) project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and co-financed by the Kingdom of the Netherlands.