

TRADE FOCUSED PRODUCT REPORTS

Sausages

HS Code 1601

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SAUSAGES

HS CODE 1601

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 worldwide, the agency supports governments in matters involving agriculture, forestry, fishing, and natural resources, particularly land and water.

Gulf Cooperation Council (GCC) Standardization Organization (GSO)

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

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 4.47 for sausages, HS code 1601 – as stated in this study – suggests a fragmented market with no dominant player and potentially diverse offerings due to exports from around 22 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 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).

Product descriptions by HS 6-digit code

HS 160100– Sausages and similar products, of meat, meat offal or blood; food preparations based on these products

Sausages and similar products: This encompasses all types of sausages, whether they are cooked, smoked, dried, or otherwise prepared. It includes products made from meat, meat offal (such as liver, kidneys, heart, etc.), or blood.

Food preparations based on these products: This part of the code covers a variety of food items that are prepared using sausages or similar products as primary ingredients. These could include certain types of ready-to-eat or easy-to-prepare meals, where sausages or similar meat products are a key component.



Explanatory note

In respect to Jordan's trade HS 1601 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. There were also variations in the export values reported by Jordan's Department of Statistics.

Fundamentally, because of the differences, export statistics reported by the Department of Statistics are documented on page 16 - HS 1601 in the context of Jordanian exports. On the prior page 15 - World trade statistics by sausage category on the HS 6 level, however, export data as recorded on ITC Trade Map is stated, as it aggregates global HS 1601 statistics. Lastly, when it comes to analyses in the three priority markets sections for Saudi Arabia, the United Arab Emirates, and Qatar – respective import values are maintained as recorded by the national customs departments in ITC Trade Map.



Executive summary

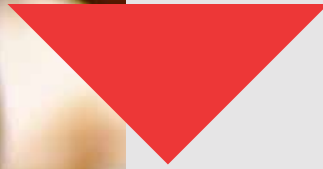
In the global meat market, the sausage industry displays a dynamic tapestry of regional strengths and evolving trends. North America dominates with the US leading the way, followed by Europe with Germany and France as major players. Asia has a significant presence with Japan and China in the top 10 of sector revenues.

While global sausage production shows fluctuations, it maintains relatively stable levels of output. From a high of 15.09 billion kilograms in 2018, it dipped to 13.82 billion kilograms in 2022 but is expected to recover to 14.35 billion kilograms in 2024 and is projected to reach 15.54 billion kilograms by 2028. Consumption per capita, however, follows a different pattern. Starting at 2.1 kilograms in 2018, it consistently declined to 1.8 kilograms by 2022. While it remains stable at 1.8 kilograms in 2023, it is predicted to slightly increase to 1.9 kilograms by 2024 and 2028, suggesting a potential reversal in the consumption decline.

Evolving appetites are reshaping the sausage landscape. Health-conscious consumers gravitate toward low-fat, naturally-sourced options, both meat and plant-based, driving a 6.7% annual rise in this segment. Meanwhile, the plant-powered rise sees sausages at 26.5% yearly growth, fuelled by e-commerce channels. Traditional collagen casings are moreover making a comeback, with an expected near doubling in market size by 2033.

Jordan's sausage exports to its key priority markets present a mixed picture. While Saudi Arabia has seen a remarkable 33% annual growth in imports from Jordan, reaching 33.8 million in 2022, exports to the UAE have experienced a rollercoaster ride, initially dropping from \$2.2 million in 2018 to \$1.3 million in 2019, before recovering to \$2.8 million in 2022. Qatar, however, paints a concerning picture with a significant 47% decline in imports from Jordan during the same period, dropping from \$1.2 million in 2018 to \$659,000 in 2022. While this data highlights a significant challenge, it is necessary to approach it with a focus on understanding the contributing factors – whether it is evolving consumer preferences, increased competition, or internal production issues. Delving deeper into these explanations will be vital for Jordanian exporters to develop effective strategies and revitalise their presence in these priority markets.

Jordanian sausage exporters face a landscape of non-tariff barriers in their priority Gulf markets. While the benefit of preferential tariffs is advantageous, stringent GSO regulations, licensing restrictions, certification and strict documentation requirements present administrative hurdles.



Product overview



Production and consumption

The global average production volume of sausages, measured in billion kilograms, exhibits a gradual decline from 15.09 billion kilograms in 2018 to 13.82 billion kilograms in 2022.¹ However, there is a slight recovery in subsequent years, reaching 14.35 billion kilograms in 2024. By 2028, the production volume is projected to be 15.54 billion kilograms. Overall, sausages production shows fluctuations but maintains a relatively stable trend over the specified period.

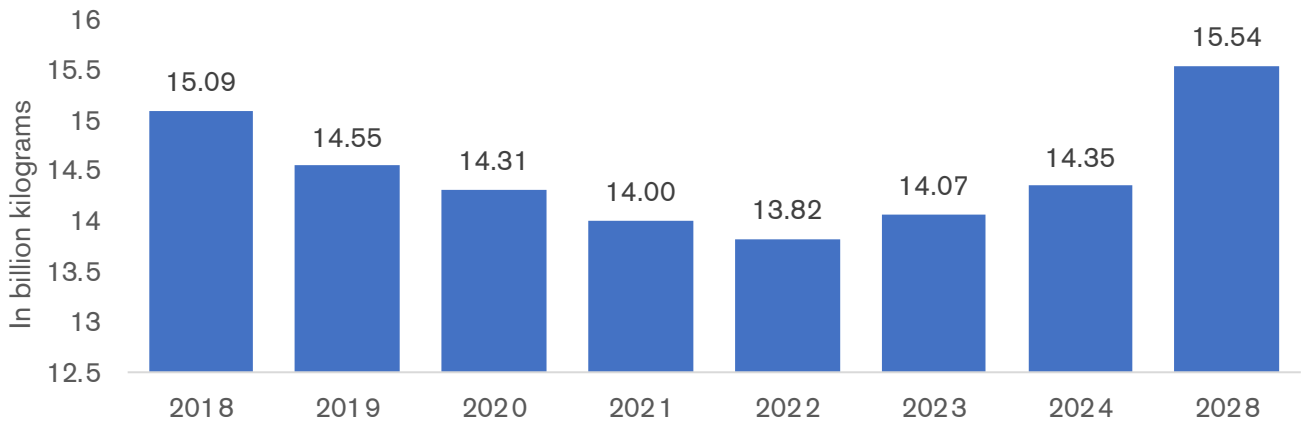


Chart 1 Global sausage production from 2018 to 2028, in billion kilograms

In terms of consumption, the trend in the world's average volume per capita of sausages from 2018 to 2028 shows a gradual decline. Starting at 2.1 kilograms in 2018, the consumption decreases consistently to 1.8 kilograms by 2022.² However, there is a slight stabilisation from 2023 onwards, with the value remaining at 1.8 kilograms and then increasing to 1.9 kilograms in 2024 and 2028. Overall, sausages consumption per person appears to be declining, but recent years show a subtle shift in this trend.

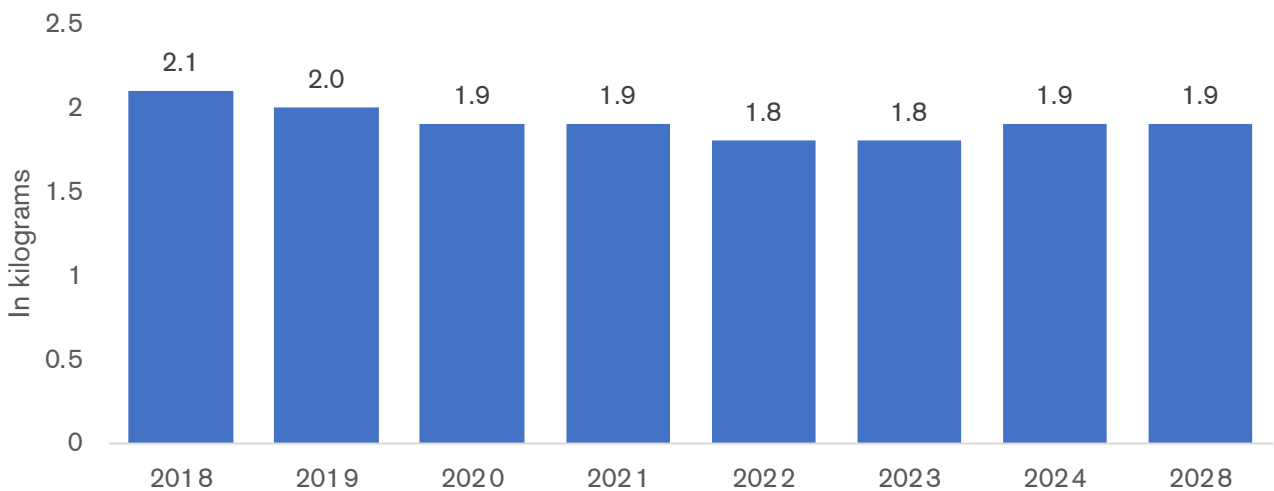


Chart 2 Global per capita sausage consumption 2018 – 2028, in kilograms

¹ Statista. (2024). Processed Meat - Worldwide | Statista Market Forecast. [online] Available at: <https://www.statista.com/outlook/cmo/food/meat/processed-meat/worldwide>

² Ibid.



When considering world revenue, the United States dominates sales in the processed meat product and sausage market with a significant lead, generating \$38.9 million in revenue, almost double that of Germany in second place at U\$20.1 million.³ Additionally, Asia has a significant presence with Japan and China in the top ten countries by revenue.

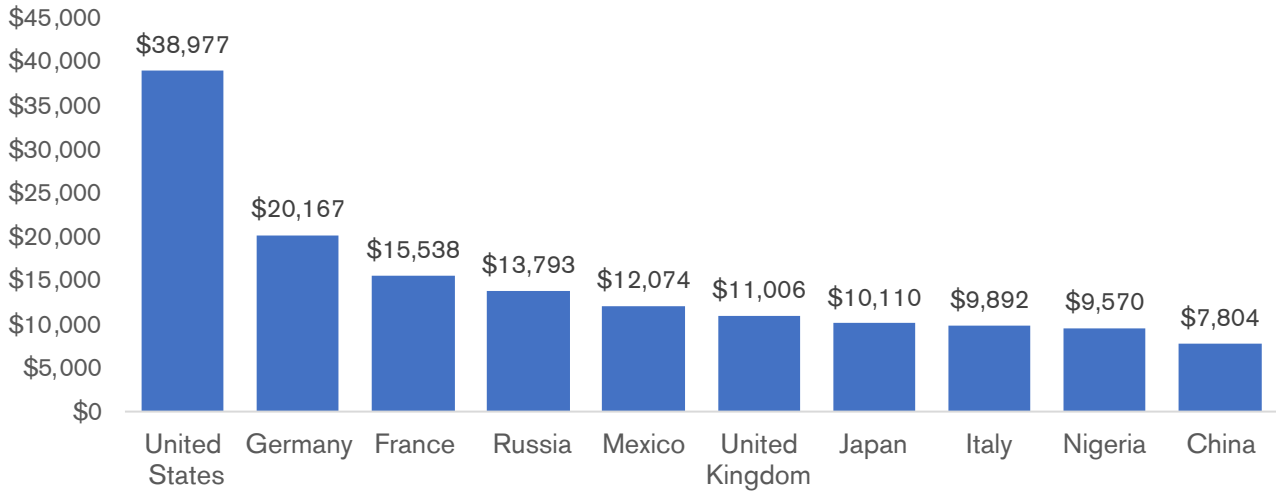


Chart 3 Global meat product and sausage revenue by country in 2022, in \$ million

³ Statista. (2023). Global: revenue of meat products & sausages.[online] Available at: <https://www.statista.com/forecasts/758689/revenue-of-the-meat-products-and-sausages-market-worldwide-by-country>



Exports and imports

Germany and the United States dominate the global sausages export market by volume, accounting for 25% (\$1.6 billion) of exports in 2022.⁴ Italy, Spain, and Poland together claim a 28% (\$1.8 billion) share of the global market. Between 2015 and 2022, the export value of sausages increased at a compound annual growth rate (CAGR) of 6%, rising from \$4.2 billion to \$6.4 billion.⁵ Jordan's exported sausages were valued at \$2 million in 2022, reflecting a decline of roughly 36% from the previous year.

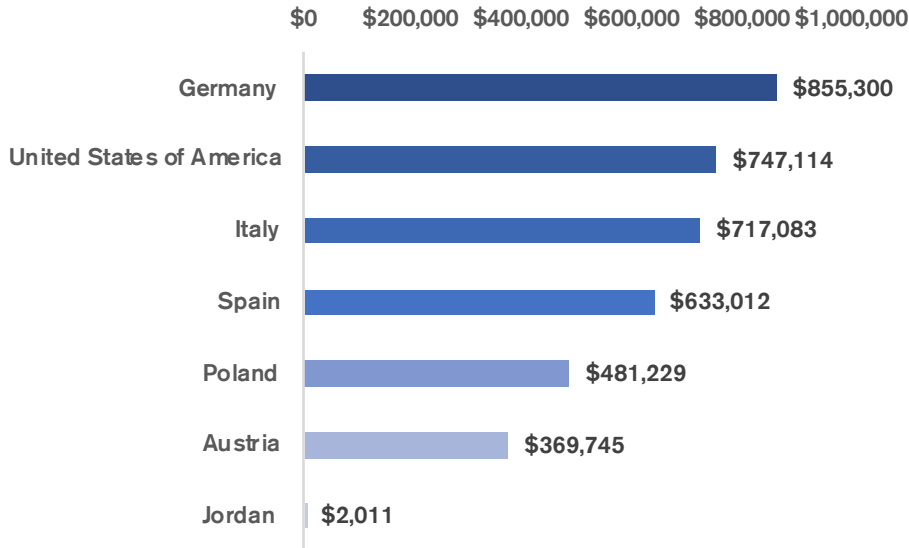


Chart 4 Top sausage exporters by value in 2022, in \$'000

The United Kingdom and Germany lead the world in sausage imports by value, together claiming 25% of global trade in 2022.⁶ Their imports reached \$796.8 million and \$751.7 million, respectively. France, Belgium and Canada follow in the global import standings, collectively contributing 16% to global imports. Mirroring the export trend, sausages imports saw an increase of 6% CAGR increase, between 2015 and 2022, rising from US\$4.2 billion to US\$6.2 billion.⁷

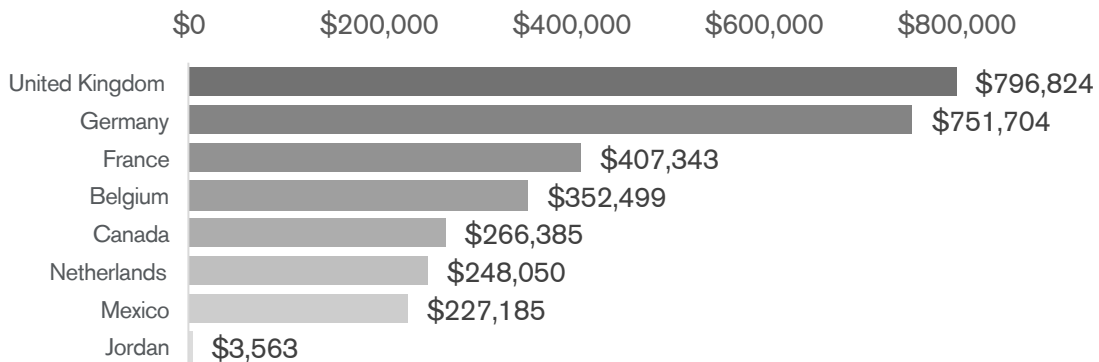


Chart 5 Top sausages importers by value in 2022, in \$'000

⁴ ITC (2022). Trade Map - List of exporters for the selected product in 2022 (Sausages and similar products of meat, offal or blood; food preparations based on these products). [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1

⁵ The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of sausages global exports, utilising data sourced from ITC spanning the years 2015 to 2022. This measurement gives us a yearly growth rate and a year-over-year average growth rate.

⁶ ITC (2022). Trade Map - List of importers for the selected product (Sausages and similar products, of meat, offal or blood; food preparations based on these products). [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1

⁷ The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of sausage global imports, utilising data from ITC spanning 2015 to 2022.



Market dynamics



Demand and supply trends

Low-fat sausages and the clean eating trend

The size of the world market for low-fat sausage was estimated at \$2.5 billion in 2021 and is expected to increase to \$4.8 billion by 2031, with a CAGR of 6.7% from 2022 to 2031.⁸

Clean labels and easy-to-spot ingredients are gaining traction for consumers worldwide. Manufacturers are taking note, opting for simple, minimally processed ingredients. Plant-based meats, for instance, exemplify this clean label trend and are a key driver of the booming low-fat sausage market, fuelled by consumers' desire for natural and transparent food options.⁹

Growing importance of plant-based sausages

The value of the plant-based sausage market is anticipated to grow from \$1,228.1 million in 2023 to \$12.9 million by 2033, which is a remarkable CAGR of 26.5%. The main factors driving the increased demand for plant-based sausages are convenience, environmental, ethical, and health reasons.¹⁰

The rise of collagen casing sausages

The market for collagen casings, made from animal hide collagen, was estimated to be worth more than \$1.4 billion in 2022 and is expected to almost double by 2033. The expansion is driven by the global increase in meat consumption, attributed to the greater availability of processed meat and the widespread appeal of sausages.

⁸ Allied Market Research. (2021). Low Fat Sausage Market Research, 2031. [online]. Available at: <https://www.alliedmarketresearch.com/low-fat-sausage-market-A31786>

⁹ Ibid.

¹⁰ Future Market Insights (2023). Market Survey on Plant-based Sausages Market 2023 to 2033. [online] Available at: <https://www.futuremarketinsights.com/reports/plant-based-sausages-market>



Market concentration and product complexity

Market concentration.

A Shannon Entropy value of 4.47 in 2021 for sausages, HS code 1601 – as stated in this study – suggests a fragmented market with no dominant player and potentially diverse offerings due to exports from around 22 countries.

Product complexity score.

In 2021, sausages fell within a middling complexity range on the PCI scale with a product complexity score of 0.21. This ranks them 486 out of 1024 in the HS4 classifications. Further supporting this, sausages also demonstrate medium complexity at the HS6 level, with a product category score of just 0.01 for HS 160100 in 2021.

Regarding historical progress in the Product Complexity Index (PCI), sausages (HS 1601) show fluctuations since 2012, with a score of 0.12 rising to 0.21 by 2021. trend continued after a peak score of 0.29 in 2016.

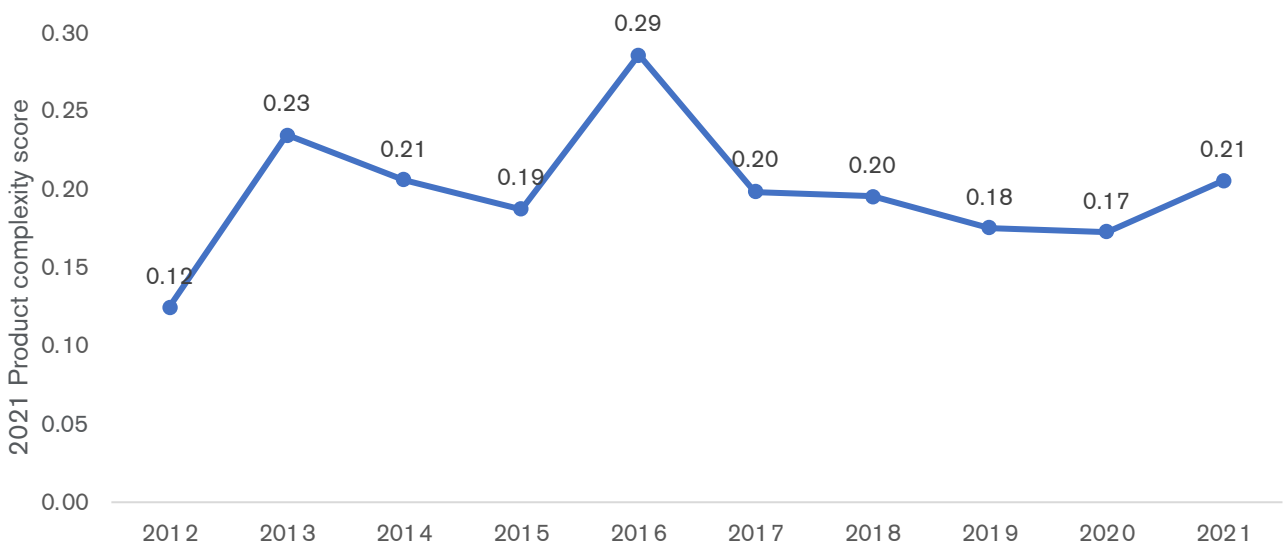


Chart 6 Sausage product complexity 2012 to 2021

¹¹ OEC. (2021). Sausages. [online] Available at: <https://oec.world/en/profile/hs/sausages>

¹² Ibid.



World trade statistics by sausage 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>160100</u> Sausages and similar products, of meat, meat offal, blood or insects	\$3.9 billion	\$855.3 million Germany	\$796.8 million United Kingdom	\$2 million	0.05%

Table 1 Sausages export and import statistics and Jordan export market share



HS 1601 in the context of Jordanian exports

According to the Department of Statistics (DoS), Jordan's total sausage exports to the world have been declining over the years, starting at \$8.6 million in 2018 and decreasing to \$2 million in 2022.^{13 14}

Major markets for Jordan's sausage HS 1601 exports in the last five years

Jordan's exports to top partner countries are significantly downward trending. Exports to Iraq peaked at around \$1 million in 2020 but declined to \$896,000 in 2022.¹⁵ Similarly, exports to Qatar experienced a substantial decrease from \$1.8 million in 2018 to \$356,932 in 2021, followed by a moderate recovery to \$613,406 in 2022. Additionally, exports to the UAE witnessed a steady decline from \$1.9 million in 2018 to \$567,963 in 2022, while exports to Saudi Arabia saw a decrease from \$2.4 million in 2018 to \$361,704 by 2022.

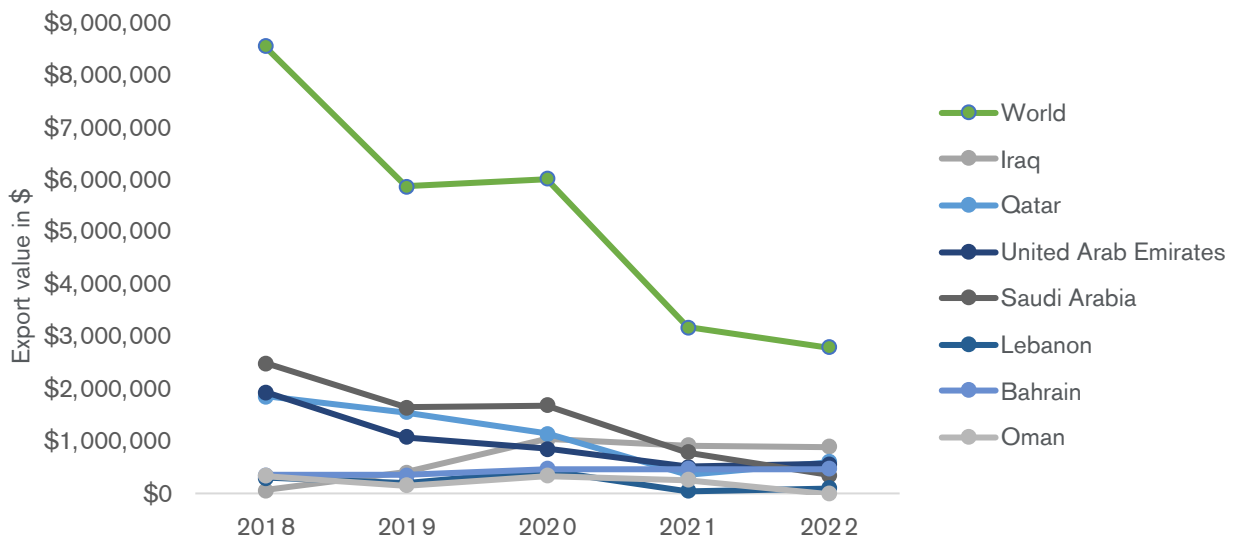


Chart 7 Leading markets by import value for Jordan's sausage exports, in \$

¹³ Dos. (2022). External trade yearly by Kind of Trade, Unit, Country, Commodity and Time. 2017-2022.[online] Available at: https://jorinfo.dos.gov.jo/Databank/pxweb/en/DOS_Database/START__03__0302/EXTRD_Y/table/tableViewLayout2/

¹⁴ Discrepancies have been identified between Jordan's export values for HS code 1601 and the corresponding import values reported by importing countries.

¹⁵ Dos. (2022). External trade yearly by Kind of Trade, Unit, Country, Commodity and Time. 2017-2022.[online] Available at: https://jorinfo.dos.gov.jo/Databank/pxweb/en/DOS_Database/START__03__0302/EXTRD_Y/table/tableViewLayout2/



**Priority
markets**



Saudi Arabia

Saudi Arabia macroeconomic overview

Saudi Arabia, pursuing Vision 2030 reforms, was the fastest-growing G20 economy in 2022, with a rise of 8.7%. This was driven by increases in oil production and growth in the non-oil GDP. This growth was prompted by private consumption and non-oil private investments, including large-scale infrastructure projects. As a result, the country is advancing economically, marked by record-low unemployment rates and limited inflation.¹⁶

Saudi Arabia sausage consumption

Data on Saudi Arabia sausage consumption was unavailable at the time of writing this report.

Saudi Arabia sausage imports

Saudi Arabia's sausage imports experienced significant fluctuations between 2018 and 2022. After falling from \$103 million in 2018 to \$59 million in 2019, they rebounded to reach \$104 million in 2022.¹⁷ The United Arab Emirates and Jordan dominated with a combined 75% share of imports in 2022, followed by Malaysia and France.

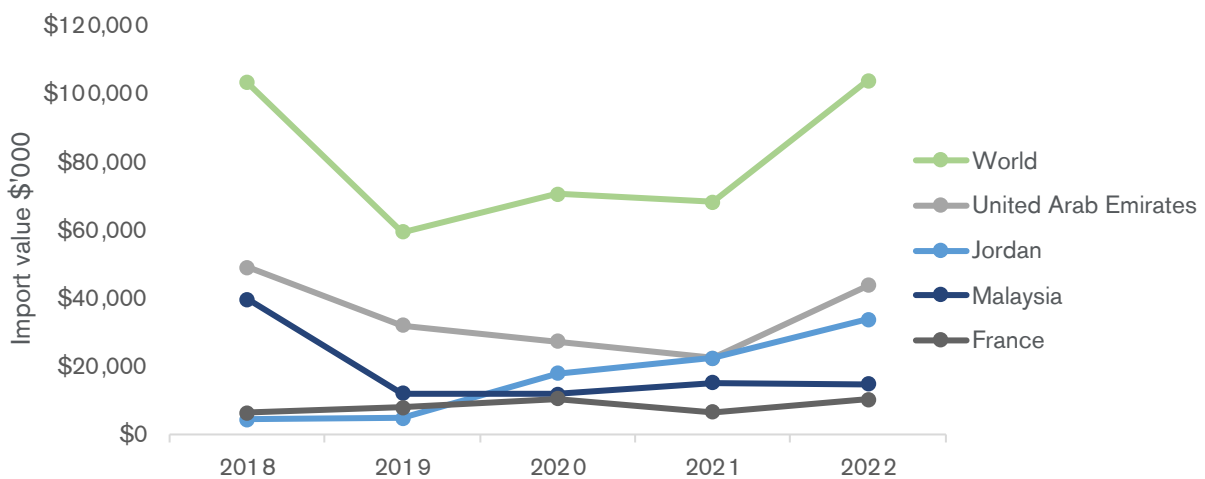


Chart 8 Saudi Arabia sausage import values, top exporters, 2018 to 2022

¹⁶ IMF. (2023). Saudi Arabia: 2023 Article IV Consultation-Press Release.

¹⁷ ITC (2022). Trade Map - List of supplying markets for the products imported by Saudi Arabia in 2022. [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nprm=1%7c682%7c%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



In 2022, Saudi Arabia's imports of sausage in dollars per ton, were valued at \$3,921 per ton at its average import prices and ranged from \$2,052 per ton to as high as \$5,370 per ton across the top four supplying countries. Jordanian sausage was the highest cost and French, the lowest.¹⁸

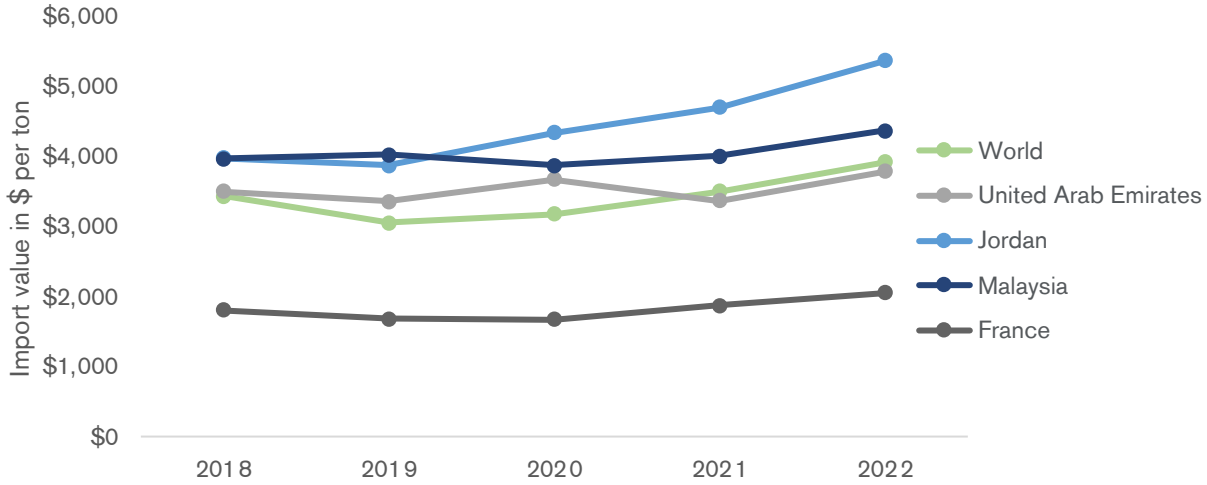


Chart 9 Saudi Arabia sausage imports from main supplying countries, in \$ per ton

Saudi Arabia sausage imports from Jordan

Saudi Arabia's import of sausages from Jordan showed a significant increase between 2018 and 2022. The value of imports rose from \$4,480 in 2018 to \$33,840 in 2022, representing a CAGR of 33%.¹⁹

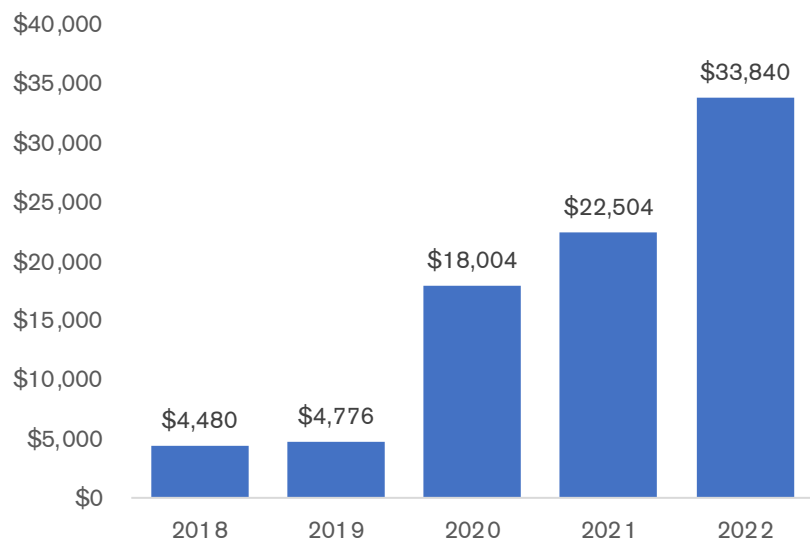


Chart 10 Saudi Arabia sausage imports from Jordan

Saudi Arabia's trade agreements with Jordan

There are no specific bilateral trade agreements between Saudi Arabia and Jordan. However, there are broader agreements, as both nations are members of wider regional trade initiatives that might facilitate trade. These include:

Greater Arab Free Trade Area (GAFTA), 1997. Saudi Arabia and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region.

¹⁸ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia. [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c682%7c%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1
¹⁹ ITC (2022). Trade Map - Bilateral trade between Saudi Arabia and Jordan. [online] Available at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c682%7c%7c400%7c%7c1601%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1



Saudi Arabia PESTEL analysis

Politics

Saudi Arabia is a monarchy with strong central governance, where political stability is a key feature. As a central player in the Middle East, its foreign policies and relations, especially within the Gulf Cooperation Council (GCC) have significant regional implications.

Saudi Arabia and Jordan have worked closely on regional and international issues and are seen as having model diplomatic relations. The two nations for example share a similar political viewpoint with major regional concerns such as Palestine, Iran, Iraq, Syria, and Yemen.

Economics

At 8.7% growth in 2022, Saudi Arabia led the G20 nations, supported by oil and non-oil revenues, private consumption, and non-oil private investment.

Saudi Arabia is furthermore Jordan's largest economic partner, with investments exceeding \$13 billion. Trade between the two countries reached around \$5 billion in 2021. Saudi Arabia has also been a major donor to Jordan, providing substantial financial assistance, including a recent direct funding of \$50 million as part of a larger economic aid package agreed upon in 2018.

Social

Saudi Arabian consumers' preference lean towards frozen-ready meals for convenience, minimal nutritional loss, and extended shelf life, boosting demand for meat-based options across marketplaces.²⁰

KSA's income growth, especially among young professionals and health-conscious families, drives demand for premium imported foods, influenced by shifting taste preferences towards healthy options.²¹

Technology

Saudi Arabia's e-commerce boom is skyrocketing. Revenue is expected to hit \$13.7 billion by year-end 2023 and nearly double to \$23.5 billion by 2027, fuelled by a 14% annual growth rate. Over 34.5 million Saudis will be online shoppers by 2025, with e-commerce reaching nearly 75% of the population by 2027.²²

Environment

Saudi Arabia is exposed to a number of environmental concerns. The region is particularly vulnerable to climate change, with threats like desertification putting 70 – 90% of land at risk. That said, steps are underway to combat desertification and expand green areas.

Legal

All imported goods, including food and other products, must comply with strict technical regulations and standards set by the Saudi Standards and Metrology Organization (SASO).²³ The HS 1601 import tariff for Jordan is between 0% and 10%. There are no specific bilateral trade agreements between Saudi Arabia and Jordan. However, both nations are members of wider regional trade initiatives such as The Greater Arab Free Trade Area (GAFTA) that facilitate trade between member nations, including Saudi Arabia and Jordan.

²⁰ Mordorintelligence.com. (2024). Saudi Arabia Ready Meals Market Trends. [online] Available at: <https://www.mordorintelligence.com/industry-reports/saudi-arabia-ready-meals-market-industry/market-trends>

²¹ Baig, Mirza Barjees, et al. (2022). Food Waste in Saudi Arabia: Causes, Consequences, and Combating Measures. *Sustainability*, 14(16), 10362.

²² Deloitte. (2023). Unlocking the eCommerce potential for Saudi Arabian SMEs in a post-Covid world. p.5. [online] Available at: https://www2.deloitte.com/content/dam/Deloitte/xe/Documents/consumer-business/me_unlocking-eCommerce-potential-for-saudi-arabian-SMEs-in-a-post-Covid-world.pdf

²³ Trade.gov (2024). Saudi Arabia - Standards for Trade. [online] Available at: <https://www.trade.gov/country-commercial-guides/saudi-arabia-standards-trade#:~:text=SASO%20has%20specific%20requirements%20for,meet%20established%20shelf%20life%20requirements.>



Saudi Arabia sausage suppliers and distributors

Almunajem: Over 70 years of experience importing and distributing food in Saudi. They reach over 18,000 outlets with their extensive network of warehouses and partnerships with 60+ established international suppliers. The company distributes sausage brands, including Doux and Dari.

Website: <https://almunajemfoods.com/about/>

Americana: The Kuwait Food Company, doing business as the Americana Group, is a Kuwaiti food company headquartered in Sharjah City. It operates food products throughout the Middle East and North Africa region.

Website: <https://www.americanafoods.com/>

Sadia: A global food giant, BRF Sadia, known for its Sadia brand, operates in a staggering 117 countries, offering a diverse array of products from whole chicken and parts to ready-to-prepare meals, fries, frozen vegetables, and sausages. **Website:** <https://www.sadia-life.com/en>

Seara: A leading chicken and beef producer with a growing global presence. The company manufactures, markets, and distributes frozen products, including sausages. **Website:** <https://www.searafoodsme.com/>

Zamil Food Industries: A Saudi Arabian distribution company, operating in two sectors, meat and dairy.

Website: <https://www.zamilfood.com/>

Exhibitions and trade fairs in Saudi Arabia

Dates	Exhibition name	City	Country	Website
12 to 15 August 2024	Saudi Food Expo 2024	Riyadh	Saudi Arabia	https://www.saudifoodexpo.com/
12 to 14 May 2025	The Saudi Food Show	Riyadh	Saudi Arabia	https://www.thesaudifoodshow.com/



The United Arab Emirates

United Arab Emirates macroeconomic overview

GDP growth of 3.5% is estimated for 2023 in the United Arab Emirates, following 7.4% growth in 2022.²⁴ Inflation is currently projected at 3.4%. The implementation of an IMF reform is further expected to limit medium-term growth.²⁵

Economic growth is forecasted to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.

United Arab Emirates sausage consumption

Data on United Arab Emirates sausage consumption was unavailable at the time of writing this report.

United Arab Emirates sausage imports

The total value of sausage imports climbed from \$26 million in 2018 to \$31 million in 2022, highlighting sustained demand.²⁶ In 2022, the Philippines remained the largest trade partner with exports valued \$3.7 million. While it faced a temporary setback in 2019, Jordan, the Emirate's second largest importer in 2022, achieved trade worth \$2.8 million. Trailing closely behind, Turkey, Canada, and Italy also secured top category export positions

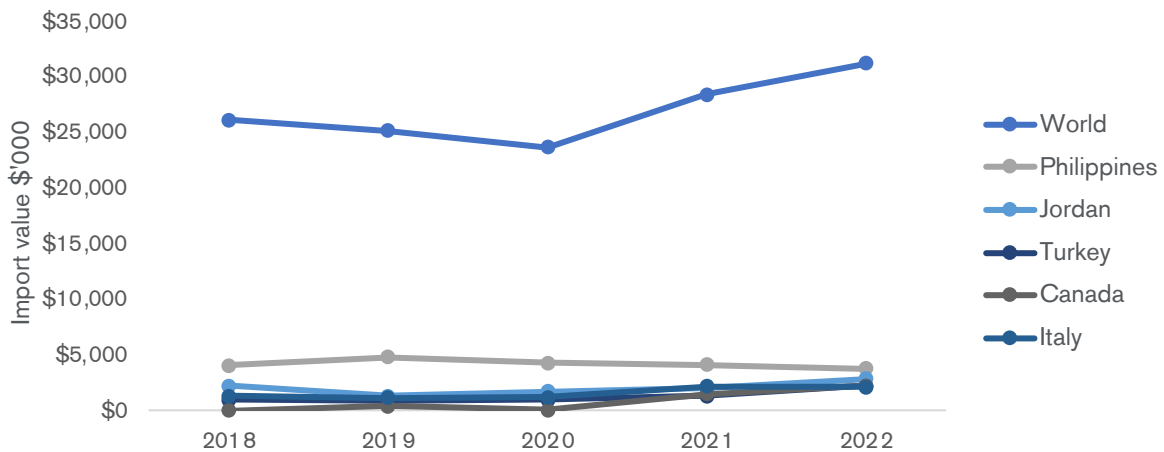


Chart 11 United Arab Emirates sausage import values, top exporters, 2018 to 2022

²⁴ IMF. (2023). IMF Country Reports: United Arab Emirates.

²⁵ Ibid.

²⁶ ITC (2022). Trade Map - List of supplying markets for a product imported by United Arab Emirates. [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c9%7c%7c%7c1601%7c9%7c9%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



From 2018 to 2022, the average price of imported sausages to the Emirates, declined across all countries dipping from \$3,438 per ton to \$2,961.²⁷ While some territories, such as Italy and the Philippines, maintained consistent pricing and market share, others, like Turkey, experienced significant price fluctuations and shifts in ranking. Despite an initial price dip in 2019, Jordan consistently ranked among the top three suppliers and saw its average price steadily climb to \$3,649 per ton by 2022.

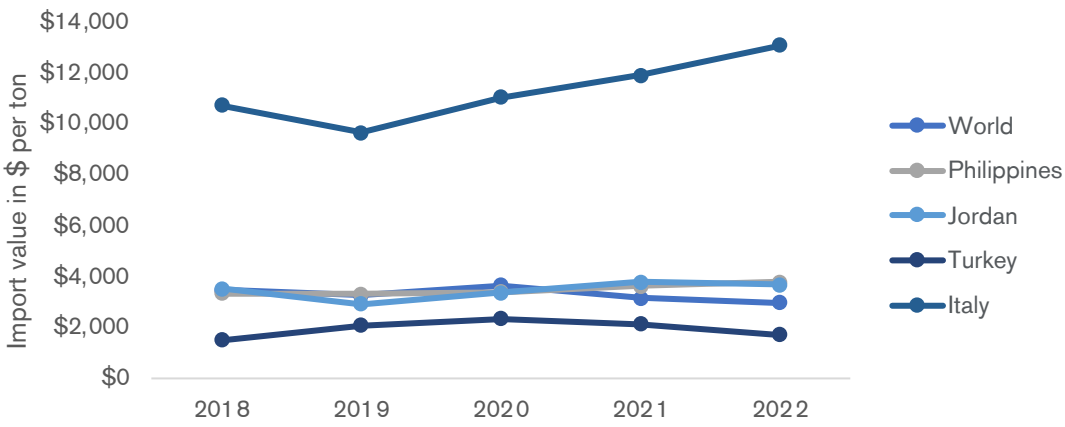


Chart 12 UAE sausage imports from main supplying countries, in \$ per ton

²⁷ ITC (2022). Trade Map - List of supplying markets for a product imported by United Arab Emirates. [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1



United Arab Emirates sausage imports from Jordan

Jordan's sausage exports to the UAE saw a sharp drop from \$2.2 million in 2018 to \$1.3 million in 2019.²⁸ However, recovery ensued, culminating in a 2022 figure of \$2.8 million.

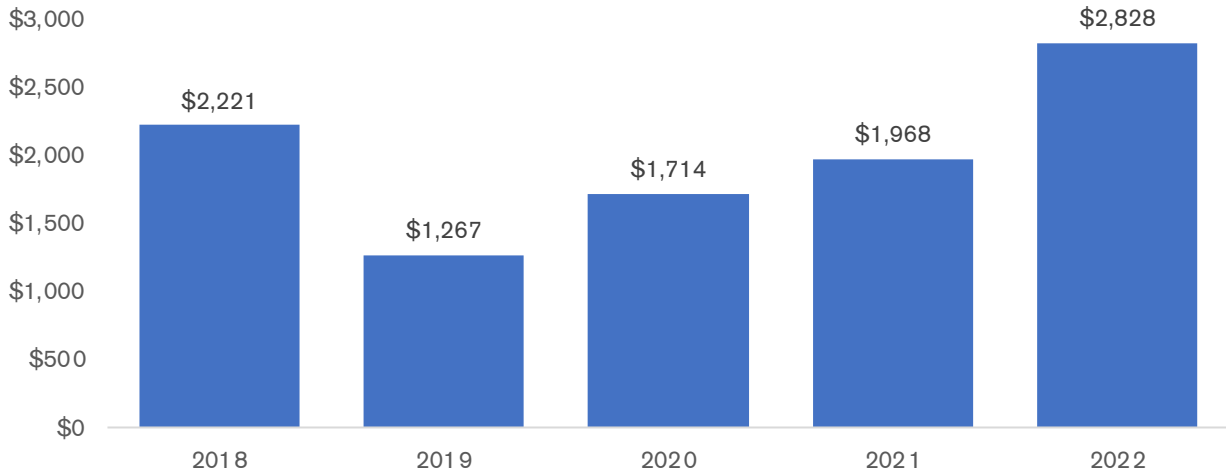


Chart 13 United Arab Emirates sausage imports from Jordan.

United Arab Emirates trade agreements with Jordan

There are no specific bilateral trade agreements between the United Arab Emirates and Jordan. However, both nations are members of wider regional trade initiatives that might facilitate trade. These include:

Greater Arab Free Trade Area (GAFTA), 1997. The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

Industrial Partnership for Sustainable Economic Growth, 2022. Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.²⁹

²⁸ ITC (2022). Trade Map - Existing and potential trade between United Arab Emirates and Jordan. [online] Available at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c784%7c%7c400%7c%7c1601%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

²⁹ Jordan Times (Feb 26,2023) Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman:[online] Available at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



United Arab Emirates PESTEL analysis

Politics

The United Arab Emirates benefits from political stability, which has helped advance business and economic development. The country's active foreign policy, particularly its relations within the Gulf Cooperation Council and with global powers, has defined its international status.

Political relations between the United Arab Emirates and Jordan are defined by deep-rooted connections, focusing on cooperation, strategic partnerships, and regional stability.

Economics

With a 7.4% incline in GDP during 2022, the United Arab Emirates, benefits from a strong economy, 29th largest in the world, that continues on a path of diversification away from oil to other sectors including tourism, transport and private investment. GDP in 2022 was \$507.5 billion and GDP per capita was \$53,800.

Economic relations between the United Arab Emirates and Jordan are robust, focusing on investment, development, and industrial cooperation.

Social

Social relations between the United Arab Emirates and Jordan are defined by close historical roots and joint efforts in areas like education, and regular high-level interactions, underscoring the strong and multifaceted ties between the two nations.

A multicultural society, with a large expatriate population, very good infrastructure and high living standards.

Technology

The United Arab Emirates (UAE) stands out as the frontrunner in eCommerce within the Gulf Cooperation Council (GCC) region. In 2020, the UAE witnessed a remarkable surge of 53% in its eCommerce market, reaching a record high of \$3.9 billion in sales. This impressive figure translates to 10% of the country's total retail sales. Furthermore, the Dubai Chamber of Commerce and Industry predicts even further growth, with eCommerce sales anticipated to reach \$8 billion by 2025. This optimistic outlook is fuelled by the UAE's near-universal internet and mobile phone penetration, with almost the entire population having access to these technologies.

Environment

Sustainable packaging solutions and waste management practices can be a competitive advantage, especially as the UAE tackles water scarcity and resource limitations. Moreover, capitalizing on the UAE's growing interest in sustainability by offering environmentally friendly products can unlock further market potential. By embracing an eco-conscious approach, Jordanian exporters can not only cater to evolving consumer preferences but also secure a long-term niche in the UAE's food tech future.

Legal

The UAE strengthened its intellectual property (IP) framework in 2021 with new patent and trademark laws, and by joining the Madrid Protocol. They also increased penalties for commercial fraud. The UAE's IP laws are aligned with the wider GCC region. Additionally, the UAE updated its trade remedy legislation to comply with international standards and introduced its own independent mechanism.

Strict import regulations, particularly around labelling and halal certification, demand meticulous compliance. Meeting the UAE's high food safety and hygiene standards is non-negotiable, while protecting intellectual property and adhering to ethical sourcing practices ensure a strong brand image.



United Arab Emirates sausage suppliers and distributors

Al Masa: Dubai-based meat processor acquired by Siniora in 2016, specialises in diverse individual quick freezing (IQF) chicken (breasts, wings, lollipops) and custom marinated/grilled/cooked chicken, beef, turkey. **Website:** <https://www.almasadubai.com/>

Freshly Frozen Foods: Freshly Frozen Foods is a leading UAE foodservice supplier renowned for its extensive portfolio of high-quality, innovative ingredients, including NO MDM (mechanically deboned meat) meats, seafood, and global flavours. Featuring two state-of-the-art processing units spanning 110,000 square feet, the company boasts four dedicated lines for poultry, seafood, vegetables, and meat, with an annual production capacity of 15,000 metric tons. **Website:** <https://freshlyfoodservice.com/index.php>

JMM Meat Processing LLC: Headquartered in the UAE, this company specialises in premium meat, poultry, and seafood. They source their products from world-renowned brands and selected suppliers, catering to the HORECA market (hotels, restaurants, and catering) across the United Arab Emirates, Oman, and neighbouring Gulf Cooperation Council (GCC) states. **Website:** <https://jmmmeat.com/>

Sadia: A global food giant, BRF Sadia, known for its Sadia brand, operates in a staggering 117 countries, offering a diverse array of products from whole chicken and parts to ready-to-prepare meals, fries, frozen vegetables, and sausages. **Website:** <https://www.sadia-life.com/en>

Exhibitions and trade fairs in the United Arab Emirates

Dates	Exhibition name	City	Country	Website
17 to 21 February 2025	Gulfood 2025	Dubai	United Arab Emirates	https://www.gulfood.com/register-interest-2025



Qatar

Qatar macroeconomic overview

Qatar's economy, while navigating a period of slower growth compared to previous years, remains resilient. Its GDP stands at \$246.36 billion, demonstrating continued economic strength. Despite a moderate 2.2% real GDP growth in 2023, projections for 2024 indicate a slight uptick to 2.4%.³⁰ This slower growth is partly balanced by a manageable inflation rate of 2.3%, offering stability for both businesses and consumers. However, the Qatari economy remains heavily reliant on its vast natural gas reserves, making it vulnerable to global energy price fluctuations. With a relatively small population of 2.9 million, the domestic market presents both limitations and opportunities for businesses, requiring strategic targeting of niche sectors and competitive pricing.

Qatar sausage consumption

Data on Qatar sausage consumption was unavailable at the time of writing this report.



Qatar sausage imports

Qatar's total sausage import value from partner countries plummeted by over 50% between 2018 and 2022, plunging from \$24.6 million to \$11.6 million.³¹ In 2022, Turkey emerged as Qatar's top trade partner for sausages, exporting a value of \$5.8 million. The United States followed with exports totalling \$1.1 million.

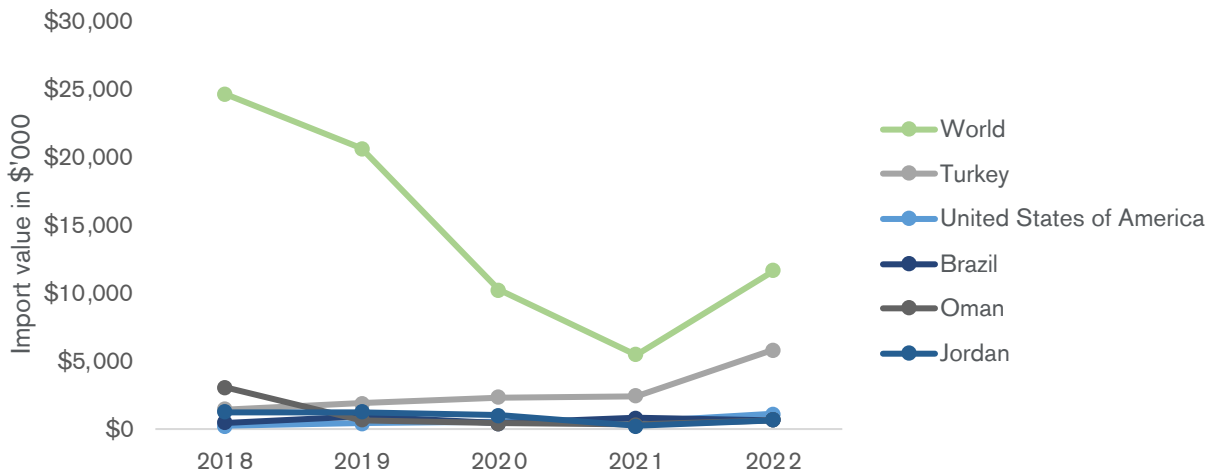


Chart 14 Qatar sausage import values, top exporters, 2018 to 2022

³⁰ IMF. (2024). Qatar and the IMF. [online] Available at: <https://www.imf.org/en/Countries/QAT>

³¹ ITC (2022). Trade Map - List of supplying markets for a product imported by Qatar. [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c634%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



From 2019 to 2022, the average import price per ton reached its highest point in 2022 at \$6,077 and its lowest in 2021 at \$2,210.³² Throughout the period, the United States remained the highest cost supplier. Brazil, Oman, and Jordan exhibited mixed trends, with price fluctuations varying across the years.

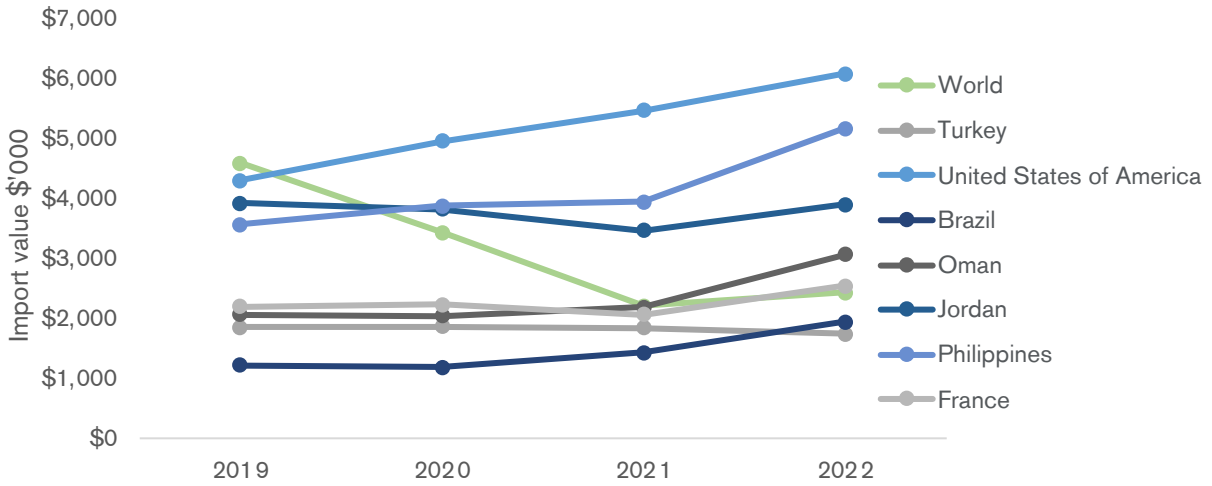


Chart 15 Qatar sausage imports from main supplying countries, in \$ per ton

Qatar sausage imports from Jordan

Qatar's import value of sausage from Jordan experienced a dramatic decrease of over 47% between 2018 and 2022, from S\$1.2 in 2018 to S\$659,000.³³

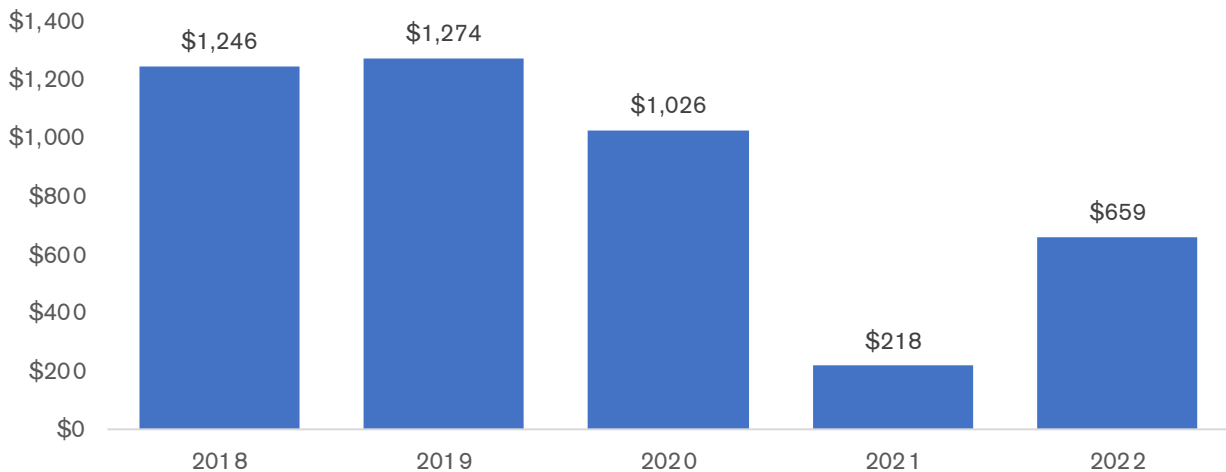


Chart 16 Qatar sausage imports from Jordan.

³² ITC (2022). Trade Map - List of supplying markets for a product imported by Qatar. [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c634%7c%7c%7c1601%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1
³³ ITC (2022). Trade Map - Existing and potential trade between Qatar and Jordan. [online] Available at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c634%7c%7c400%7c%7c1601%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c1%7c1



Qatar's trade agreements with Jordan

There are no specific bilateral free trade agreements between the Qatar and Jordan. However, both nations have bilateral trade and economic agreement and are members of wider regional trade initiatives that might facilitate trade. These include:

Greater Arab Free Trade Area (GAFTA), 1997. Qatar and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region.³⁴

The Bilateral Investment Treaty (BIT) between Qatar and Jordan, 2009. The treaty came into force in May 2018. It aims to promote and protect investments from parties of either country and includes provisions that ensure non-discriminatory treatment, protection against expropriation, and compensation for losses due to war or other armed conflict, revolution, or state of emergency. It also provides mechanisms for the resolution of investment disputes, which includes arbitration under international guidelines.³⁵

³⁴ WTO. (1997). Arab Free Trade Area Agreement (1997). [online] Available at: <https://rtais.wto.org/UI/PublicShowMemberRTAIDCard.aspx?rtaid=16>

³⁵ Unctad- Bilateral Investment Treaties (BITs), Jordan - Qatar BIT (2009), available at: <https://investmentpolicy.unctad.org/international-investment-agreements/treaties/bit/2177/jordan---qatar-bit-2009->



Qatar PESTEL analysis

Politics

Qatar fosters a favourable environment for foreign investors and businesses through its stable and robust political system, featuring a constitutional monarchy and a hereditary succession. Additionally, its membership in key regional and international organizations like the Gulf Cooperation Council (GCC), the Organization of Islamic Cooperation (OIC), and the Arab League enhances its trade relations and cooperation with other countries.

Economics

Qatar boasts a highly attractive tax regime, featuring no personal income tax, corporate tax, or value-added tax, alongside competitive incentives and benefits for foreign investors and businesses. This approach complements Qatar National Vision 2030, an ambitious diversification strategy aiming to develop non-oil sectors like manufacturing, tourism, finance, education, and healthcare. Per capita GDP amounted to US\$87,661 in 2022.³⁶

Social

As of December 2023, Qatar's total population reached 2.9 million.³⁷ Qatar boasts a young and adventurous demographic, with a median age of 34. This translates to eager consumers open to exploring new brands and products. However, even with their high incomes, value for money remains paramount, especially for the significant immigrant workforce. Brands must strike a delicate balance between offering exciting novelty and competitive pricing to succeed in this dynamic market.³⁸

Technology

Qatar's digital transformation is gaining momentum, fuelled by a government pushing for modern tech in public services. This commitment, coupled with a youthful population (67% within the 15 years to 44 years age group) deeply interested in online shopping, has nurtured a vibrant e-commerce ecosystem. Valued at \$1.5 billion in 2019, this sector is poised for further growth, supported by widespread credit card adoption among the 87% of businesses.³⁹

Environment

Qatari consumers stand out for their strong preference for locally made products, and they prioritise environmental, social, and governance (ESG) factors more than the global average when making purchasing decisions.⁴⁰

Legal

Qatar's legal landscape undergoes a transformation, fostering a more conducive environment for foreign trade and investment. Significant efforts have been made to enhance transparency and streamline administrative processes. E-government portals dedicated to trade, legal matters, and e-commerce offer convenient access to information, fostering greater clarity and predictability. Restructuring of ministries and agencies has created dedicated entities like the Investment Promotion Agency and the General Tax Authority, improving efficiency and support for foreign businesses. Law No.1 of 2019 significantly liberalises foreign direct investment (FDI) regulations, allowing full ownership (up from 49%) in most economic sectors.⁴¹

³⁶ World Bank. (2024). GDP per capita (current US\$) - Qatar [online] Available at: <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD?locations=QA>

³⁷ Psa.gov.qa. (2023). Monthly Figures on Total Population. [online] Available at: <https://www.psa.gov.qa/en/statistics1/StatisticsSite/pages/population.aspx>

³⁸ Export Connect. (2022). Qatar: A Small Market Buzzing With Strong Export Potential. [online]. Available at: <https://exportconnect.com.au/qatar-a-small-market-buzzing-with-strong-export-potential/>

³⁹ Trade.gov (2022). Qatar - eCommerce. [online] Available at: <https://www.trade.gov/country-commercial-guides/qatar-ecommerce>

⁴⁰ PwC. (2022). Qatar's consumers think local, regional and global: 2022 Global Consumer Insights Pulse Survey. [online] Available at: <https://www.pwc.com/m1/en/media-centre/2022/2022-global-consumer-insights-pulse-survey-qatar-findings.html>

⁴¹ WTO. (2021). Trade Policy Review: Qatar. Summary. [online] Available at: https://www.wto.org/english/tratop_e/tpr_e/s408_sum_e.pdf



Qatar sausage suppliers and distributors

Al Qusaimi Meat Co. One of the leading providers of meats, including Australian beef, lamb, veal, and mutton for the Qatari market. It imports, distributes, and processes its meat for hypermarkets, hotels, hospitals, catering companies, and butcheries throughout Qatar. **Website:** <https://www.alqusaimi.com/>

Qatar Meat Production Company.: A local company that produces and supplies various meat products, such as frankfurter sausages, mortadella, salami, and luncheon meat.

Website: <https://www.qmart.qa/product.php?id=2613>

Mena Group.: A local company that imports and distributes various food products, including meats, poultry, seafood, dairy, and frozen food, from different countries, such as Australia, Brazil, India, and Turkey.

Website: <https://menagroup.qa/>

Exhibitions and trade fairs in Qatar

Dates	Exhibition name	City	Country	Website
12-14 November, 2024	Hospitality Qatar 2024	Doha	Qatar	http://www.hospitalityqatar.qa/



Recommendations



Recommendations in summary

Jordanian sausage exporters should have good opportunities in the priority Gulf markets. Saudi Arabia, the United Arab Emirates and Qatar offer strong potential driven by several converging factors, including growing populations, rising disposable incomes, changing lifestyles dependent on convenience foods and in the case of the United Arab Emirates and Saudi Arabia at least, significant tourism sectors.

Jordan's proximity to these markets offers a logistical advantage, allowing potentially lower transportation costs compared to more distant suppliers. Equally, preferential trade agreements defined through GAFTA offer Jordanian exporters administrative and cost customs advantages, enhancing their competitiveness.

Exporters can take heed of specific preferences within each market, tailoring product offerings and marketing strategies to cater to tastes and price sensitivities. Importantly, identifying fitting distribution channels are critical factors to consider, in order to achieve long-term gains.



Reference information



Priority markets tariff and non-tariff barriers

Saudi Arabia

Tariffs

For HS 1601 – Sausages and similar products, of meat, offal or blood; food preparations based on these products, a preferential tariff and MFN duties of 0% apply to Jordan:

General requirements

Food laws are established within the GCC Gulf Standardization Organization (GSO) and adopted by participating member countries.

To be granted access to the Kingdom of Saudi Arabia, all imported products must adhere to the import conditions and requirements outlined by the Saudi Food and Drug Authority (SFDA). These include:

The poultry in sausages must be sourced from animals slaughtered in accordance with the GSO standard specified in section 2.17.

Only meat that complies with the GSO standards outlined in sections 2.4, 2.15, and 2.26 can be used in this product.

Product preparation should adhere to the GSO hygiene regulations outlined in sections 2.6 and 2.29.

The maximum allowable fat content for finished poultry products is 15% by weight, while for finished meat products it is 30% by weight.

The product must adhere to the maximum pesticide residue levels outlined in GSO standard 2.24.

For both imported and domestic pre-packaged food products in Saudi Arabia, compliance with the labelling requirements of GSO 9:2013 (SFDA.FD/GSO 9:2013) is mandatory. This includes displaying information such as product name, packer's name, country of origin, ingredient list (descending order), usage instructions (if applicable), and shelf life, all in Arabic or with an Arabic translation.

GSO member countries, including Saudi Arabia, require that labels of pre-packaged food products include both production and expiration dates printed on the label prior to export.

Additional detail

Further detail on Saudi Arabia's import requirements for sausage can be found in the following references:

GSO. Final Draft of Standard FDS. Prepared Meat –Sausage

Link: https://members.wto.org/crnattachments/2022/TBT/SAU/22_8466_00_e.pdf

GCC. GCC Guide For Control On Imported Foods

Link: https://members.wto.org/crnattachments/2017/SPS/OMN/17_0111_00_e.pdf

SFDA. Conditions & Requirements for Importing Food to the Kingdom of Saudi Arabia.

Link: <https://sfda.gov.sa/sites/default/files/2022-03/SFDAFood4654E.pdf>

USDA. Food and Agricultural Import Regulations and Standards Country Report. Saudi Arabia

Link: <https://fas.usda.gov/data/saudi-arabia-food-and-agricultural-import-regulations-and-standards-country-report-0>

Global Trade Help Desk

Link: <https://globaltradeshelphelpdesk.org/en>

ITC Market Access Map

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



The United Arab Emirates

Tariffs

For HS 1601 – Sausages and similar products, of meat, offal or blood; food preparations based on these products, a preferential tariff and MFN duties of 0% apply to Jordan.

General requirements

Food laws are established within the GCC Gulf Standardization Organization (GSO) and adopted by participating member countries.

As per the unified GCC Guide, importers must submit the original invoice and certificate of origin alongside their single customs declaration. However, goods in transit are exempt from this documentation requirement.

While the UAE has unified customs procedures, individual emirates manage their implementation, resulting in variations in the specific systems used. Dubai and Abu Dhabi, which handle the bulk of imports, have embraced fully operational paperless electronic systems. Dubai Customs utilizes Mirsal 221, offering 24/7 electronic document submission, clearance, payment, and risk assessment integrated with domestic, regional, and international authorities. Similarly, Abu Dhabi employs the Dhahi system across its customs centers, enabling electronic clearance, payments, declaration archiving, approval, and authorizations.

Compliance with labelling requirements is a critical yet often challenging aspect of exporting to the UAE. Arabic is the primary language for food labelling, with any additional languages permitted only as supplementary. Mandatory information for pre-packaged foods includes product name, ingredient list (descending weight order), food additives, manufacturer/packer details, production date, and storage instructions.

Additional detail

Further detail on the United Arab Emirates' import requirements for Sausage can be found in the following references:

GSO. Final Draft of Standard FDS. Prepared Meat –Sausage

Link: https://members.wto.org/crnattachments/2022/TBT/SAU/22_8466_00_e.pdf

GCC. GCC Guide For Control On Imported Foods

Link: https://members.wto.org/crnattachments/2017/SPS/OMN/17_0111_00_e.pdf

Food Safety Department Dubai Municipality. Food Code 2020

Link: <https://www.dm.gov.ae/wp-content/uploads/2020/11/Food-Code-2.0-Draft-Version-4.pdf>



Abu Dhabi Food Control Authority. General Food Labelling Requirements

Link:

<https://www.adafsa.gov.ae/English/PolicyAndLegislations/Guidelines/Documents/General%20Food%20Labelling%20Requirements%20cop.pdf>

Europe Direct. The Food and Beverage Market Entry Handbook: United Arab Emirates (UAE): a Practical Guide to the Market in the UAE for European Agri-food Products

Link:

https://www.flandersinvestmentandtrade.com/export/sites/trade/files/market_studies/Market%20Entry%20Food%20and%20Beverage%20UAE.pdf

USDA. Food and Agricultural Import Regulations and Standards Country Report. United Arab Emirates

Link:

https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Dubai_United%20Arab%20Emirates_TC2022-0009.pdf

Global Trade Help Desk

Link: <https://globaltradehelpdesk.org/en>

ITC Market Access Map

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



Qatar

Tariffs

For HS 1601 – Sausages and similar products, of meat, offal or blood; food preparations based on these products, a preferential tariff and MFN duties of 0% apply to Jordan.

General requirements

In general, the following requirements should be considered when exporting to Qatar:⁴²

Licensing restrictions:

Limited License Access: Unlike most, importing into Qatar requires an import license, obtainable only by Qatari nationals or Qatari partners in limited liability partnerships. This applies even to Jordanian exporters operating through wholly foreign-owned entities in Qatar.

Registration Mandate: All import licenses must be registered with the Ministry of Commerce and Industry, regardless of license holder nationality.

Meat product regulations:

Double Certification: importing meat like beef or poultry from Jordan requires two key certificates:

Health Certificate: Issued by the competent authorities in Jordan, certifying the animals' health and adherence to international standards.

Halal Certificate: Issued by relevant authorities in Jordan, confirming the slaughter process complies with Islamic dietary requirements.

Customs clearance process:

Document Checklist: a detailed customs declaration, bill of lading, certificate of origin, pro-forma invoice, and import license.

Additional import regulations (post-2011):

Mandatory Documents: since April 2011, official invoices, official certificates of origin (COOs), and packing lists are essential for all shipments destined to Qatar, both by air and sea. Missing documents will result in shipment return to Jordan.

HS Code Accuracy: It is important to ensure the Harmonized System (HS) code of the commodity is correctly stated in both the official invoice and COO, or the shipment will be denied clearance.

Country of Origin Labelling: clearly mark "COUNTRY OF ORIGIN" or "MADE IN" on each item, packaging material, and cartons. Ensure this information matches across the official invoice, COO, and the shipped goods. Discrepancies can lead to shipment return.

Additional detail

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

Qatar Clearance Signal Window (Al Nadeeb)

Link: <https://www.ecustoms.gov.qa/qccsw/jsf/tariff/EXPublicHSCCodeSearch.jsf>

Global Trade Help Desk

Link: <https://globaltradeshelphelpdesk.org/en/export-160100-from-jo-to-sa/assess-requirements/regulations>

ITC Market Access Map

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

⁴² Trade.gov. (2023). Qatar - Import Requirements and Documentation. [online] Available at: <https://www.trade.gov/country-commercial-guides/qatar-import-requirements-and-documentation#:~:text=Import%20Licenses%3A%20AIP%20Imported%20meats%20center%20tr%20that%20country.>



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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