

## Nuts and other seeds

HS Code 200819

TRADE FOCUSED PRODUCT REPORTS  
NUTS AND OTHER SEEDS  
HS Code 200819  
MARCH 2024



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# Contents

<b>Chart and tables</b>	3
<b>Glossary of terms and abbreviations</b>	4
<b>Product descriptions by HS 8-digit code</b>	6
<b>Executive summary</b>	7
<b>Product overview</b>	8
<b>Market dynamics</b>	11
Demand and supply trends	12
Market concentration and product complexity	13
World trade statistics by nuts and seeds category on the HS6 level	14
HS 200819 in the context of Jordanian exports	15
<b>Priority markets</b>	16
United States of America	17
China	22
The United Arab Emirates	27
<b>Recommendations</b>	32
Recommendations in summary	33
<b>Reference information</b>	34



## Charts and tables

Chart 1 Top tree nut-producing countries (5-year average, metric tons), 2018 to 2023	9
Chart 2 Estimated global tree nut consumption by type in metric tons (2021)	9
Chart 3 Leading exporters of HS Code 200819 by value in 2022, in \$'000	10
Chart 4 Leading importers of HS Code 200819 by value in 2022, in \$'000	10
Chart 5 Nuts and seeds product complexity 2012 to 2021	13
Chart 6 Jordan's HS 200819 nuts and seeds exports by value, 2018 to 2022, in \$'000	15
Chart 7 United States average nut consumption per capita (kg) 2017-2021	17
Chart 8 United States nuts and seeds import values, main supplying countries, 2018 - 2022	18
Chart 9 United States nuts and seeds imports, main supplying countries, in \$ per ton (2018 to 2022)	18
Chart 10 United States nuts and seeds imports from Jordan	19
Chart 11 China's average nut consumption per capita (kg) 2017-2021	23
Chart 12 China nuts and seeds import values, main supplying countries, 2018 - 2022	23
Chart 13 China nuts and seeds imports, main supplying countries, in \$ per ton (2018 to 2022)	24
Chart 14 China nuts and seeds imports from Jordan	24
Chart 15 UAE average nut consumption per capita (kg) 2018 to 2022	27
Chart 16 UAE nuts and seeds import values, main supplying countries, 2018 to 2022	28
Chart 17 UAE nuts and seeds imports, main top exporters, in \$ per ton (2018 to 2022)	28
Chart 18 United Arab Emirates nuts and seeds imports from Jordan	29
Table 1 Nuts and seeds export and import statistics and Jordan export market share	14



# 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 about 4.45 in 2021 for nuts and seeds, HS code 200819 – as stated in this study – suggests a moderately fragmented market with no dominant player in the global export landscape

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

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

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

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

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

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



### **PCI (Product Complexity Index)**

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

### **Preferential tariffs**

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

### **Self-sufficiency ratio**

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

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

### **SPS**

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



## Product descriptions by HS 8-digit code

### **Note that inclusions are broadly as follows.**

Non-tropical nuts and seeds, such as hazelnuts, pecans, walnuts, sunflower seeds and pumpkin seeds, provided they are prepared or preserved and packaged.

### **Note that exclusions are as follows.**

Products prepared or preserved with vinegar, preserved with sugar but not laid in syrup, jams, fruit jellies, marmalades, fruit purée and pastes.

Groundnuts, roasted almonds, pistachios, coconuts, cashew, Brazil, betel, kola, macadamia, and mixtures containing a significant proportion of tropical nuts.

### **HS 20081919 – Nuts and seeds, including mixtures, that are prepared or preserved and packaged in immediate packings with a content exceeding 1 kg.**

Examples include:

Large bags or containers of mixed nuts (excluding those specifically mentioned in the exclusions) that are either salted, spiced, or otherwise prepared and preserved.

Bulk packages of seeds such as flaxseeds, chia seeds, or sesame seeds.

Large containers of non-tropical nut mixtures.

Packaged seed mixes used for culinary purposes, excluding those with a significant tropical nut content, in packaging exceeding 1 kg.



### **HS 20081999 – Nuts and seeds, including mixtures, that are prepared or preserved in immediate packings of a content of 1 kg or less.**

Examples include:

Small packets of mixed nuts, such as almonds, walnuts, and pecans.

Packaged sunflower seeds or pumpkin seeds.

Variety packs of nuts and seeds, possibly including non-tropical varieties, in small individual servings.

Small containers of flavoured or seasoned nuts, other than those excluded like roasted or sugar preserved.

### **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 the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Inconsistencies exist between Jordan's export data reported by Jordan Customs, and import data reported by partner countries, as evidenced by the priority markets in this report (the United States, China, and the United Arab Emirates). Therefore, for Jordan's exports of nuts and other seeds (HS code 200819), direct import data from China and the United States, as reported by their customs and statistics authorities is used for analysis. United Arab Emirates' mirrored data is by contrast the primary source for imports from Jordan based on current and reasonable assessments of trade flows.



## Executive summary

According to the International Nut and Dried Fruit Council Foundation (INC), global tree nut production increased over the past decade. In the 2022/23 season, 5.3 million metric tons of tree nuts were produced worldwide, maintaining the same level as the previous year and approaching the record high of 5.4 million metric tons in 2020/21. On average, tree nut production has seen an annual increase of approximately 250,600 metric tons over the past ten years.

In the last five years (2018/19 to 2022/23), the United States consistently held the top position in global tree nut production, contributing around 40% of total output. Among tree nuts, almonds were the primary contributor, accounting for 59% of US production, followed by pistachios at 22% and walnuts at 15%. Turkey is the world's second-largest producer in the category, representing 11% of the global supply, with hazelnuts accounting for 63% of production and pistachios for 30%.

The United States leads the global nut export market with nearly \$1 billion in exports, commanding a significant 17% share in 2022. Turkey, Vietnam, and China follow closely behind, collectively accounting for another 35% of the global market. In addition to its dominance in exports, the United States also holds the top position globally in terms of nut imports by value, with a total import value of \$723.9 million in 2022. China, Germany, and Canada trail behind in global imports, together contributing to 28% of global imports. Similar to the export trend, nut imports witnessed a 4% Compound Annual Growth Rate (CAGR) between 2015 and 2022.

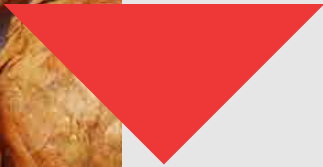
Demand for nuts and seeds is rising globally, driven by the growing preference for healthy snacks, particularly among millennials. Products rich in essential nutrients like polyunsaturated fatty acids (PUFAs), protein, dietary fibre, and bioactive compounds are in high demand. Major players in the market are investing in research and development to meet this increasing consumer demand.

The global nuts market is experiencing growth due to a surge in snacking culture, with advancements in processing and packaging enhancing convenience for consumers. Product innovation is also on the rise, with companies introducing novel nut-based products to meet evolving consumer preferences.

Driven by increasing concerns about environmental impact and ethical farming practices, North America and Asia-Pacific lead the market for organic nuts and seeds, with North America holding over 51.7% market share in 2022. Meanwhile, Asia-Pacific is expected to achieve a high CAGR of approximately 12.4% during the forecast period (2023-2030).

Jordan's total nut exports rose from \$11.3 million in 2018 to \$14.4 million in 2022. In the last five years, Saudi Arabia and Iraq accounted for approximately 62% of Jordan's nut exports in 2022. However, there are signs of diversification, with Jordan increasing exports to Qatar worth \$1 million, and Kuwait, \$859,000, in the same year. These countries represent just a small portion of Jordan's nut export destinations, which also include Palestine, the United Arab Emirates, Bahrain, and the United States.

The three priority markets analysed in the report – the United States, China, and the United Arab Emirates, exhibit dynamic trends in nut and seed imports. In the United States, total imports grew from \$502 million in 2018 to \$724 million in 2022. China's import market for nuts and seeds witnessed a substantial increase over the past five years, with the total value more than doubling from \$256.3 million in 2018 to \$609.6 million in 2022. Meanwhile, the United Arab Emirates' nut and seed imports fluctuated, reaching a high of \$29.33 million in 2018 before dipping to \$23.44 million in 2020 and recovering to \$30.91 million in 2022.



## **Product overview**



# Production and consumption

According to the International Nut and Dried Fruit Council Foundation (INC), tree nut production has been on the increase. During the 2022/23 season, 5.3 million metric tons of tree nuts were produced. On average, tree nut production increased by about 250,600 metric tons each year since 2013/2014.<sup>1</sup>

Between 2018/19 and 2022/23, the United States consistently held the top spot in global tree nut production, contributing around 40% of total output. Almonds reigned supreme within the US, making up 59% of their tree nut production, followed by pistachios at 22% and walnuts at 15%. Meanwhile, Turkey ranked second globally with an 11% share, where hazelnuts dominated production at 63%, followed by pistachios at 30%.<sup>2</sup>

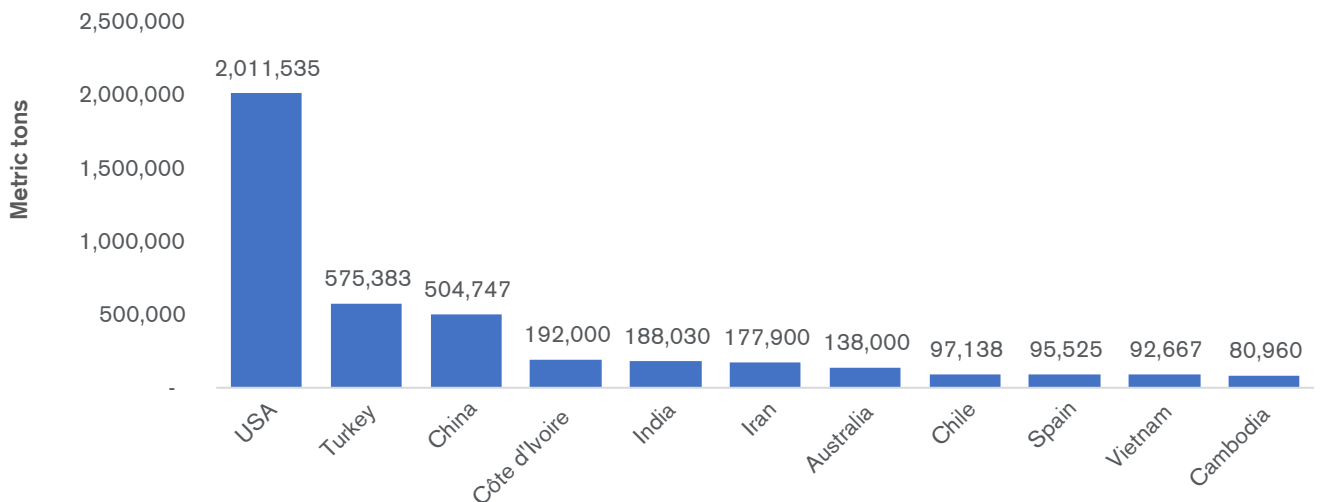


Chart 1 Top tree nut-producing countries (5-year average, metric tons), 2018 to 2023

In 2021, global tree nut consumption reached an estimated 5.15 million metric tons, with a clear preference for almonds (31%), walnuts (21%), and cashews (19%). Together, these three accounted for over 51% of total consumption. Pecans, macadamias, pine nuts, and Brazil nuts represented a smaller portion.

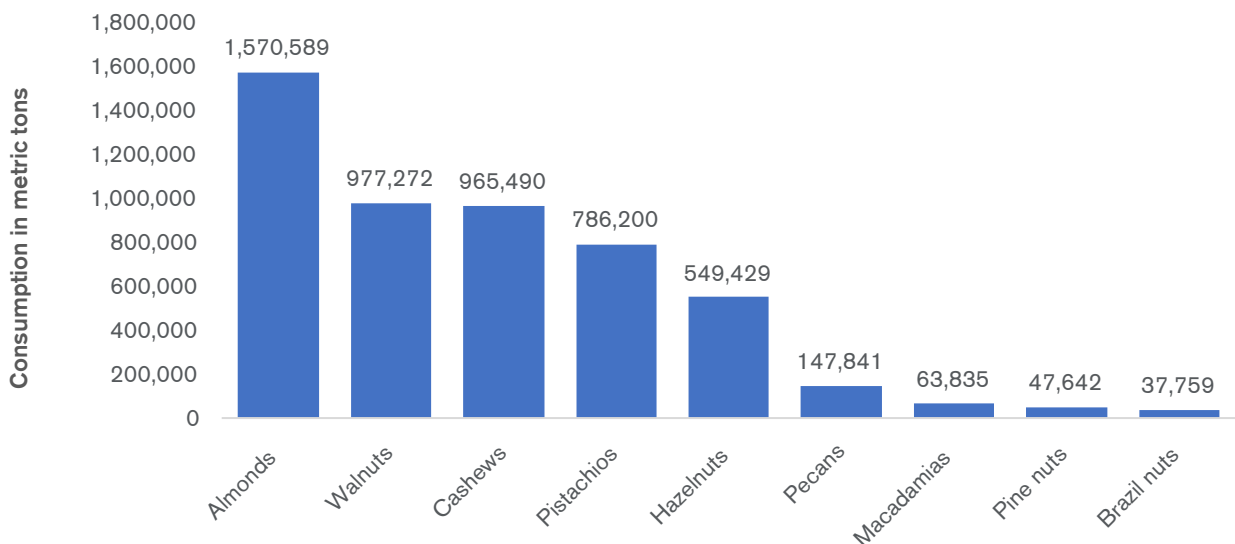


Chart 2 Estimated global tree nut consumption by type in metric tons (2021)

## Nuts and seeds pricing

Global nuts and seed category pricing was not available at the time of reporting.

<sup>1</sup> INC. (2023). Nuts & Dried Fruits Statistical Yearbook.2022/2023. p.6 [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>

<sup>2</sup> Ibid., p.9





## **Market dynamics**



# Demand and supply trends

## The growing preference for healthy snacks is driving the nuts and seeds market

As millennials prioritise nutrient-rich foods, there is a rising demand for products with high nutritional and functional value. These items are abundant in essential elements like Polyunsaturated Fatty Acids (PUFAs), particularly omega-3, protein, dietary fibre, and bioactive compounds. In the 2021/2022 period, global pistachio production reached approximately 795,300 metric tons, as reported by the International Nut & Dried Fruit Council. Leading players in the market are actively engaged in research and development to introduce new products that cater to the expanding consumer demand.<sup>6</sup>

## North America and Asia-Pacific are leading markets for organic nuts and seeds

**North America** held a dominant market share of over 51.7% in 2022, primarily attributed to the increasing incorporation of nuts and seeds into the diets of North American consumers. The market is further stimulated by the prevailing trend of reducing fat intake, particularly boosting the consumption of organic nuts in the region. A recent study showed that organic food sales accounted for 5.8% of all U.S. food sales in January 2022, indicating a positive trajectory for the market. Factors such as production methods and safety considerations continue to influence consumer choices, prompting manufacturers to strategically label products for enhanced appeal. Meanwhile, **Asia Pacific** is poised to achieve the fastest Compound Annual Growth Rate (CAGR) of approximately 12.4% during the forecast period (2023-2030). China's National Organic Program (NOP) ensures compliance with USDA standards, contributing to market expansion in terms of size and product scope, albeit with increased prices and taxes. The growing willingness of consumers to pay premiums for organic products is expected to incentivise key manufacturers to introduce new offerings, thereby fostering market growth.<sup>7</sup>

## Surge in snacking culture

The global nuts market is experiencing growth propelled by the increasing prevalence of snacking habits. Busy lifestyles, evolving consumer preferences, and the abundance of on-the-go food choices have contributed to a heightened demand for convenient and healthful snacks. Nuts align seamlessly with this trend, given their ease of portability, storage, and consumption, making them an optimal snack choice for individuals with hectic schedules.<sup>8</sup>

## Advancements in processing and packaging

In recent years, noteworthy innovations in the nuts market have been witnessed in processing and packaging. The introduction of processed nuts, nut butter variations, and flavoured nuts reflects a response to diverse consumer preferences. Furthermore, packaging innovations, including resealable pouches and single-serve packets, have enhanced the convenience and attractiveness of nuts for consumers.<sup>9</sup>

## Product innovation is a rising trend

The nut ingredients market is witnessing a surge in the popularity of product innovations, which is a notable trend. Leading companies in the nut ingredients sector are strategically focused on introducing novel products incorporating nut ingredients to maintain their market standing. A case in point is Harris Woolf Almonds, a US-based grower-owned processor specializing in almonds. In September 2020, the company unveiled GMO-free roasted almond protein powder, renowned for its exceptional flavour profile. Additionally, they introduced almond oil made exclusively from 100% food-grade almonds, addressing the growing demand for sustainable plant-based proteins and providing unique value to consumers. These distinctive ingredient formulations are available for private-label partnerships with retailers.<sup>10</sup>

<sup>6</sup> Mordorintelligence.com. (2023). Nuts and Seeds Market - Growth, Size & Analysis. [online] Available at: <https://www.mordorintelligence.com/industry-reports/nuts-and-seeds-market>

<sup>7</sup> Grandviewresearch.com. (2023). Organic Edible Nuts And Seeds Market Size Report, 2030. [online] Available at: <https://www.grandviewresearch.com/industry-analysis/organic-edible-nuts-seeds-market-report>

<sup>8</sup> MMR. (2023). Nuts Market: Increasing Consumer Demand for Healthier and Sustainable Food Products to Fuel the Market Growth over the Forecast Period. [online] Available at: <https://www.maximizemarketresearch.com/market-report/nuts-market/187767/>

<sup>9</sup> MMR. (2023). Nuts Market: Increasing Consumer Demand for Healthier and Sustainable Food Products to Fuel the Market Growth over the Forecast Period. [online] Available at: <https://www.maximizemarketresearch.com/market-report/nuts-market/187767/>

<sup>10</sup> Thebusinessresearchcompany.com. (2023). Nut Ingredients Market Segmentation, Trends, Share Analysis And Forecast To 2032. [online] Available at: <https://www.thebusinessresearchcompany.com/report/nut-ingredients-global-market-report>



# Market concentration and product complexity

## Market concentration

A Shannon Entropy value of 4.45 in 2021 for nuts and seeds, HS code 200819 – as stated in this study – suggests a moderately fragmented market with no dominant player in the global export landscape. This is further supported by the information that 22 countries contribute to global trade.<sup>11</sup>

## Product complexity score

In 2022, nuts and seeds fell within a lower range on the Product Complexity Index (PCI) scale, with a value of -0.77. This ranks the category 3556 out of 4653 in the HS6 classifications.<sup>12</sup>

An analysis of the (PCI) for nuts and seeds from 2012 to 2021 revealed decreasing complexity in the industry over the 10-year period.. A fall in the absolute from -0.86 in 2012 to -1.06 in 2021 indicates this shift.<sup>13</sup> The fall in complexity over the decade could have been driven by factors including a greater number of producers and a growing level of competition, resulting from demand and evolving consumer preferences for convenience, health benefits, and variety. That said, as indicated earlier, the 2022 PCI score indicates a higher value of -0.77.

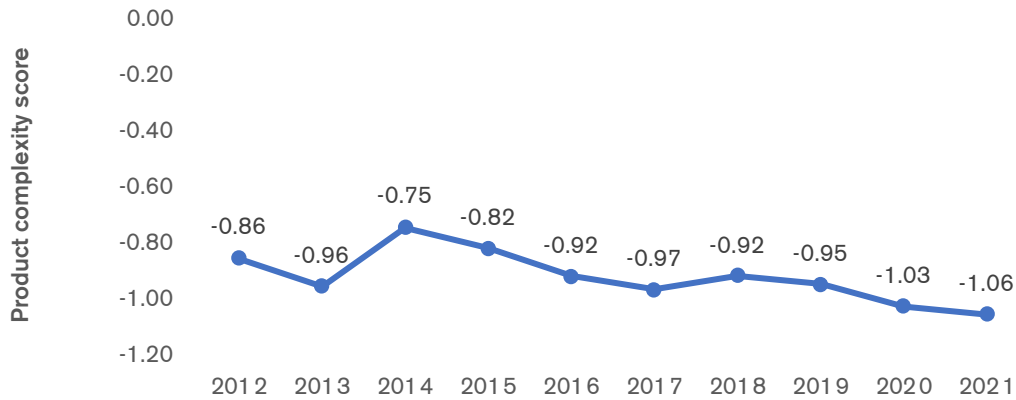


Chart 5 Nuts and seeds product complexity 2012 to 2021

<sup>11</sup> OEC. (2022). Nuts, Seeds & Mixes, prepared or preserved. [online] Available at: <https://oec.world/en/profile/hs/nuts-seeds-mixes-prepared-or-preserved>

<sup>12</sup> Ibid.

<sup>13</sup> Ibid.



## World trade statistics by prepared pigments 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 <sup>13</sup>	Jordan's share in global export markets
<b>HS 200819</b> Nuts and seeds, including mixtures, that are prepared or preserved in immediate packings of a content of 1 kg or less.	\$5.72 billion	\$999.3 million United States	\$724 million United States	\$14.4 million	0.25%

Table 1 Nuts and seeds export and import statistics and Jordan export market share

# HS 200819 in the context of Jordanian exports

## Jordan's top HS 200819 markets

Jordan's exports of nuts and seeds (2018-2022) reveal a strategic shift in destination markets, with a focus on neighbouring Gulf countries. Despite modest global growth (from \$11.3 million in 2018 to \$14.4 million in 2022), traditionally strong markets like Iraq saw a significant decline (from \$10.1 million in 2018 to \$3.4 million in 2022). Conversely, exports to Saudi Arabia (\$232,000 in 2018 to \$5.6 million in 2022), Kuwait (\$88,000 in 2018 to \$859,000 in 2022), and Qatar (\$44,000 in 2018 to \$1,083,000 in 2022) surged, suggesting a geographic diversification strategy.<sup>14</sup> Interestingly, the United Arab Emirates (UAE) maintained a more consistent performance throughout the period, with exports hovering around \$800,000 (except for a peak in 2019 at \$1.1 million). While the United States (USA) also experienced increases, their performance differed. The USA exhibited fluctuations (from \$75,000 in 2018 to \$381,000 in 2022). China, another priority market, showed a similar pattern with fluctuations between \$12,000 in 2018 and \$41,000 in 2022.

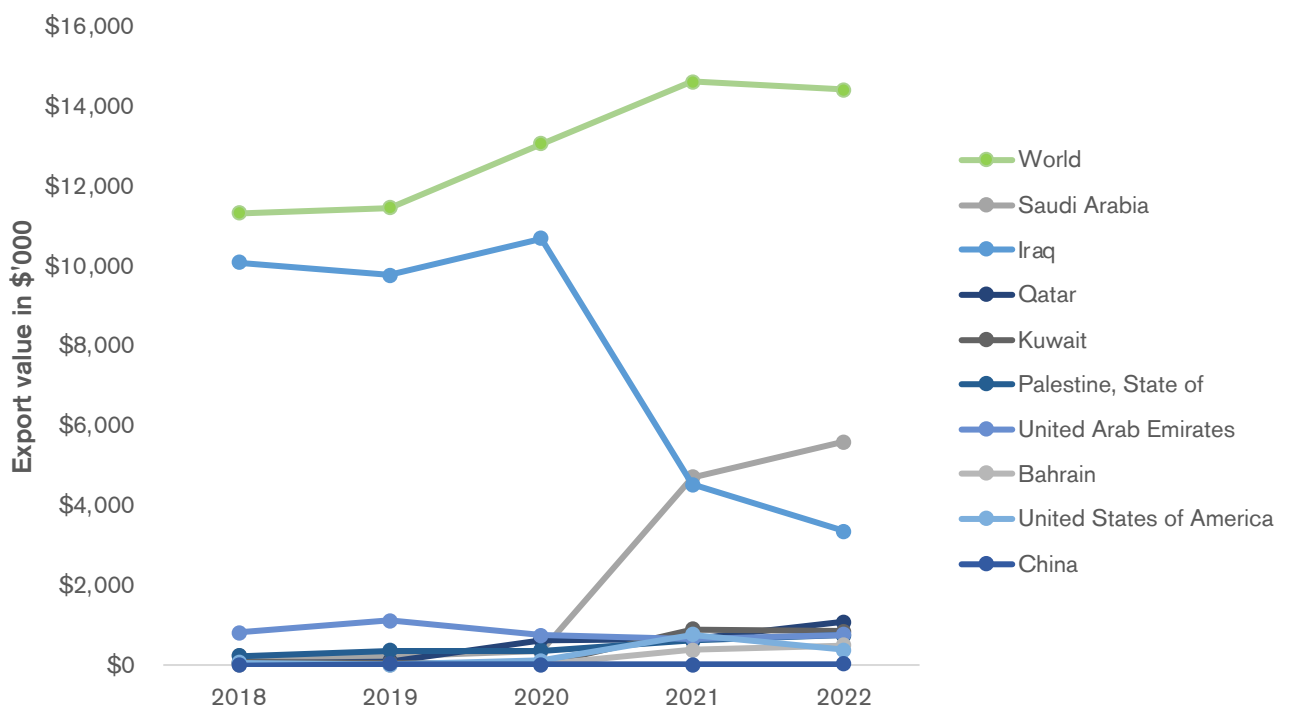


Chart 6 Jordan's HS 200819 nuts and seeds exports by value, 2018 to 2022, in \$'000

<sup>14</sup> ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (Nuts and other seeds, incl. mixtures, prepared or preserved (excl. prepared or preserved with ...)) [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1)



## **Priority markets**

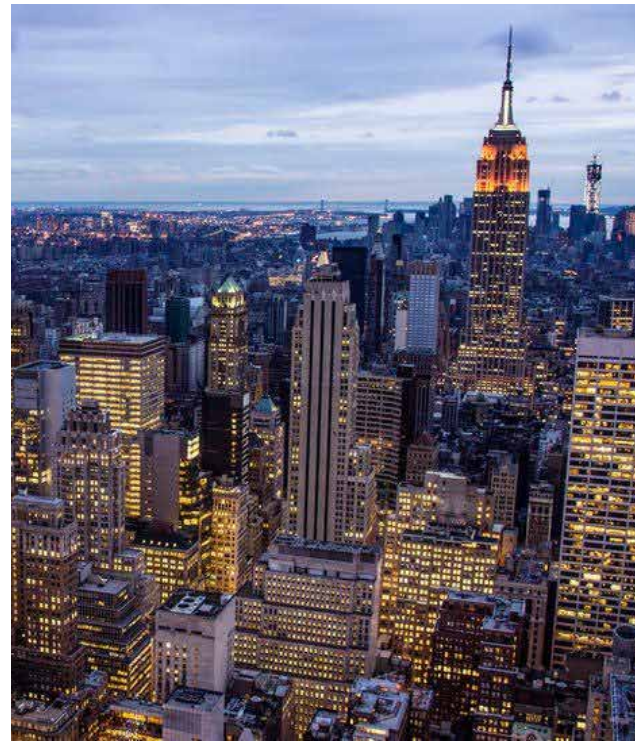


# United States of America

## United States macroeconomic overview

The United States is one of the world's most important agricultural producers and suppliers. The farming industry employed close to one million workers in 2019, and the number of farms was registered at about two million in 2021, assuming approximately 895 million acres of land. Agriculture alone was valued at \$164.7 billion in 2021, representing 0.7% of GDP.<sup>15</sup>

Real GDP in the United States is projected to grow 1.6% in 2023 and 1% in 2024, while consumption and investment are expected to level out in response to higher interest rates and tightening financial conditions while savings are further depleted. Moreover, with the withdrawal of pandemic subsidies and slowing demand, the unemployment rate is projected to rise to 4.5% in 2024.<sup>16</sup>



## United States nuts and seeds consumption

Examining per capita nut consumption in the United States (2017-2021) reveals interesting trends. Similar to China, peanuts reign supreme, averaging over 7 kg annually with relatively stable consumption.<sup>17</sup> However, a growing appreciation for other nut varieties is evident. Cashew nuts show a clear upward trajectory, increasing from 0.463 kg in 2017 to 0.542 kg in 2021. Pecans also exhibit a rise, growing from 0.163 kg in 2017 to 0.293 kg in 2021. Pistachios enjoyed initial popularity, rising from 0.392 kg in 2017 to a peak of 0.543 kg in 2020 before a slight dip in 2021 (0.436 kg), potentially due to price fluctuations. Walnuts exhibit some variation but maintain a presence of around 0.25 kg annually. The consumption of hazelnuts, pine nuts, and Brazil nuts remains minimal, with minor fluctuations, averaging around 0.06 kg, 0.01 kg, and 0.015 kg, respectively.

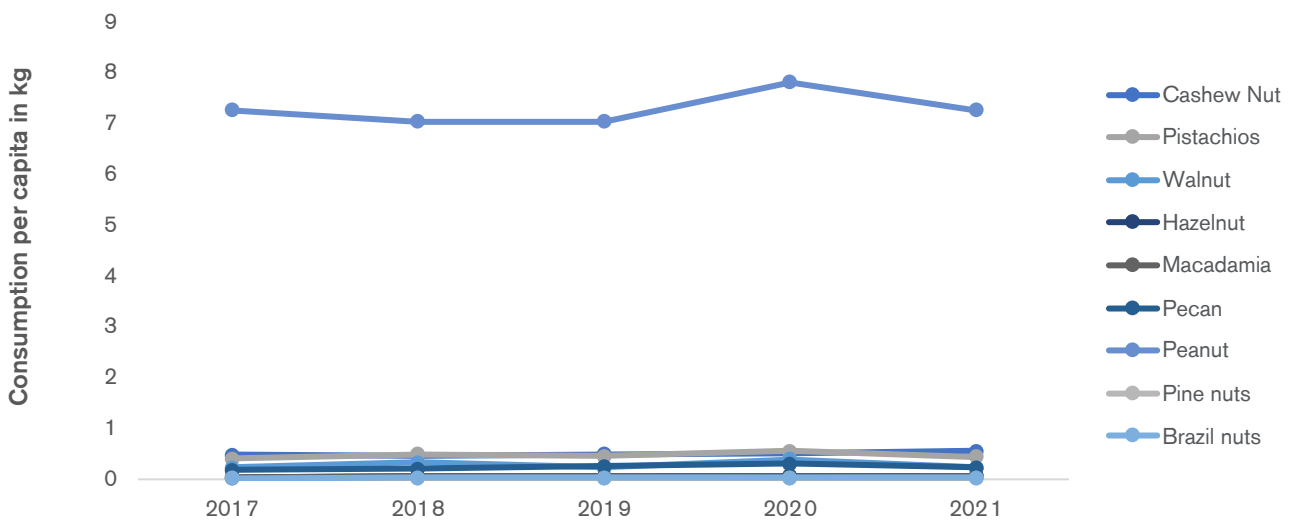


Chart 7 United States average nut consumption per capita (kg) 2017-2021

<sup>15</sup> USDA.gov. (2023). Agriculture and related industries contributed 5.4 percent to U.S. gross domestic product (GDP) in 2021. [online] Available at: <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=105657>

<sup>16</sup> OECD. (2023). OECD Economic outlook. United States. [online] Available at: [https://www.oecd-ilibrary.org/economics/oecd-economic-outlook-volume-2023-issue-1\\_a50dd05f-en](https://www.oecd-ilibrary.org/economics/oecd-economic-outlook-volume-2023-issue-1_a50dd05f-en)

<sup>17</sup> International Nut and Dried Fruit Council. (2023). Nuts & Dried Fruits Statistical Yearbook. [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>



### United States nuts and seeds imports

Between 2018 and 2022, total imports grew from \$502 million in 2018 to \$724 million in 2022, reflecting growing US demand. Shipments from Vietnam's grew at speed, doubling to \$213 million in 2022, signifying its emergence as a major supplier. Canada remained a high-value partner but dipped slightly, reaching \$122 million in 2022 compared to \$99 million in 2018. Other partners like Thailand, Mexico, and India exhibited varied trends. Jordan's presence remained minimal, with import value reaching only \$962,000 in 2022.

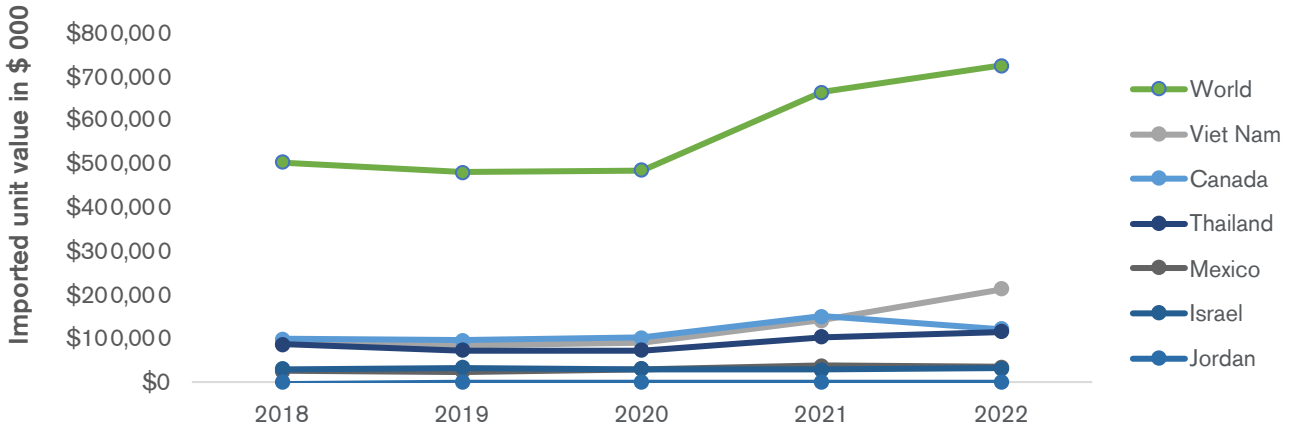


Chart 8 United States nuts and seeds import values, main supplying countries, 2018 - 2022

The US nut and seed import prices (2018-2022) per ton reveal a varied landscape. The global average price steadily increased, reaching \$7,717 per ton in 2022. Prices differed by country. Turkey (\$3,435 to \$5,167 per ton), Mexico and Argentina (\$2,658 to \$6,354) offered options below the global average. China's prices started high (\$10,810 in 2018) but showed a downward trend before stabilising (\$11,022 in 2022). Jordan's import prices (\$5,000 in 2018) dipped significantly in 2020 and 2021 (\$1,273 and \$1,038 per ton) before showing signs of recovery in 2022 (\$2,632 per ton).<sup>18</sup>

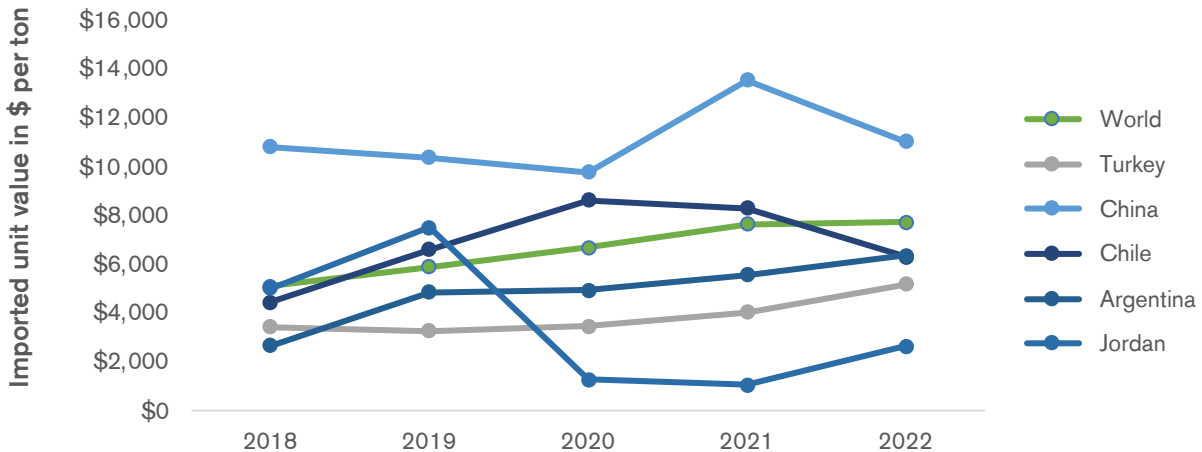


Chart 9 United States nuts and seeds imports, main supplying countries, in \$ per ton (2018 to 2022)

<sup>18</sup> Ibid.



### United States nuts and seeds imports from Jordan

Jordan has witnessed a noteworthy upward trend in HS 200819 shipments to the United States in recent years. Exports have steadily grown from \$207,000 in 2018 to \$424,000 in 2020.<sup>19</sup> This positive trajectory gained significant momentum by 2022, with exports more than doubling to reach \$962,000, reflecting a CAGR of 36%.

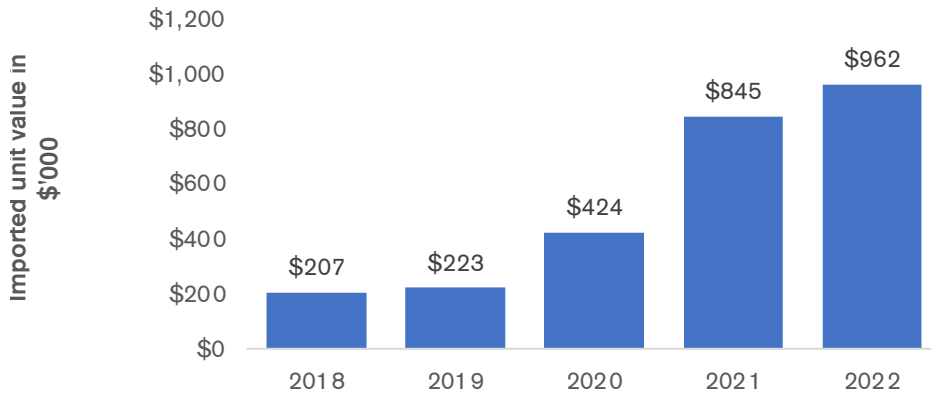


Chart 10 United States nuts and seeds imports from Jordan

### United States trade agreements with Jordan

**United States-Jordan Free Trade Agreement.** This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.<sup>20</sup>

**Qualifying Industrial Zones (QIZs).** The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.<sup>21</sup>

<sup>19</sup> ITC (2022). Trade Map - Bilateral trade between United States of America and Jordan. 200819 Nuts and other seeds. [online] Trademap.org. Available at: [https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1)

<sup>20</sup> Office of the United States Trade Representative - Jordan Free Trade Agreement. [online] Available at:

<https://ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>

<sup>21</sup> "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, HYPERLINK "<http://www.trade.gov/qiz-jordan>"[www.trade.gov/qiz-jordan](http://www.trade.gov/qiz-jordan)



# United States PESTEL analysis

## Politics

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

The United States and Jordan maintain strong political relations, characterised by mutual cooperation on regional and global issues. Both nations work closely together within the framework of regional and international organisations to foster peace, stability, and development in the Middle East.

## Economics

The United States has the world's largest economy, with a nominal GDP of approximately 25.4 trillion in 2022. It is defined by a diverse and advanced economy, with key sectors including technology, healthcare, finance, manufacturing, and energy. The US economy is driven by strong consumer spending, innovation, and a robust financial system.

The United States is a significant trading partner with Jordan. A key factor in the relationship between both countries is the United States-Jordan Free Trade Agreement (FTA), entered on 17 December 2001 and removing duties starting 1 January 2010. The total trade in goods and services between the two countries reached \$6.3 billion in 2022, with Jordan's exports to the United States amounting to around \$3.9 billion. In addition to direct investment, the United States provides development aid to Jordan, focusing on economic reform, governance, education, and infrastructure development.

## Social

The United States has a population of around 333 million people, with a diverse cultural and ethnic composition. English is the primary language, and the country practices a variety of religions, reflecting its multicultural society. The US is known for its high standard of living, social mobility, and a significant emphasis on individual rights and freedoms.

The United States has a strong educational system, with world-renowned universities and research institutions. The literacy rate is high, and there is a strong focus on higher education and research. The healthcare system, while advanced, faces challenges with access and affordability. Health insurance is often provided through private companies, and there are ongoing debates about healthcare reform.

## Technology

The US is a leader in technological innovation and research and development (R&D). It is home to many of the world's leading tech companies and has a strong culture of entrepreneurship and innovation. The government and private sector invest heavily in R&D in areas including biotechnology, information technology, and renewable energy.

The United States boasts advanced digital infrastructure with widespread internet access and high penetration of mobile and broadband services. The country is at the forefront of developing technologies such as 5G, artificial intelligence, electric vehicles, and cybersecurity. There is a strong emphasis on digital transformation and the integration of technology across all sectors of the economy.

## Environment

The United States is committed to environmental sustainability by setting ambitious goals for reducing greenhouse gas emissions and promoting renewable energy. Key initiatives include investments in clean energy, energy efficiency, and conservation programmes.

The US faces several environmental challenges, including climate change, pollution, and natural resource management. The federal and state governments work on policies to address these issues, such as reducing emissions, improving air and water quality, and conserving natural habitats. However, there is political debate over environmental regulations and their economic impact.



## Legal

The United States has a comprehensive legal framework that supports business operations, protects intellectual property, and ensures compliance with regulations. Laws and regulations cover areas such as antitrust, labour, environmental protection, and consumer rights. The legal system provides a fair and transparent environment for businesses and investors.

US labor laws aim to protect workers' rights and ensure fair treatment in the workplace. Key regulations include minimum wage laws, workplace safety standards, and anti-discrimination laws. The labour market is flexible, with significant mobility and opportunities for workers. There are also ongoing discussions about improving workers' rights and benefits, particularly in sectors such as the gig economy.

## United States nuts and seeds suppliers and distributors

### Domestic Producers:

**C. J. Dannemiller Co.:** A company based in Norton, Ohio. They are a leading manufacturer of popcorn and nuts, and they also serve as a provider of concession supplies. Their focus extends to the Northeast Ohio region and beyond. **Website:** <https://cjdannemiller.com/>

**Mixed Nuts Inc.:** A US Company based in Los Angeles, California. Since 1986, they have been processing, dry roasting, and packaging a full line of nuts, seeds, and dried fruits.

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

### Importers and Distributors:

**Atlantix Commodities.:** Atlantix Commodities specialises in wholesale edible nuts.

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

**BulkFoods.:** A supplier offering a diverse range of food products, including spices, nuts, dried fruits, and other essential ingredients, with a focus on quality and natural options. **Website:** <https://bulkfoods.com/>

**Foodguys.:** A US bulk ingredient supplier with over three decades of experience, offering a comprehensive range of industrial ingredients, including nuts, seeds, and dried fruits.

**Website:** <https://www.foodguys.com/nuts>

**Mountain Man Nut & Fruit Co.:** A Colorado-based company specialising in providing a wide variety of products, including nuts, seeds, and dried fruits. **Website:** <https://mtnman.com/>

## Exhibitions and trade fairs in the United States

Dates	Exhibition name	City	Country	Website
16 to 18 September 2024	Americas Food & Beverage Show	Miami	United States	<a href="https://www.americasfoodandbeverage.com/">https://www.americasfoodandbeverage.com/</a>
26 to 27 October 2024	Great Food Expo	Chicago	United States	<a href="https://greatfoodexpo.com/chicago/">https://greatfoodexpo.com/chicago/</a>
9 to 10 November 2024	Great Food Expo	New Jersey	United States	<a href="https://greatfoodexpo.com/new-jersey">https://greatfoodexpo.com/new-jersey</a>
2 to 4 June 2025	BIOFACH AMERICA 2025	Atlanta, Georgia	United States	<a href="https://www.expostandzone.com/trade-shows/process-expo">https://www.expostandzone.com/trade-shows/process-expo</a>
28 to 30 October 2025	Process Expo 2025	Chicago	United States	<a href="https://www.expostandzone.com/trade-shows/process-expo">https://www.expostandzone.com/trade-shows/process-expo</a>



# China

## China macroeconomic overview

China's Gross Domestic Product (GDP) reached \$17.9 trillion in 2022, reflecting a 0.7% increase compared to the previous year. The annual GDP growth rate stood at 3% in 2022, representing a decrease of 5.4% from 2021.<sup>22</sup> In 2022, China ranked as the 2nd largest global economy based on GDP (measured in current US\$).<sup>23</sup> It held the 1st position globally for total exports<sup>24</sup> and the 2nd for total imports.<sup>25</sup> In terms of GDP per capita (using current US\$), the country was the 75th largest. Additionally, according to the Economic Complexity Index (ECI), China was the 25th most complex economy.<sup>26</sup> China showcases a sophisticated and versatile economic landscape. This diversity signifies strength across various industries, enhancing China's adaptability and resilience to economic challenges. In essence, China's economic indicators underscore a dynamic and multifaceted market, offering opportunities for businesses across a wide spectrum of sectors



## China nuts and seeds consumption

China's per capita nut consumption reveals interesting trends. Peanuts reign supreme, with an average annual consumption exceeding 12 kg per person.<sup>27</sup> This dominance is evident throughout the period (2017-2021), although consumption exhibits a gradual upward trend, reaching 12.76 kg in 2021. In comparison, other nuts see significantly lower consumption, ranging from 0.006 kg (pecan) to 0.295 kg (walnut) annually. Walnuts exhibit relative stability with a slight rise in 2020, while cashew nuts and pistachios show some volatility, experiencing a rise in 2019 followed by a dip in 2021. Macadamia and pecans, on the other hand, witness a steady increase throughout the period, potentially reflecting a growing appreciation for these nut varieties. Hazelnuts show minimal consumption, with a slight rise in 2021.

<sup>22</sup> World Bank. (2023). World Bank Open Data. China. [online] Available at: <https://data.worldbank.org/country/china>

<sup>23</sup> World Bank (2022). Gross domestic product. Main Economic Indicators, [online] Available at: [https://databankfiles.worldbank.org/public/ddpext\\_download/GDP.pdf](https://databankfiles.worldbank.org/public/ddpext_download/GDP.pdf)

<sup>24</sup> ITC. (2022). Trade Map - List of exporters for the selected product in 2022 (All products). [online] Available at: [https://www.trademap.org/Country\\_SelProduct.aspx?nvpm=1%7c%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct.aspx?nvpm=1%7c%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1)

<sup>25</sup> Ibid.

<sup>26</sup> OEC. (2022). China Exports, Imports, and Trade Partners. [online] Available at: <https://oec.world/en/profile/country/chn>

<sup>27</sup> International Nut and Dried Fruit Council. (2023). Nuts & Dried Fruits Statistical Yearbook. [online] Available at: <https://inc.nutfruit.org/wp-content/uploads/2023/05/Statistical-Yearbook-2022-2023.pdf>

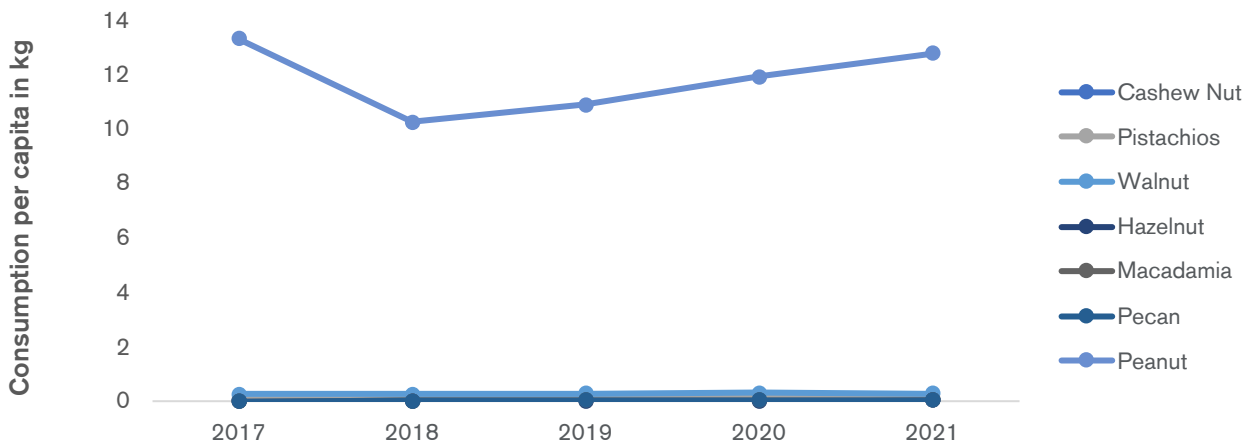


Chart 11 China's average nut consumption per capita (kg) 2017-2021

### China nuts and seeds imports

China's nut and seed import market has witnessed a substantial surge over the past five years, with the total value more than doubling from \$256.3 million in 2018 to \$609.6 million in 2022.<sup>28</sup> The United States holds the top supplier position despite fluctuations, with imports reaching a peak of \$289.1 million in 2022, reflecting a staggering 167% growth. Vietnam follows closely behind, experiencing consistent growth throughout the period and reaching \$203.1 million in imports by 2022, signifying a remarkable 214% increase since 2018. Other suppliers, like Turkey, exhibited an initial rise followed by a decline in 2022, while Thailand saw a significant increase between 2018 and 2020 but faced a drop in 2021 with a partial recovery in 2022, reaching \$34.3 million.

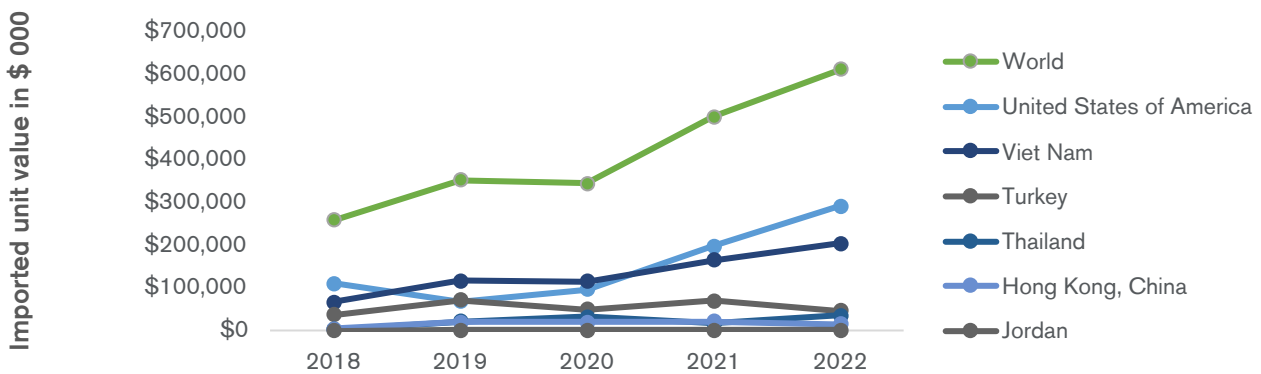


Chart 12 China nuts and seeds import values, main supplying countries, 2018 - 2022

China's nut and seed import prices have dipped considerably over the past five years, with the global average price per ton witnessing a 22% drop, falling from \$9,618 in 2018 to \$7,513 in 2022.<sup>29</sup> This downward trend is evident in major suppliers like the US, where prices decreased from \$10,017 per ton in 2018 to \$7,842 in 2022 (a 22% decline), and Vietnam, which saw a similar pattern with prices dropping from \$10,077 per ton to \$8,510 per ton (a 15% decrease). Interesting variations exist among other suppliers. Turkey, despite exhibiting relative stability throughout most of the period, experienced a significant price drop in 2022, with prices falling from \$8,007 per ton to \$6,372 per ton (a 21% decrease). Thailand presents a unique case with a dramatic plunge in import prices, dropping 57% from \$11,182 per ton in 2018 to \$4,815 per ton in 2022. Jordan remained the supplier with the lowest import price throughout, experiencing a slight increase from \$2,000 per ton in 2018 to \$2,050 per ton in 2022.

<sup>28</sup> ITC (2022). Trade Map - List of supplying markets for the product imported by China in 2022. 200819 Nuts and other seeds. [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry.aspx?nvp=1%7c156%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c1%7c1%7c2%7c1%7c%7c1](https://www.trademap.org/Country_SelProductCountry.aspx?nvp=1%7c156%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c1%7c1%7c2%7c1%7c%7c1)

<sup>29</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by China. 200819 Nuts and other seeds. [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvp=1%7c156%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvp=1%7c156%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1)

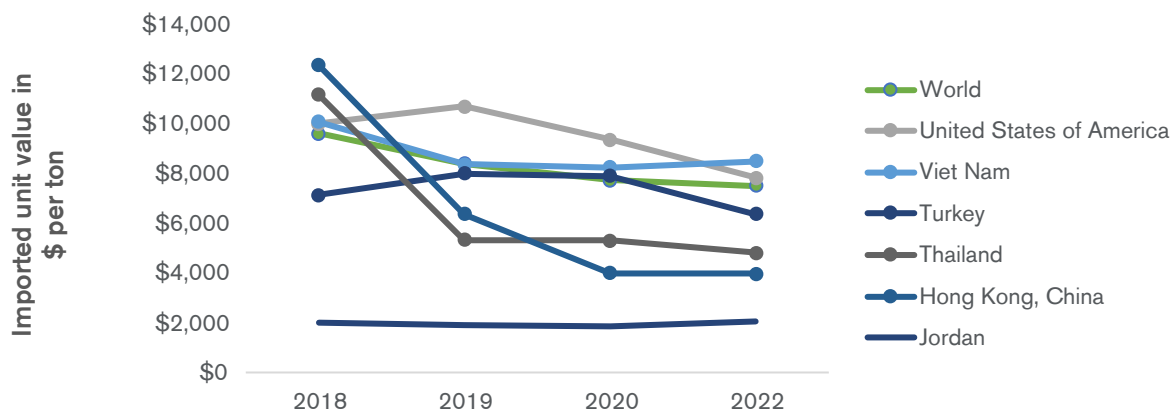


Chart 13 China nuts and seeds imports, main supplying countries, in \$ per ton (2018 to 2022)

### China nuts and seeds imports from Jordan

Jordan, although a minor player in China's nut and seed import scene, has witnessed a gradual increase in its export value in recent years. While starting from a minimal base of \$12,000 in 2018, exports saw a modest rise to \$17,000 by 2020. This trend accelerated in 2021-2022, with exports more than doubling to reach \$41,000, reflecting a CAGR of 28%.<sup>30</sup>

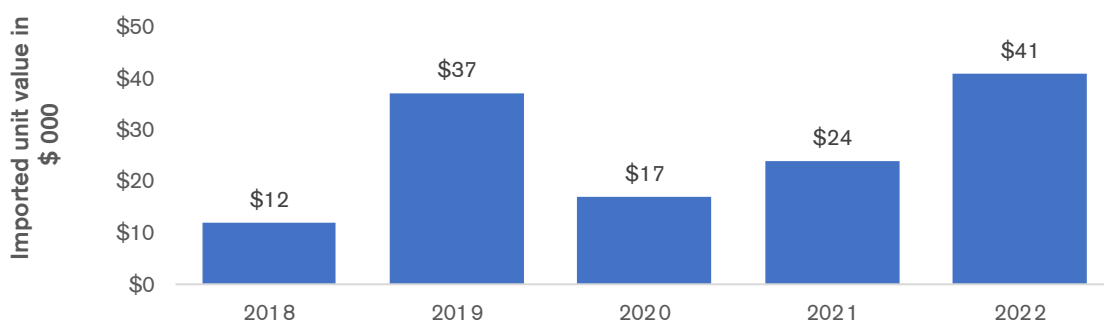


Chart 14 China nuts and seeds imports from Jordan

### China's trade agreements with Jordan

China and Jordan do not have a bilateral free trade agreement, but they maintain a strong bilateral relationship and have signed strategic agreements. In 2015 for instance, China and Jordan signed investment agreements valued at over \$7 billion which cover various sectors, including the building of the first oil shale-fired power plant in Attarat in the south of the Kingdom, and also Jordan's national railway. Additionally, China and Jordan cooperate within the framework of China's Belt and Road Initiative.

The Bilateral Investment Treaty (BIT) between China and Jordan, 2001. This treaty which came into force in July 2005, aims to promote and protect investments made by investors from either country in the other's territory, providing a stable and predictable environment for investors. It includes provisions for the equitable treatment of investments, protection against expropriation, and mechanisms for dispute resolution through international arbitration.

<sup>30</sup> ITC (2022). Trade Map - Existing and potential trade between China and Jordan. 200819 Nuts and other seeds. [online] Available at: [https://www.trademap.org/Bilateral\\_TS.aspx?nvpm=1%7c156%7c%7c400%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c156%7c%7c400%7c%7c200819%7c%7c%7c6%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1)



# China PESTEL analysis

## Politics

China is governed by a single-party state led by the Communist Party of China (CPC), with President Xi Jinping serving as the leader. Domestically, the government prioritises social stability and economic growth, while China's international relations are marked by its rising global influence through programmes like the Belt and Road Initiative.

China and Jordan maintain strong political relations, characterised by mutual respect and strategic cooperation on both regional and international fronts. They collaborate closely on various diplomatic, economic, and developmental issues, aiming to enhance stability and growth in their respective regions and beyond. This partnership is underpinned by a series of agreements and collaborations, including economic aid and infrastructure projects facilitated by China as part of its Belt and Road Initiative, which significantly contribute to Jordan's economic development.

## Economics

China represents the world's second-largest economy with a GDP of \$18 trillion in 2022 and a per capita GDP of \$12,720 in the same year. It is a major global trading power, with significant exports in electronics, machinery, and textiles. While the economy has experienced remarkable growth rates in the past, current challenges include transitioning from an investment-driven to a consumer-driven economy.

China and Jordan share robust economic ties, strengthened by multiple cooperative agreements and initiatives. In 2013, they ratified a Bilateral Investment Treaty that enhances and protects investments between the two nations, fostering a stable investment climate and encouraging economic cooperation. Furthermore, China is involved in several development projects in Jordan as part of the Belt and Road Initiative, which includes significant investments in infrastructure and energy sectors. These initiatives have substantially boosted bilateral trade and economic relations, positioning China as one of Jordan's key economic partners in Asia.

## Social

As of 2022, China's population exceeds 1.4 billion, making it the most populous country in the world, with significant diversity in ethnicity, culture, and economic status. Rapid urbanisation and aging demographics present unique social challenges, including increasing healthcare needs. The government implements strict policies like the two-child policy to manage population growth.

## Technology

China is a global leader in technology and innovation, heavily investing in research and development. It leads in areas such as 5G technology, artificial intelligence, and renewable energy technologies. The government supports tech growth through substantial funding and has implemented plans to become self-reliant in semiconductor production.

## Environment

Environmental issues exist in China, with air and water pollution affecting its regions. The government has implemented robust environmental policies aiming to reduce carbon emissions and promote sustainable development. China is a leading investor in renewable energy, particularly in solar and wind energy, and plays a crucial role in global environmental governance.

## Legal

The legal system in China is based on civil law principles. The government imposes regulations on foreign businesses, including data security and local partnership requirements. Recent legal reforms aim to attract foreign investment by offering greater protection and transparent business practices.



## China nuts and seeds suppliers and distributors

**Domestic Producers:Dalian Sun Speed Foods Co., Ltd.:** A manufacturer specializing in nuts and seeds. Their own factory is located in Shanxi Province, which is one of the main walnut processing areas in China. Having their own factory allows them to control quality effectively and meet customer requirements. They offer products such as walnut kernels, pumpkin seed kernels, and walnut inshell. **Website:** <https://www.edwalnuts.com/>

**Yummy Food Industrial Group.:** The company is engaged in the manufacturing of agricultural products. Their operations span the entire process, from plantation-based cultivation to material harvesting, selection, grading, processing, packing, storage, and marketing. With a capacity exceeding 50,000 metric tons annually, their products include a variety of nuts, seeds, and kernels. **Website:** <http://www.yfgrp.com/>

**XINJIANG YILIREN CO., LTD.:** A specialty food company based in Xinjiang, China. With a focus on high-quality products, they deal in a variety of Xinjiang specialties, including almonds, sunflower seeds, and more. **Website:** <https://top-efuns.en.made-in-china.com/>

### Importers and Distributors:

**Weifang Zhongrui Import & Export Co., Ltd.:** A Chinese food and agricultural supplier with more than 26 years of rich experience. Located in Weifang, known as the “World Kite Capital”, they specialize in premium quality ingredients and foods. Their product range includes dried fruits, nuts, seeds, and kernels.

**Website:** <http://www.zhongruifood.cn/>

**Qingdao Dazun Industry Co., Ltd.:** A reputable Chinese food and agricultural supplier with over 26 years of experience. Based in Weifang, they specialize in premium quality ingredients and foods. Their diverse product range includes dried fruits, nuts, seeds, and kernels. **Website:** <http://www.dazunie.com/>

## Exhibitions and trade fairs in China <sup>31</sup>

Dates	Exhibition name	City	Country	Website
September 02 - 04, 2024	SIAL Shenzhen 2024	Shenzhen	China	<a href="https://www.sialchina.cn/en">https://www.sialchina.cn/en</a>
TBC 2025	China (Beijing) High-End Import Food Exhibition	Beijing	China	<a href="http://en.cihiefood.com/bj/bjgywm/bjzhgk/">http://en.cihiefood.com/bj/bjgywm/bjzhgk/</a>
TBC 2025TBC 2025	FBAF2024- 19th International Food Beverage Asia Fair	Zhengzhou	China	<a href="http://www.fbafasia.com/index.php?ac=article&amp;at=list&amp;tid=32">http://www.fbafasia.com/index.php?ac=article&amp;at=list&amp;tid=32</a>
TBC 2025	China Nuts and Roasted Seeds,Dried Fruit Food Exhibition 2025	Baohe District, Hefei, Anhui, China	China	<a href="https://cptcorp.vn/china-nuts-and-roasted-seeds-dried-fruit-food-exhibition-2024-cne-2024/#:~:text=The%20China%20Nuts%20and%20Roasted,in%20China%20and%20the%20world.">https://cptcorp.vn/china-nuts-and-roasted-seeds-dried-fruit-food-exhibition-2024-cne-2024/#:~:text=The%20China%20Nuts%20and%20Roasted,in%20China%20and%20the%20world.</a>
TBC 2025	2025 Global Food Trade Show	Guangzhou	China	<a href="https://www.fggle.com/">https://www.fggle.com/</a>
TBC 2025	China (Beijing) High-End ImportFood Exhibition	Beijing	China	<a href="http://en.cihiefood.com/bj/bjgywm/bjzhgk/">http://en.cihiefood.com/bj/bjgywm/bjzhgk/</a>

\*\*\* An extensive list of additional trade fairs and exhibition can be found via this link [https://www.jetro.go.jp/en/database/j-messe/country/asia/cn/agriculture/?dnumber=&sort=&\\_page=1](https://www.jetro.go.jp/en/database/j-messe/country/asia/cn/agriculture/?dnumber=&sort=&_page=1)

<sup>31</sup> TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



# The United Arab Emirates

## United Arab Emirates macroeconomic overview

GDP growth of 3.5% is estimated for 2023 in the United Arab Emirates, following a 7.4% growth in 2022.<sup>32</sup>

Inflation is currently projected at 3.4%.

The implementation of an IMF reform is further expected to limit medium-term growth.<sup>33</sup>

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 nuts and seeds consumption

The United Arab Emirates' average nut consumption per capita exhibits a pattern of stability with recent growth. From 2018 to 2023, consumption remained constant at 1.8 kg per person annually.<sup>34</sup> However, a gradual increase is evident from 2024 onwards, reaching 2.1 kg per person in 2028, reflecting a potential growth of 16.7% over the decade.

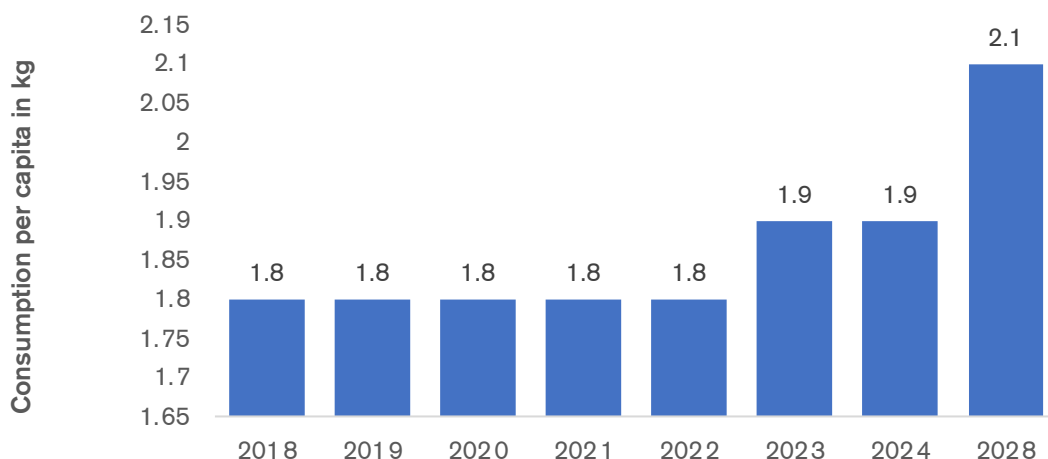


Chart 15 UAE average nut consumption per capita (kg) 2018 - 2028

## United Arab Emirates nuts and seeds imports

United Arab Emirates category imports fluctuated between 2018 and 2023, reaching a high of \$29.33 million in 2018 before dipping to \$23.44 million in 2020 and recovering to \$30.91 million in 2022.<sup>35</sup>

The supplier base exhibits strategic diversification. The United States remains a steady source, contributing imports ranging from \$4.93 million to \$8.15 million throughout the period. Other suppliers show interesting shifts: Turkey's initial stability (\$2.39 million in 2018) grew to \$4.43 million in 2021 before dipping slightly in 2022 (\$3.85 million). Lebanon's imports declined initially (\$2.93 million in 2019) but rebounded in 2022 (\$3.25 million). Germany's contribution has been on a downward trend, decreasing from \$2.26 million in 2018 to \$1.61 million in 2022.

<sup>32</sup> IMF. (2023). IMF Country Reports: United Arab Emirates. [online] Available at: <https://www.imf.org/en/Countries/ARE>

<sup>33</sup> Ibid.

<sup>34</sup> Statista. (2024). Nuts - United Arab Emirates. [online] Available at: <https://www.statista.com/outlook/cmo/food/fruits-nuts/nuts/united-arab-emirates>

<sup>35</sup> ITC (2022). Trade Map - List of supplying markets for a product imported by United Arab Emirates. 200819 Nuts and other seeds. [online] Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c784%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1)



New players are emerging. Switzerland and Austria's imports have risen in recent years, exceeding \$1 million each in 2022 (\$1.30 million and \$1.22 million respectively). France also shows signs of recovery, reaching \$1.18 million in 2022. These shifts might be driven by factors like cost competitiveness, evolving trade agreements, or a strategic search for alternative suppliers.

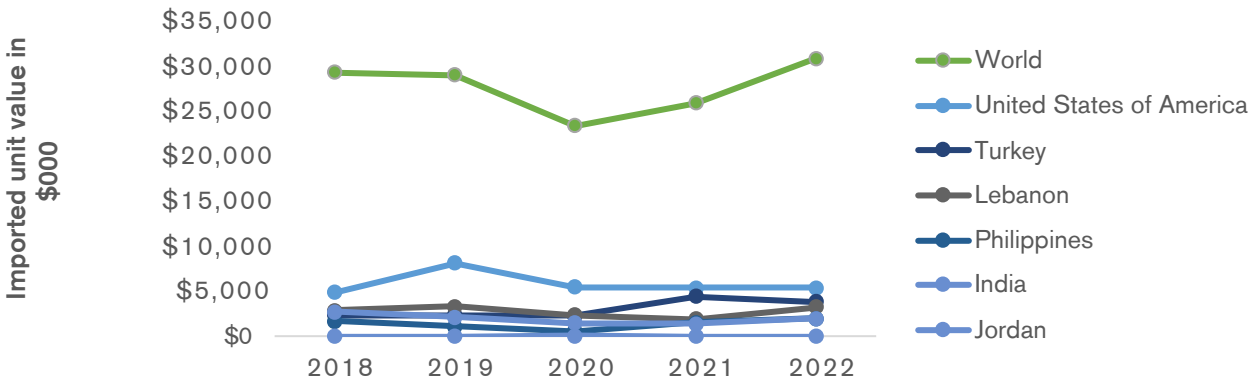


Chart 16 UAE nuts and seeds import values, main supplying countries, 2018 - 2022

The UAE's nut and seed import landscape (2018-2022) reveals a dynamic interplay between global market forces and supplier-specific dynamics reflected in per-ton pricing. The average import price exhibited a gradual increase from \$4,107 in 2018 to \$4,292 in 2022, potentially influenced by factors like rising production costs (e.g., fertilizers, labour) or global market fluctuations.

Individual suppliers present a diverse picture. Some, such as Turkey (\$4,336-\$4,677) and the Philippines (\$2,620-\$2,997), maintained relative stability with minor adjustments. Others exhibited significant variations. The US, for example, saw a substantial decline (from \$8,637 per ton in 2018 to \$4,177 in 2022), while Lebanon's prices fluctuated within a similar range (\$7,276-\$7,479), and India experienced a downward trend (\$1,952 to \$1,703 per ton).

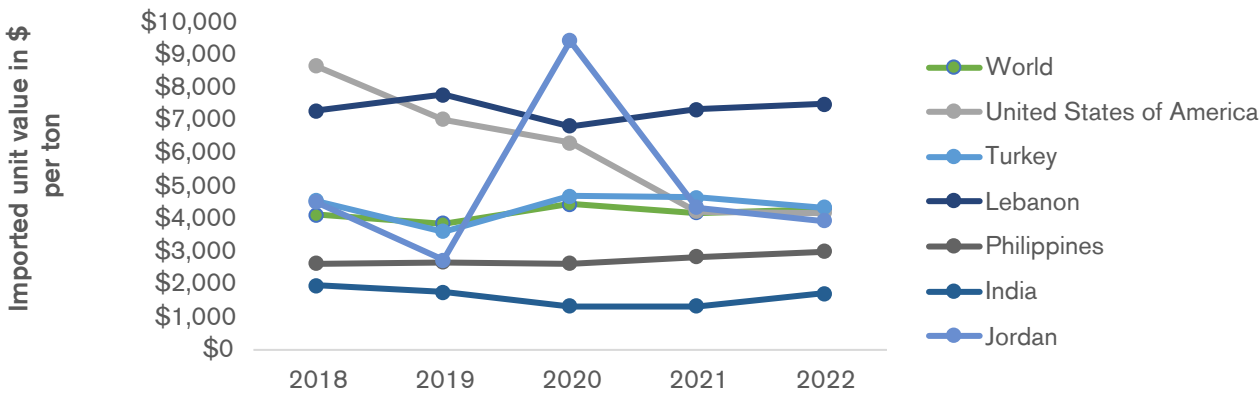


Chart 17 UAE nuts and seeds imports, main top exporters, in \$ per ton (2018 to 2022)



### United Arab Emirates nuts and seeds imports from Jordan

An analysis of the UAE's imports from Jordan between 2018 and 2022, based on UAE's mirrored data reported export data, reveals a volatile trend. A sharp decline from \$73,000 in 2018 to \$27,000 in 2020 suggests a potential drop in UAE demand, a shift in sourcing, or trade disruptions brought about by Covid-19. However, a dramatic surge followed, with import values reaching \$795,000 in 2021 and remaining high at \$735,000 in 2022.<sup>36</sup>

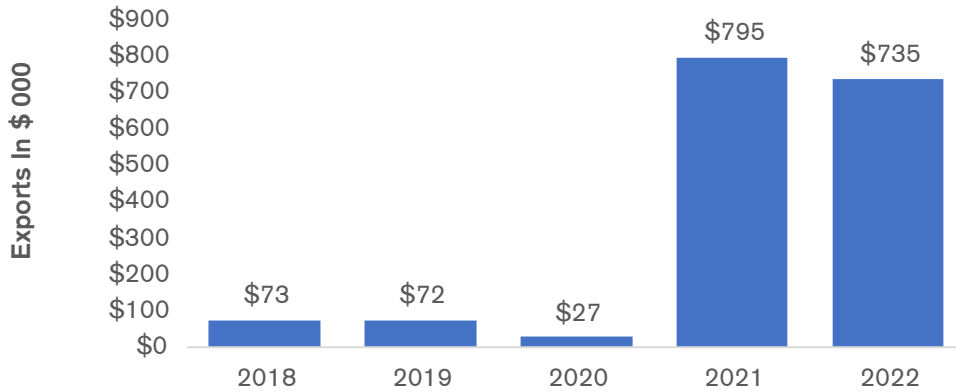


Chart 18 United Arab Emirates nuts and seeds imports from Jordan

### United Arab Emirates trade agreements with Jordan

**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.<sup>37</sup>

<sup>36</sup> ITC (2022). Trade Map - Bilateral trade between Jordan and United Arab Emirates. 200819 Nuts and other seeds. [online]. Available at: [https://www.trademap.org/Country\\_SelProductCountry\\_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c200819%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c1)

<sup>37</sup> 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 is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

## Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

## Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

## Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

## Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

## Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



## United Arab Emirates nuts and seeds suppliers and distributors

### Domestic Producers:

**Al Douri Group.:** A prominent player in the food industry, covering a wide range of products including coffee, nuts, seeds, and confectionery. **Website:** <https://aldouri.com/products/nuts-seeds>

**Agro Food Supply LLC.:** Based in Dubai, the company a diverse range of products, including grains, oil seeds, pulses, rice, sugar, dry fruits, nuts, spices, canned foods, and specialty products.

**Website:** <https://www.agrofoodsupply.com/index1.html>

**Marjan Alwadi Foodstuff Trading LLC.:** An UAE-based company that specialises in high-quality pulses and ground spices, sourcing top-quality raw nuts and seeds from major producing countries.

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

**Nuragro FZE.:** A UAE-based company located in Sharjah, specializes in providing a diverse range of high-quality products, including pulses, nuts, seeds, spices, grains, and dry fruits. **Website:** <https://www.nuragro.com>

### Importers and Distributors:

**Al Mehtab Trading LLC.:** A UAE-based company that exports and imports premium-quality nuts and seeds. Their portfolio includes almonds, cashew nuts, pistachios, and oil seeds. **Website:** <https://almehtab.ae/>

**Bayara.:** A pioneering brand with over 30 years of history in the world of nuts, dried fruits, spices, and pulses. They offer convenient online ordering with free shipping and fast delivery across the UAE.

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

**Hassani Trading Company.:** A pioneering distribution company in the UAE dedicated to FMCG (Fast-Moving Consumer Goods) wholesale and distribution.

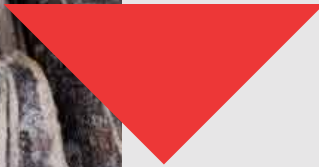
**Website:** <https://hassanigroup.com/business-sectors/trading-and-distribution/hassani-trading-company/>

**Lulu Group.:** A global player headquartered in Abu Dhabi, Lulu Group thrives on its diversified portfolio encompassing hypermarkets, malls, manufacturing, trading and hospitality, across 26 nations in the Middle East, Asia, US, and Europe. **Website:** <https://www.lulugroupinternational.com/contact-us/>

**The Pistachio Company Food Trading LLC.:** Based in Dubai, UAE, they offer 100% traceable products, including pistachios, and operate as a trusted name in the food market. **Website:** <https://thepistachioco.com/>

## United Arab Emirates nuts and seeds suppliers and distributors

Dates	Exhibition name	City	Country	Website
18 to 20 November 2024	Dry Fruits & Nuts Expo Dubai	Dubai	United Arab Emirates	<a href="https://organicandnatural.com/event-overview/">https://organicandnatural.com/event-overview/</a>
17 to 21 Feb 2025	Gulfood 2025	Dubai	United Arab Emirates	<a href="https://www.gulfood.com/register-interest-2025">https://www.gulfood.com/register-interest-2025</a>



## **Recommendations**



## Recommendations in summary

In light of the analysis conducted on priority markets—USA, China, and UAE—several opportunities for Jordanian export growth emerge, supported by robust demand dynamics and strategic considerations.

### **USA Market:**

- **Strong Demand:** The United States exhibits a significant appetite for imported nuts and seeds, with a market value approaching \$1 billion and consistent growth in import volumes.
- **Diverse Product Portfolio:** Jordan can leverage its diverse range of nuts and seeds to cater to various preferences within the US market, including almonds, pistachios, and walnuts.
- **Strategic Partnerships:** Establishing strategic partnerships with US-based distributors and retailers can enhance market penetration and brand visibility for Jordanian nut exports.

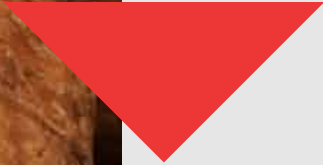
### **China Market:**

- **Expanding Import Market:** China's import market for nuts and seeds has witnessed remarkable growth, doubling in value from 2018 to 2022, presenting lucrative opportunities for Jordanian exporters.
- **Rising Health Consciousness:** As Chinese consumers prioritize health and wellness, there is a growing demand for nutrient-rich nuts and seeds, aligning well with Jordan's product offerings.
- **E-commerce Opportunities:** Leveraging China's booming e-commerce platforms can provide Jordanian exporters with direct access to a vast consumer base and streamline distribution channels.

### **UAE Market:**

- **Strategic Location:** The UAE serves as a regional hub for trade, offering access to neighbouring markets in the Middle East and North Africa (MENA) region, presenting an attractive export gateway for Jordanian nuts and seeds.
- **Diversification Potential:** Despite fluctuating import trends, the UAE's diverse consumer base and cosmopolitan environment create opportunities for Jordanian exporters to introduce innovative nut and seed products.
- **Brand Positioning:** Establishing a strong brand presence and emphasizing Jordan's reputation for quality and authenticity can resonate well with discerning consumers in the UAE market.

**Conclusion:** In conclusion, targeting the priority markets of USA, China, and UAE presents promising avenues for Jordanian export growth in the nuts and seeds sector. By capitalizing on the strong demand, product diversity, and strategic partnerships, Jordanian exporters can position themselves for success and expand their presence in these lucrative markets. Strategic planning, market research, and effective marketing strategies will be essential to capitalize on the identified opportunities and achieve sustainable growth in the global nut and seed trade.



## **Reference information**



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

## The United States

### Tariffs

For HS 200819 (nuts and seeds), Jordan enjoys a Most Favoured Nation (MFN) of 0%.

### General requirements

The U.S. Grade Standards for nuts provide a uniform language for describing the quality and condition of commodities in the marketplace. These standards are voluntary but help maintain consistency. They cover aspects such as size, colour, defects, and other quality attributes for various types of nuts, including almonds, walnuts, pistachios, and pecans.

Proper labelling is crucial. The Federal Seed Act (FSA) mandates specific labelling requirements for seeds, including nuts. Labels must include information such as seed purity percentage, germination percentage, noxious weed seed count, chemical treatments (if any), kind, varietal identification, and the interstate shipper's name and address.

For seeds, including nuts, you may need a phytosanitary certificate from the seed's country of origin. This certificate ensures that the seeds are free from pests and diseases. Additionally, some shipments may require a PPQ 587-Permit to Import Plants or Plant Products.

### Additional detail

Further detail on the USA's import requirements for nuts and seeds can be found in the following references:

USDA. Federal Seed Act

Link. <https://www.ams.usda.gov/rules-regulations/fsa>

USDA. Nuts. Agriculture Marketing Services

Link. <https://www.ams.usda.gov/grades-standards/nuts>

USDA. Seeds with Additional Requirements

Link.

<https://www.aphis.usda.gov/aphis/ourfocus/planthealth/import-information/permits/plants-and-plant-products-permits/plants-for-planting/buying-selling-plants-seeds-online/seeds/seeds-additional-requirements-ecommerce>

ITC. Market Access Map

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

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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 200819, where Jordan's major exports are classified.



# China

## Tariffs

For HS code 200819 (nuts and seeds), Jordan faces a Most Favoured Nation (MFN) duty of 5%. This duty rate is also the Ad Valorem Equivalent (AVE).

## General requirements

All overseas food manufacturers, processors, and storage facilities must register with the General Administration of Customs of China (GACC). The GACC registration number of overseas production enterprises need to be printed on the Chinese labelling of imported food. The Regulations on the Registration and Administration of Overseas Producers of Imported Food (GACC Degree 248) govern this process.

Jordanian exporters of nuts and seeds must register their manufacturing facility and undergo GACC registration. Compliance with the Administrative Measures on Import and Export Food Safety (GACC Degree 249) is essential.

The China Inspection and Quarantine (CIQ) will inspect the Chinese labelling of imported food during the customs clearance process.

CIQ will also verify the ingredients used in the food product. Transparency and accuracy in declaring the formula ingredients are crucial.

## Additional detail

Further detail on the China's import requirements for nuts and seeds can be found in the following references:

Trans Customs. How to export Nuts And Seeds to China

Link: [https://www.transcustoms.com/food/food\\_guide.asp?id=442&code=&ename=Nuts%20And%20Seeds](https://www.transcustoms.com/food/food_guide.asp?id=442&code=&ename=Nuts%20And%20Seeds)

Food GACC. Nuts and Seeds

Link: <https://www.foodgacc.com/GACC-AOSIQ-CNCA-CIQ-IRE-CIFER-Singlewindow-nuts-and-seeds-registration>

USDA. China Issues Draft Standard on Nut and Seed Food

Link: <https://fas.usda.gov/data/china-china-issues-draft-standard-nut-and-seed-food>

NSF. Understanding China's New Custom Rules for Exporters

Link: <https://www.nsf.org/knowledge-library/new-export-custom-rules-china>

ITC. Market Access Map

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



# The United Arab Emirates

## Tariffs

For HS code 200819 (nuts and seeds), Jordan enjoys a preferential tariff of 0%. This means there are no import duties for Jordanian nuts and seeds. However, the most favoured nation (MFN) duty is 5%.

## General requirements

To import food into Dubai, registered importers must first electronically register both the new food item and its label through the Food Import and Export System (FIRS).

Not only does Dubai require food label approval, but some imported products, especially new ones, may also need lab testing. This testing ensures the label accurately reflects all ingredients and additives to prevent denied entry.

Labels should be in Arabic and include essential details such as the product name, ingredients list, additives, origin of animal fats, allergy warnings, net content in metric units, production and expiry dates, and contact information for the manufacturer, producer, distributor, importer, exporter, or vendor. These labels can be submitted directly or through an importer to health officials for pre-shipment approval.

The standard documentation process involves the local importer gathering necessary paperwork and submitting it to the Food Trade Section at the port of entry. Depending on the specific product, the required documents for customs clearance include a commercial invoice, customs value declaration, freight documents (such as the bill of lading), freight insurance, and a packing list.

## Additional detail

Further details on the United Arab Emirates import requirements for nuts and seeds can be found in the following references:

UAE Ministry of Climate Change and Environment. Import an agricultural consignment

**Link:** <https://www.moccae.gov.ae/en/services/export-import-services/import-permit.aspx>

GCC. GCC Guide For Control On Imported Foods

**Link:** [https://members.wto.org/crnattachments/2017/SPS/OMN/17\\_0111\\_00\\_e.pdf](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 Agriculture and Food Safety Authority. General Food Labelling Requirements

**Link:**

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

DFREIGHT. Everything About Importing Food Into Dubai

**Link:** <https://dfreight.org/blog/importing-food-into-dubai/>

Global Trade Help Desk

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

ITC. Market Access Map

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



# Methodology

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

## Priority Markets Selection Criteria

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

**Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.

**Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.

**Market Concentration:** Analyzing the distribution of market share among competitors.

**Export Potential:** Determining the potential for export between Jordan and the target market.

**Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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