

TRADE FOCUSED PRODUCT REPORTS

**Prepared foods
from roasting
cereals and Cereals
in worked grains**

HS Code 1904

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PREPARED FOODS FROM ROASTING CEREALS AND
CEREALS IN WORKED GRAINS

HS Code 1904

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 about 5 for prepared cereals, HS code 1904 – as stated in this study – indicates a fragmented marketplace reflecting exports from approximately 30 competing countries.

MFN (Most Favoured Nation) tariff

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

Nes (Not elsewhere specified)

Not elsewhere specified is stated for an item that is not mentioned elsewhere in a classification system.

**NTM (non-tariff measure)**

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

PCI (Product Complexity Index)

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

Preferential tariffs

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

Self-sufficiency ratio

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

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

SPS

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



Product descriptions by HS 6-digit code

HS 190410 - Prepared foods obtained by swelling or roasting cereals or cereal products, e.g. corn flakes

Popular breakfast cereals like corn flakes, puffed wheat cereal, rice crispies, rice cakes, puffed millet and toasted muesli; that are pre-cooked or otherwise ready for consumption.

HS 190420 - Prepared foods obtained from unroasted cereal flakes or from mixtures of unroasted cereal flakes .

Cereal-based food including muesli, granola, multigrain cereal mixes, and cereal bars amongst other types of unroasted grains and flakes.



HS 190430 - Bulgur wheat in the form of worked grains, obtained by cooking hard wheat grains

Bulgur wheat foods including traditional and pre-cooked bulgur wheat, amongst other bulgur products.

HS 190490 - Cereals (excl. maize [corn]) in grain or flake form or other worked grains, pre-cooked or otherwise

A diverse range of cereal-based food products that include pre-cooked oatmeal, barley flakes, rye-flakes, wheat flakes

Explanatory note

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

Fundamentally, here, Jordan's export data varies from that recorded by importers. It is for this reason that when it comes to assessing Jordan's exports in prepared cereals (HS 1904), import data reported by The United States, Saudi Arabia and Canada – the three priority markets – has been employed to approximate and estimate the Hashemite Kingdom's trade exports, to maintain reasonable consistency throughout.

In cases where it is not possible to use import numbers, for example, in classifying product values at the HS6 level, statistics reported by the Jordanian Customs are retained.



Executive summary

The prepared cereal industry categorised under HS code 1904, continues to grow. Expansion is particularly driven by increasing global demand for healthy foods – in this case cereal products – as well as shifting consumer preferences for convenience.

Primary cereals, from which prepared cereals (HS 1904) reported production in 2022 of 3.06 billion tons, growing about 5% from 2018. Maize at 1.16 billion tons, was the largest cereal category produced in 2022, followed by wheat at 808 million tons and rice at 776 million tons. These three crops together accounting for 90% of all global cereal output in 2022.

At the same time, China at 653.1 million tons and the United States at 410.9 million tons, were the largest global primary cereals (HS 1904) producers, followed by India at 355.1 million tons. Together, the three countries accounted for 46% of total primary cereals production in 2022. Amidst cereal price volatility since 2020, this was attributed to pandemic era transport disruptions, reduced harvests in major producing countries, conflict between Russia and Ukraine, higher input costs and rising energy prices.

World consumption of breakfast cereals – a major HS 1904 sub-category – saw marginal growth of 1% between 2018 and 2023, rising from 12.75 million tons to 12.94 million tons. Global consumption of breakfast cereals is anticipated to continue on an upward trajectory where the proportion of oats and other coarse grains consumption in the category is projected to increase from about 27% in 2022 to 29% over the next decade.

With regard to HS 1904 trade values, \$8.03 billion was exported globally in 2022. The top three exporters were Germany at \$778.4 million, the United States of America at \$708.8 million and the United Kingdom at \$657.4 million, together, accounting for 27% of global prepared cereal export trade. The United States was the largest importer by value at \$947.1 million, followed by Canada at \$619.6 million and Germany at \$507.1 million; the three nations making up about a quarter of global prepared cereal imports in 2022.

The largest traded products within the category in 2022 both accounted for 86% of all category exports. These were HS 190410, prepared foods obtained by swelling or roasting cereals or cereal products, e.g. corn flakes valued at \$5.4 billion, and HS 190490 cereals (except maize “corn”) in grain or flake form or other worked grains, pre-cooked or otherwise, valued at \$1.5 billion.

Jordan's export values in the HS 1904 global market were estimated at \$2.5 million in 2022, reflecting a world share of around just 0.03%. The biggest export category was HS 190410 claiming 52% of category shipments by value.

Of particular concern, the country's export trade declined about 49% between 2019 and 2021, likely driven by disruptions brought by the COVID-19 pandemic, but since recovered by about the same proportion (46%) in 2022. Saudi Arabia, Lebanon, and the United Arab Emirates were the primary markets for Jordan's prepared cereal exports, together accounting for 68% of total exports in 2022.

Regarding the priority markets in this study, namely the United States, Saudi Arabia and Canada, imports of Jordanian prepared cereals in 2022 were largest for the Saudi Arabia valued at \$1.3 million, followed by the United States at \$249,000 and Canada, just \$9,000. Exports of Jordanian prepared cereals have been on the rise since the pandemic in the United States and Saudi Arabia. This has not been the case in Canada where imports continued to decrease, however it is also a territory where there remains significant growth potential, not least because of its similarity to the United States in high per capita breakfast cereal consumption.



Product overview



Production and consumption

In 2022, production in primary cereals the essential constituent in HS 1904 prepared cereals, grew about 5% from 2018, increasing from 2.91 billion tons to 3.06 billion tons. Maize at 1.16 billion tons, represented the largest cereal category by quantity in 2022, followed by wheat at 808 million tons, and rice at 776 million tons, all together accounting for 90% of total global cereal output in 2022.

In 2022, China at 653.1 million tons and the United States at 410.9 million tons, were the largest global producers of primary cereals , followed by India at 355.1 million tons. The three countries together, accounted for 46% of total primary cereals production in 2022.¹

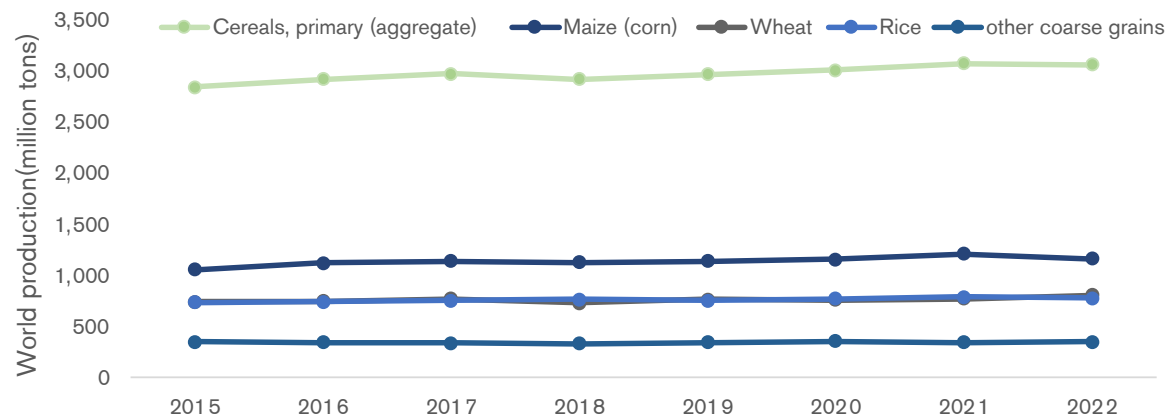


Chart 1 Primary cereals production, 2018 to 2022

World consumption of breakfast cereals on the other hand, saw marginal growth of 1% between 2018 and 2023, rising from 12.75 million tons to 12.94 million tons over the period.² Beyond the stable consumption patterns since 2018, breakfast cereal sales are anticipated to expand while the utilisation of oats and other coarse grains are projected to increase from about 27% in 2022 to 29% over the next decade.³

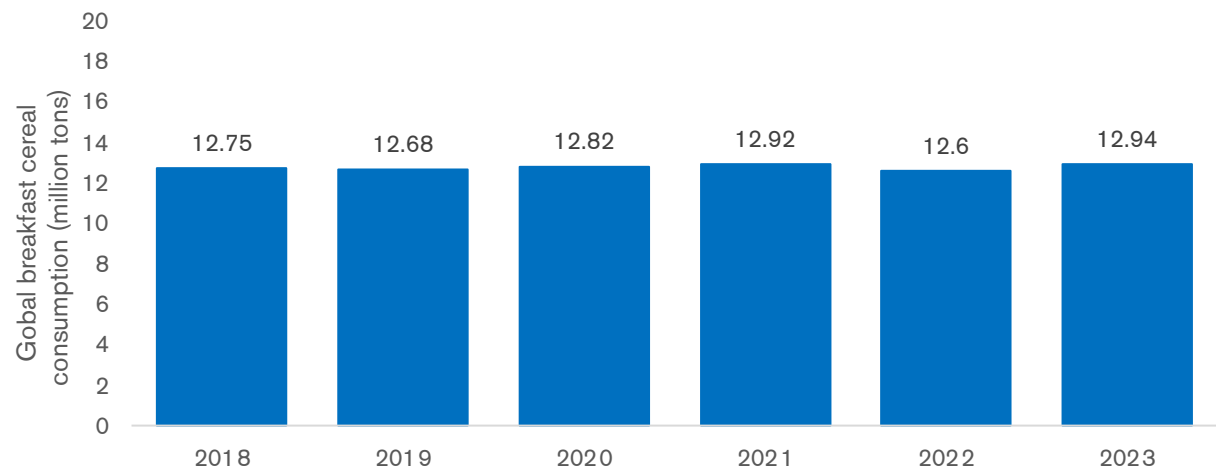


Chart 2 Breakfast cereals consumption, 2018 to 2023

¹ Production data is queried from FAOSTAT - Data Download (Link <https://www.fao.org/faostat/en/#data/QCL>). Search terms: Countries—select all; Elements—Production quantity; Years—2018 to 2022; Items—maize, rice, wheat, barley, oats, rye, sorghum, millets, and cereals n.e.c.): Note: For Cereals, primary (selected Items aggregated, total)

² Statista (2024). As defined 'breakfast cereals' constitutes muesli, and other grain-based breakfast products such as corn flakes and oats. [online] Available at: <https://www.statista.com/outlook/cmo/food/bread-cereal-products/india#volume>.

³ OECD/FAO (2022) OECD-FAO Agricultural Outlook 2022-2031. [online] Available: <https://www.oecd-ilibrary.org/sites/0f858aab-en/index.html?itemId=/content/component/0f858aab-en>. As defined, 'other coarse grains' includes barley, rye, sorghum, millets, and other cereals n.e.c.



Breakfast cereals market value

Despite stable consumption, worldwide revenue from breakfast cereals represented 24% growth since 2018, amounting to \$76.97 billion in 2023. Between 2024 and 2028, global revenue of breakfast cereals is expected to grow at a compounded annual growth rate (CAGR) of 5.69% over the period, reaching a market revenue of \$102.50 billion in 2028.⁴

Exports and imports

The value of exports in (HS 1904, climbed upward 20% from 2018 levels of approximately \$6.69 billion, to \$8.03 billion in 2022.⁵ The main two HS6 categories in this respect were HS 190410 and HS 190490 at \$ 5.4 billion and \$ 1.5 billion, respectively.

The top three exporters of HS 1904 in 2022 were Germany at \$778.4 million, the United States of America at \$708.8 million and the United Kingdom at \$657.4 million.⁶ In the meantime, Jordan's exports of HS 1904 were estimated at \$2.5 million.⁷

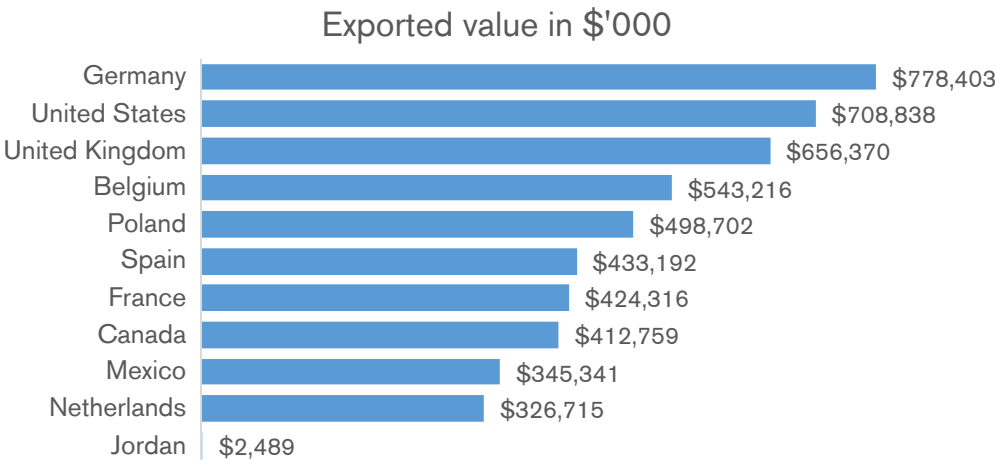


Chart 3 Leading exporters of HS Code1904 by value in 2022, in \$'000

During 2022, the United States was the largest of the category importers by value, at \$947.1 million, followed by Canada at \$619.6 million and Germany at \$507.1 million.⁸ Saudi Arabia at \$122.2 million and the United Arab Emirates at \$94.3 million were the top category importers in the Middle Eastern region in 2022, where Jordan's import trade in the same year was valued at \$15.06 million.

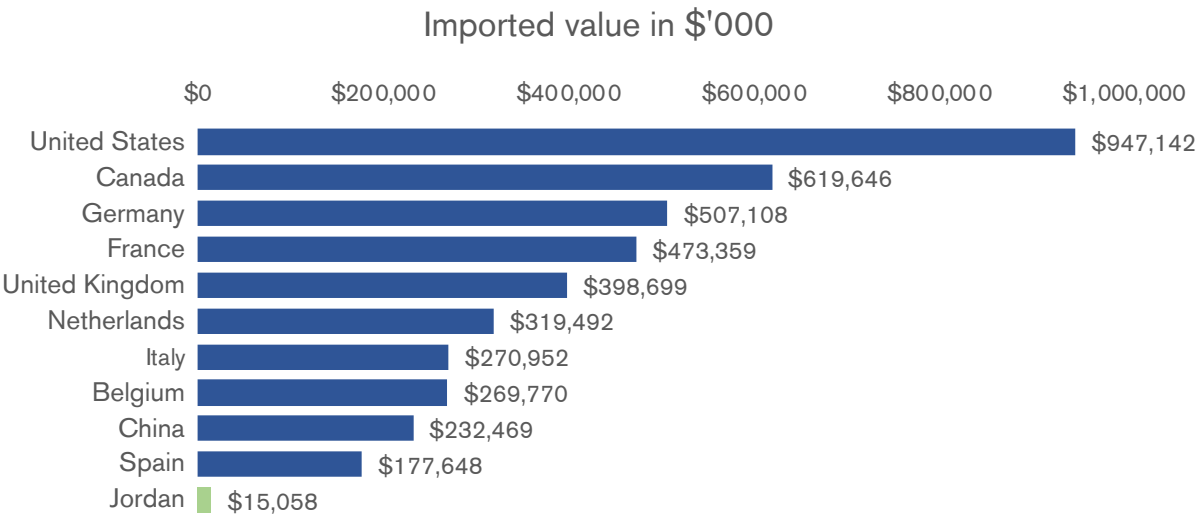


Chart 4 Leading importers of HS Code 1904 by value in 2022, in \$'000

⁴ Statista (2024). Breakfast Cereals revenue—Worldwide. [online] Available at <https://www.statista.com/outlook/cmo/food/bread-cereal-products/breakfast-cereals/worldwide#revenue>
⁵ ITC (2023). Trade Map - List of exporters for the selected product in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products.... [online] Available at: https://www.trademap.org/Country_SelfProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c%7c1904%7c%7c%7c%7c%7c%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1
⁶ Ibid.
⁷ Please see the explanatory note on page 8, for the method used in arriving to Jordan's HS 1904 export values
⁸ ITC (2023). Trade Map - List of importers for the selected product in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products.... [online] Available at: https://www.trademap.org/Country_SelfProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c%7c1904%7c%7c%7c%7c%7c%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1



Market dynamics



Demand and supply trends

Health and wellness changing consumer dietary preferences

Several of the biggest health and nutrition trends are likely to have a positive impact on the demand for grain and cereal products. The general shift toward healthier eating patterns, the increasing adoption of more plant-based diets, the continued quest for plant-based -protein, organic foods, and aspects of the “free-from” consumer movement – that advocate foods free from allergens, gluten, dairy and or meat—are mostly favourable for grain and cereal food categories.

Sustainability concerns continue to drive purchase decisions

In 2021, about 44 percent of consumers surveyed globally said they were more likely to buy from a brand with a clear commitment to sustainability, a trend that is expected to gain more prominence in the years ahead and likely to include prepared cereal products and packaging.⁹

Busy lifestyles and convenience drive demand for ready-to-eat grain-based products

Evolving lifestyles and the increasing demand for quick and hassle-free food is expected to shift and boost demand for ready-to-eat or convenience food products. This, in turn, is projected to drive the demand for grains. Additionally, with increased social media penetration in trendsetting consumer markets, awareness of cereal products and their benefits is on the rise. There is evidence that developing regions are beginning to follow these trends.

Global cereals prices trend upward

In May 2022, cereals export prices reached their highest values since the start of the century. As the war in Ukraine ramped-up cereal costs, the rising cost of sugar also drove up input costs for breakfast cereal production, contributing to higher consumer prices for prepared cereal products in major markets. In the United States, online retail prices of breakfast cereals went up by 13.6% between Quarter 1 2022 and Quarter 1 2023.¹⁰

Asian countries will lead demand growth for breakfast cereals uptick

Asian countries like Japan have seen an increased penetration of new variety of breakfast cereals such as Kellogg's Frosted Flakes, in a market where Cornflakes and the likes were already popular. This trend is expected to drive demand for cereals at a time when the region is projected to account for more than half of global cereal consumption for food in the coming decade.

⁹ Statista (2022) Global: Share of consumers more likely to buy from sustainable brands 2021. [online] Available at: <https://www.statista.com/statistics/1305896/share-of-consumers-more-likely-to-buy-from-sustainable-brands/>.

¹⁰ Pattern Data Science (February 28, 2023) Inflation Bites at Breakfast Table in 2023. [online] Available at: <https://pattern.com/blog/inflation-bites-at-breakfast-table-in-2023/>.



Market concentration and product complexity

Market concentration.

A Shannon Entropy value of 4.93 in 2021 for prepared cereals, HS code 1904 – as stated in this study – indicates a fragmented marketplace and appears to represent a significant number of competitors, reflecting exports from approximately 30 competing countries.¹¹

Product complexity score.

The Product Complexity Index (PCI) score of -0.43 for prepared cereals in 2021, ranking it 688 out of 1024 in the HS4 classifications, indicates a moderately low complexity in manufacture. This is further supported by scores at the HS6 levels with all of the HS6 product categories reporting complexity scores below zero in 2021, ranging from -0.83 for HS 190490 to -0.39 for HS 190410.¹²

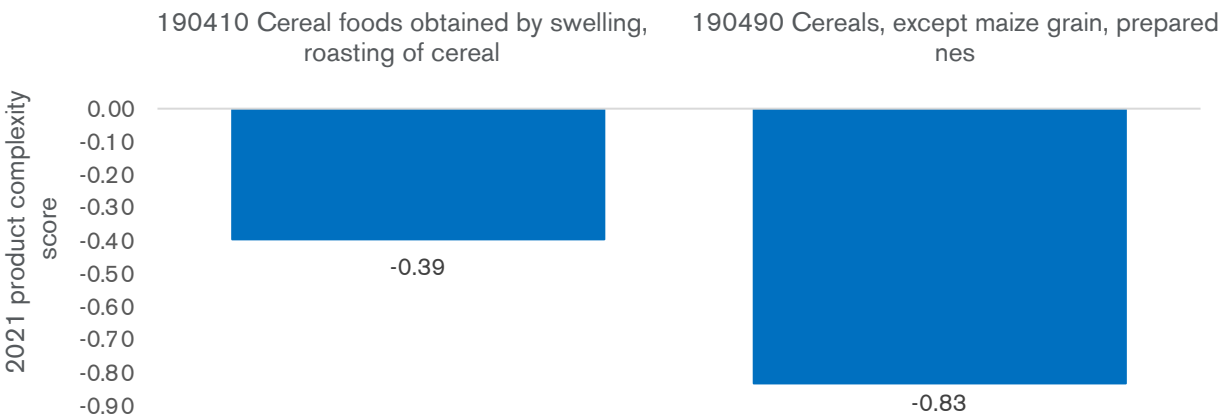


Chart 5 Cereals complexity on the HS6 level in 2021

Regarding historical progress with PCI, scores for prepared cereals barely changed from -0.41 in 2012 to -0.43 in 2021, representing stability. Since 2012, HS 190490 remained the least complex product category, recording a score of -0.83 in 2021.¹³

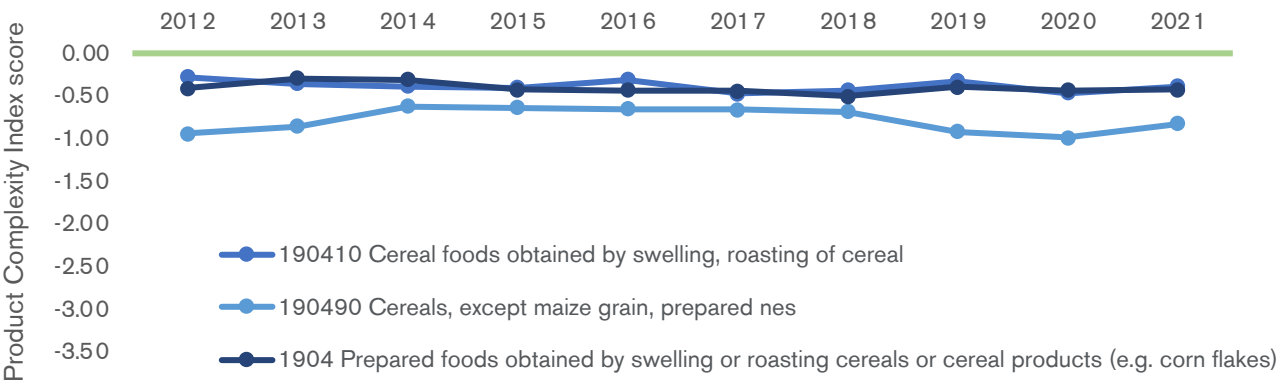


Chart 6 Cereals product complexity 2012 to 2021

¹¹ OEC (2021). Prepared foods obtained by swelling or roasting cereals or cereal products [online] Available at: <https://oec.world/en/profile/hs/prepared-cereals>
¹² OEC (2021). Product Rankings, [online] Available at: <https://oec.world/en/rankings/pci/hs4/hs92?tab=ranking>
¹³ OEC (2021). Product Rankings, [online] Available at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

World trade statistics by prepared cereal 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
HS 190410 Prepared foods obtained by swelling or roasting cereals or cereal products, e.g. corn flakes	\$5.4 billion	\$567.8 million United States	\$545.5 million United States	\$854,000	0.016%
HS 190490 Cereals (excl. maize [corn]) in grain or flake form or other worked grains, pre-cooked or otherwise	\$1.5 billion	\$120.8 million Canada	\$328.5 million United States	\$430,000	0.008%
HS 190420 Prepared foods obtained from unroasted cereal flakes or from mixtures of unroasted cereal flakes.	\$843.7 million	\$203.3 million Germany	\$85.7 million Netherlands	\$143,000	0.003%
HS 190430 Bulgur wheat in the form of worked grains, obtained by cooking hard wheat grains	\$219.8 million	\$157.5 million Turkey	\$34.4 million Iraq	\$224,000	0.004%

Table 1 Prepared cereals export and import statistics and Jordan export market share



HS 1904 in the context of Jordanian exports

Jordan's exports of prepared cereals under HS 1904, were estimated at \$2.5 million in 2022.¹⁴ At the product category level, using Jordan Customs statistics, HS 190410, was Jordan's largest category export, reported with a value of \$854,000.¹⁵

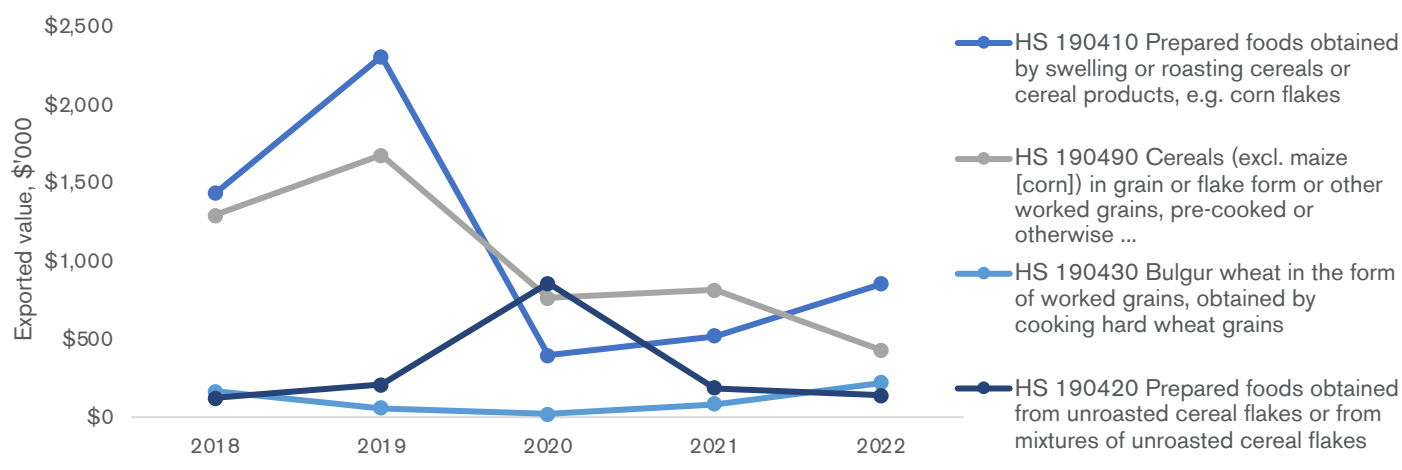


Chart 7 Jordan's prepared cereal exports by value, 2018 to 2022, in \$'000

Major markets for Jordan's prepared cereal HS 1904 exports in the last five years

Saudi Arabia at \$1.3 million, Lebanon and the United Arab Emirates were Jordan's leading HS 1904 export markets in 2022.¹⁶ Together, the three territories accounted for nearly 60% of Jordan's category external trade in 2022.

The considerable fall in exports between 2019 and 2021, reflects a period defined by pandemic-disrupted supply chains and diminished demand due to lockdowns and economic downturn where Middle East importers including Iraq, Palestine, Israel and Egypt, saw significant declines from Jordan.

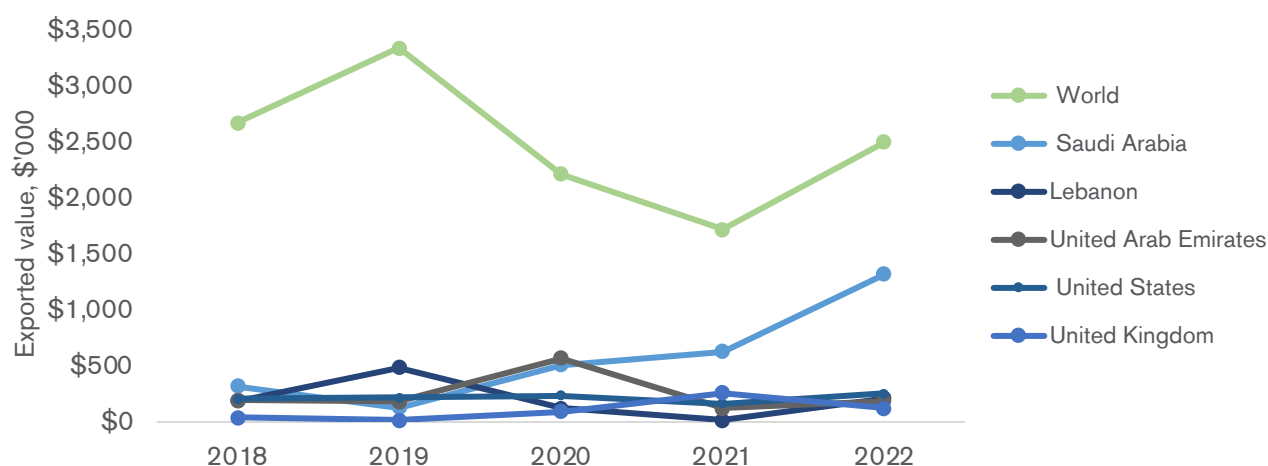


Chart 8 Jordan's prepared cereal leading export markets, 2018 to 2022, in \$'000

¹⁴ Please see the explanatory note on page 8, for the method used in arriving to Jordan's HS 1904 export values.

¹⁵ ITC (2023). Trade Map - List of products exported by Jordan in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products...[online] Available at: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c1904%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1

¹⁶ Ibid.



Priority markets



United States of America

United States macroeconomic overview

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 2024.¹⁷

United States breakfast cereal consumption

Though higher than global average of 1.7 kilograms per capita, historical breakfast cereals consumption per capita in the United States declined by 7% between 2018 and 2023, from 8.12 kilograms to 7.54 kilograms. Looking ahead, yearly average per capita consumption of breakfast cereals in the United States is forecast to further drop by 2% from 2023 to 7.36 kilograms in 2027.¹⁸

United States trade in prepared cereal

In 2022, the United States was the number one importer of prepared cereals (HS 1904) valued at \$947 million, representing growth of 64% between 2018 and 2022. Canada was the largest supplier in 2022 with exports of prepared cereals to the United States valued at \$408 million, followed by Mexico with \$200 million.¹⁹

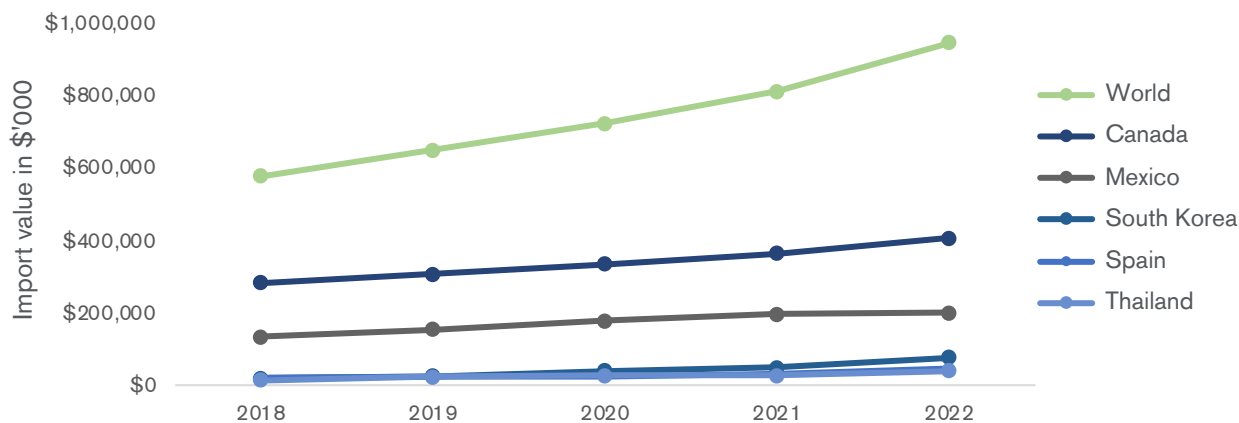


Chart 9 United States prepared cereal imports, main supplying countries, 2018 to 2022

¹⁷ International monetary Fund – IMF (2023) Bringing the US Economy Back into Balance [online] Available at: <https://www.imf.org/en/News/Articles/2023/02/15/cf-usa-bringing-the-us-economy-back-into-balance>
¹⁸ Statista (2023) Bread & Cereal Products – United States [online] Available at: <https://www.statista.com/outlook/cmo/food/bread-cereal-products/united-states#volume>
¹⁹ ITC (2022). Trade Map - List of supplying markets for a product imported by the United States in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products... [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c1904%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1.



United States prepared cereal import values

In 2022, United States imports of prepared cereals averaged at \$2,972 per ton at the global level and ranged from \$2,565 per ton to \$3,423 per ton across major five supplying countries. Import prices from Mexico were the most competitively positioned, while those from South Korea were the highest in cost.²⁰

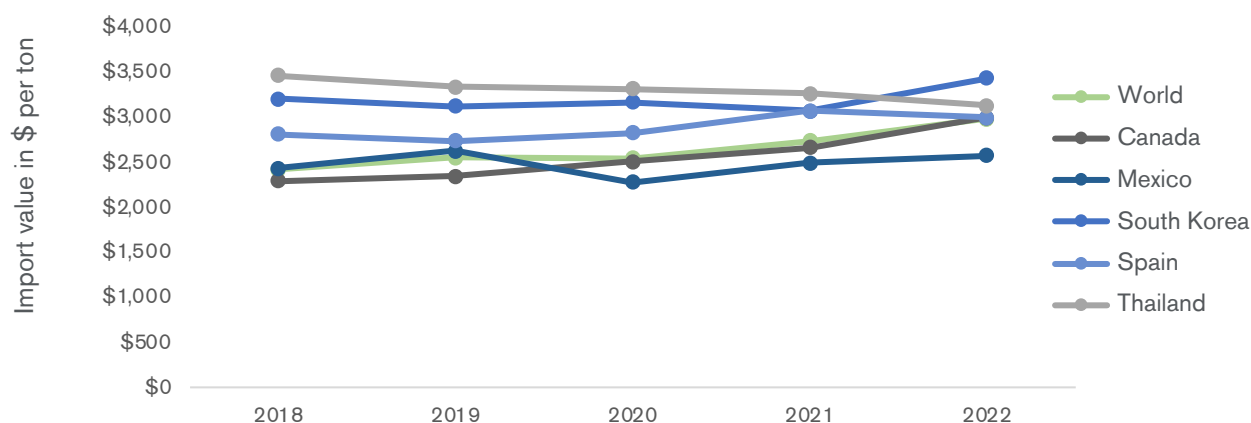


Chart 10 United States prepared cereal imports from main supplying countries, in \$ per ton

United States trade in prepared cereal from Jordan

In trade with Jordan, United States imports of prepared cereals were for \$249,000 in 2022, marking the highest trade value since 2018, and growth of 25% over the period.²¹

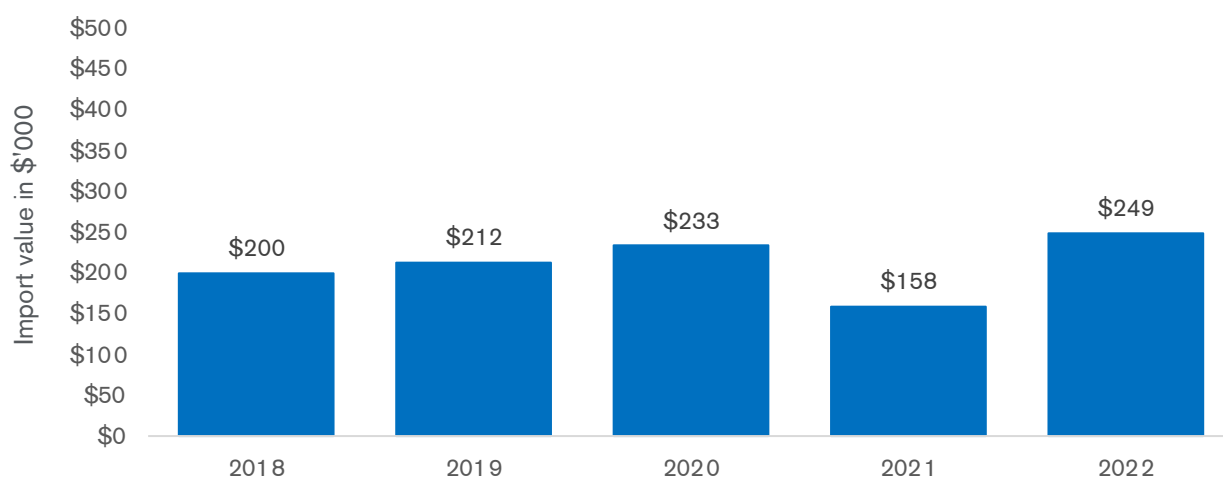


Chart 11 United States prepared cereal imports from Jordan

United States-Jordan Free Trade Agreement.

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

Qualifying Industrial Zones (QIZs). The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.²²

²⁰ ITC (2022). Trade Map - List of supplying markets for a product imported by the United States in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products... [online] Available at: https://www.trademap.org/Country_SelProductCountry.aspx?nvpm=1%7c842%7c%7c%7c%7c1904%7c%7c%7c4%7c1%7c1%7c1%7c1%7c1%7c2%7c3%7c1%7c1

²¹ ITC (2022). Trade Map - Bilateral trade between the United States and Jordan (Prepared foods obtained by the swelling or roasting of cereals or cereal products... [online] Available at: <https://www.trademap.org/Bilateral.aspx?nvpm=1%7c842%7c%7c400%7c%7c%7c1904%7c%7c%7c4%7c1%7c1%7c1%7c1%7c1%7c1%7c1%7c1%7c1>

²² "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, 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.

Economics

Real Gross Domestic Product (GDP) of the United States is projected to grow 1.6% in 2023 and 1% in 2024. The contraction in growth is driven by price instability and the fall of unemployment rate to its lowest level in over 50 years, contributing to higher inflation. In response, the US Federal Reserve has been pushing key fiscal measures including raising interest rates to restore price stability and to bring balance to the labour market. It is projected that consumption and investments are expected to level out.²³

Social

The United States is not an exception to global changes in consumer habits such as vegetarian movements, sustainability, digital nomad working classes and remote working. These changes have cascading reactions and numerous impacts at different scales including consumer choices and preferences. Additionally, the growth of the country's population by 0.5%, compared to pre-pandemic levels, to 334.9 million in 2023 and its multicultural society has led to a demand for a wide variety of prepared cereals, both familiar and exotic, reflecting the diverse culinary traditions of the population. A growing aging population poses risk to labour supply in the long term.²⁴

Technology

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

Environment

The United States is exposed to a number of environmental concerns. The country is particularly vulnerable to climate change, with exposure such as wildfires, typhoons, hurricanes and flooding. That said, there are increasing awareness and investments towards protecting the planet, in particular, through the COP26, 27 and 28 meetings. Similar initiatives include incentives towards recycling, reuse, promotion of second-hand items and waste reduction.

Legal

The HS 1904 preferential tariff for Jordan is 0%. The U.S.-Jordan Free Trade Agreement (FTA) signed in 2000 and implemented in 2010 still exist between the countries.

²³ International monetary Fund – IMF (2023) Bringing the US Economy Back into Balance [online] Available at: <https://www.imf.org/en/News/Articles/2023/02/15/cf-usa-bringing-the-us-economy-back-into-balance>

²⁴ The US Census Bureau (2023) U.S. Population Trends Return to Pre-Pandemic Norms as More States Gain Population [online] Available at: <https://www.census.gov/newsroom/press-releases/2023/population-trends-return-to-pre-pandemic-norms.html>



United States prepared cereal suppliers and distributors

Dot Foods Inc.: Founded in 1960 and based in Illinois, Dot Foods Inc is a major distributor of food products. It supplies raw and precooked meats, snacks, breakfast food and cereals, granola bars, condiments and beverages. **Website:** <https://www.dotfoods.com/>

Dutch Valley Food Distributors, Inc.: Located in Pennsylvania, Dutch Valley Food Distributors is a distributor that supplies the retail and food service sectors with bulk food products including beverages, bakery supplies, chocolate, confectionery, dairy products, pasta, cereal, and jarred goods. **Website:** <https://www.dutchvalleyfoods.com/>

Feeser's Food Distributors: Feeser's is a family-owned and operated independent broadline Central Pennsylvania food distributor now serving the entire Mid-Atlantic region. Product categories include bakery supplies, beverages, bread and pastries, pastas, snacks, confectionery, dairy products, condiments, sauces, soups, and toppings. **Website:** <https://www.feesers.com/>

Nestlé USA: Nestlé USA is a local manufacturing and wholesale arm of Nestlé and is a manufacturer of food and beverages. Product categories include Nestlé Breakfast Cereals which offers brands such as Nesquik and Lion Cereals. **Website:** <https://www.nestle.com/brands/cereals>

PepsiCo, Inc.: PepsiCo, Inc. is an American multinational food, snack, and beverage manufacturer headquartered in New York. PepsiCo products include nutrition bars, rice cakes, soda, cereals, chips, cookies, oats and popcorns. Amongst its popular cereal brands is Quaker Oats. **Website:** <https://www.pepsico.com/>

WK Kellog and Kellanova : Formerly under the Kellog's banner, WK Kellog & Co, and Kellanova are leading names in the production of cereals and snack foods. WK Kellog's is responsible for the likes of Kellog's Corn Flakes, Rice Krispies and Frosties. Kellanova produces cereals such as Special K, and diverse snacks including the Nutri-Grain breakfast bar and Pringles. **Website:** <https://www.wkkellogg.com/>, <https://www.kellanova.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	https://www.americasfoodandbeverage.com/
26 to 27 October 2024	Great Food Expo	Chicago	United States	https://greatfoodexpo.com/chicago/
9 to 10 November 2024	Great Food Expo	New Jersey	United States	https://greatfoodexpo.com/new-jersey

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.²⁵

Saudi Arabia breakfast cereal consumption

Despite, lower than global average consumption of 1.7 kilograms per capita in 2023, Saudi Arabia's per capita consumption of HS 1904 declined by 13% from 2018 to 2023, falling from an estimated 1.60 kilograms to 1.40 kilograms per capita. Looking ahead, the yearly average per capita breakfast cereals consumption in the Saudi Arabia is forecast to remain at 1.40 kilograms.²⁶

Saudi Arabia trade in prepared cereal

Ranked 14th globally in 2022, Saudi Arabia's HS 1904 imports were valued at \$123 million, representing a growth of 33% between 2018 and 2022. The United Kingdom was the largest supplier in 2022 with prepared cereals supply recorded at \$34 million, followed by Poland with \$18 million.²⁷

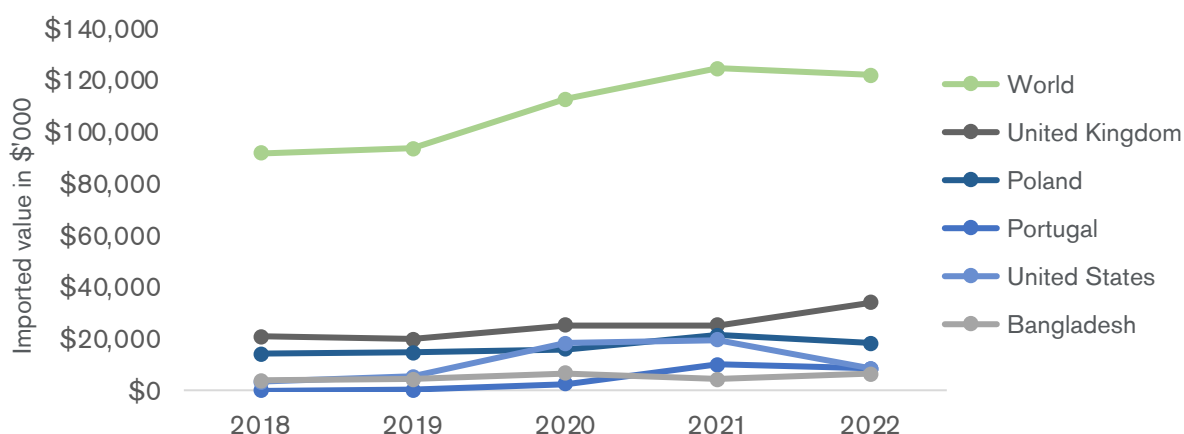


Chart 12 Saudi Arabia prepared cereal imports from main supplying countries, 2018 to 2022

²⁵ International Monetary Fund - IMF (2023): Saudi Arabia's Economy Grows as it Diversifies [online] Link: <https://www.imf.org/en/News/Articles/2023/09/28/cf-saudi-arabias-economy-grows-as-it-diversifies>.

²⁶ Statista (2023) Bread & Cereal Products–Saudi Arabia [online] Available at: <https://www.statista.com/outlook/cmo/food/bread-cereal-products/saudi-arabia#volume>.

²⁷ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia in 2022 (Prepared foods obtained by the swelling or roasting of cereals or cereal products...[online] Available at: https://www.trademap.org/Country_SelProductCountry.aspx?nvpm=1%7c682%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c1%7c1%7c2%7c1%7c1%7c1.



Year	World	United Kingdom	Poland	Portugal	United States	Bangladesh
2018	\$3,000	\$3,900	\$3,000	\$3,000	\$4,200	\$1,200
2019	\$3,200	\$3,400	\$3,200	\$2,800	\$3,700	\$1,300
2020	\$3,100	\$3,300	\$2,900	\$2,900	\$3,900	\$1,200
2021	\$2,900	\$3,400	\$3,200	\$4,000	\$4,500	\$1,200
2022	\$3,300	\$5,300	\$3,300	\$4,100	\$5,800	\$1,700

Saudi Arabia trade in prepared cereal from Jordan

Year	Import value in \$'000
2018	\$314
2019	\$121
2020	\$501
2021	\$624
2022	\$1,311

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

²⁸ Ibid.

²⁹ ITC (2022). Trade Map - Bilateral trade between Saudi Arabia and Jordan (Prepared foods obtained by the swelling or roasting of cereals or cereal products... [online] Available at:
<https://www.trademap.org/Bilateral.aspx?nvom=1%7c682%7c%7c400%7c%7c1904%7c%7c%7c%7c4%7c1%7c1%7c1%7c1%7c1%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 direct funding of \$50 million as part of a larger economic aid package agreed upon in 2018.

Social

Overall, the social relations between Saudi Arabia 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.

Technology

As part of plans to shift its economic dependence from oil and gas to the tech industry by the end of 2030, Saudi Arabia has made significant investment in technology, innovation and research and development. Notable sector programs include the Badir Program for Technology Incubators and Middle East Venture Partners, both of which support enterprising startups.

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, making for more hospitable living conditions to sustain its population.

Legal

The HS 1904 preferential tariff for Jordan is 0%. 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.



Saudi Arabia prepared cereal suppliers and distributors

Abbar Foods: A major distributor and supplier of consumer goods and foodstuffs in Saudi Arabia. Product categories include baking, cereals, olive oil, sauces, spices, rice, confectionery, dairy products, pastas, canned food and beverages. **Website:** <https://abbarfoods.com/>

Abudawood: Abudawood was founded in 1935 in Jeddah and distributes for firms such as Procter & Gamble, Pepsi, Quaker Oats, and Ferrero-Rocher throughout the Middle East, North Africa and Gulf. **Website:** <http://www.abudawood.com/abudawood/company/>

Anud Arabia: Anud Arabia is a major importer, distributor and marketer of breakfast cereals, healthy snacks, nuts, dried fruits and other food categories. **Website:** <https://anudarabia.com/index.php>

Binzagr Company: Binzagr Company is a distributor in Saudi Arabia of food manufacturers including Kellogg, Unilever and Fonterra. **Website:** <https://www.binzagr.com.sa/>

Nestlé MENA: Nestlé MENA operating under the global brand Nestlé S.A. commenced direct sales and distribution operations in Saudi Arabia in 2001. The product portfolio in Saudi includes dairy, infant nutrition, coffee and creamers, confectionery, bottled water, breakfast cereals, culinary products, health science, and pet care, among others. **Website:** <https://www.nestle-mena.com/en>

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 2025	Riyadh	Saudi Arabia	https://www.thesaudifoodshow.com/

Canada

Canada macroeconomic overview

Real GDP in Canada is projected to fall from 3.4% in 2022 to 1.7% in 2023 while headline inflation is expected to ease to around 3% toward the end of 2023. At the back of monetary policies driving higher borrowing costs and tighter credit conditions, inflation is anticipated to return to the 2% target by the end of 2024 and unemployment is expected to rise gradually to slightly above its long-term level of 6% during the same year.³⁰

Canada breakfast cereal consumption

Although, higher than the global average consumption of 1.7 kilogram per capita in 2023, estimated per capita breakfast cereal consumption in Canada was 8.40 kilograms, slightly below estimated 2020 and 2021 levels of 8.6 kilograms. Yearly average per capita consumption is forecast to decrease marginally to 8.30 kilograms.³¹



Canada trade in prepared cereal

In 2022, Canada's HS 1904 imports were valued at \$619.65 million, representing an increase of 21% between 2018 and 2022, and making it the world's second biggest in the category.³² Imports to the country are greatly concentrated. The United States was the largest supplier in 2022 with exports of prepared cereals to Canada valued at \$550.95 million, equaling an overwhelming 89% of prepared cereal imports to Canada. Mexico followed with trade in HS 1904 worth \$20 million, then the United Kingdom with \$11.8 million

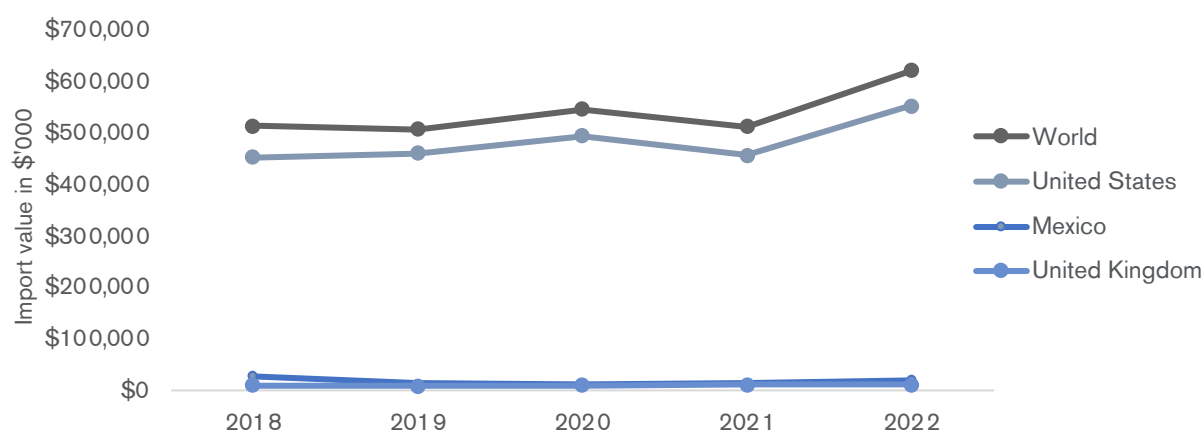


Chart 15 Canada prepared cereal imports from main supplying countries, 2018 to 2022

³⁰ International monetary Fund – IMF (June 20, 2023) Canada: Staff Concluding Statement of the 2023 Article IV Mission [online] Available at: <https://www.imf.org/en/News/Articles/2023/06/20/canada-staff-concluding-statement-of-the-2023-article-iv-mission#:~:text=The%20Canadian%20economy%20is%20gradually%20slowing%20but%20has%20been%20more,consumption%2C%20which%20offset%20weaker%20investment.>

³¹ Statista (2023) Bread & Cereal Products – Canada [online] Available at: <https://es.statista.com/outlook/cmo/food/bread-cereal-products/canada#volume.>

³² ITC (2022). Trade Map - List of supplying markets for a product imported by Canada, Product: 1904 Prepared foods obtained by the swelling or roasting of cereals or cereal products...

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c124%7c%7c%7c%7c1904%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1.



Canada prepared cereal import values

In terms of import prices, Canada's imports of prepared cereals averaged at \$3,103 per ton globally in 2022. The prices varied only slightly among the three major supplying countries, ranging from \$3,107 per ton for products from the United States, to \$3,399 per ton for prepared cereal from Mexico.³³

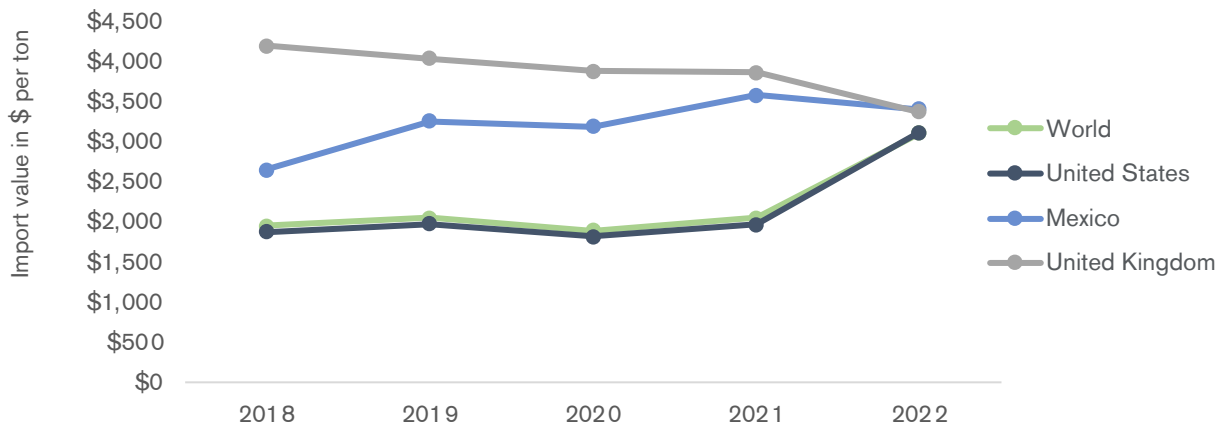


Chart 16 Canada prepared cereal from main supplying countries, in \$ per ton

Canada trade in prepared cereal from Jordan

In 2022, Canada's imports of prepared cereals from Jordan saw a second consecutive decline since 2020, falling below the pre-pandemic level of \$15,000 and reaching \$9,000.³⁴

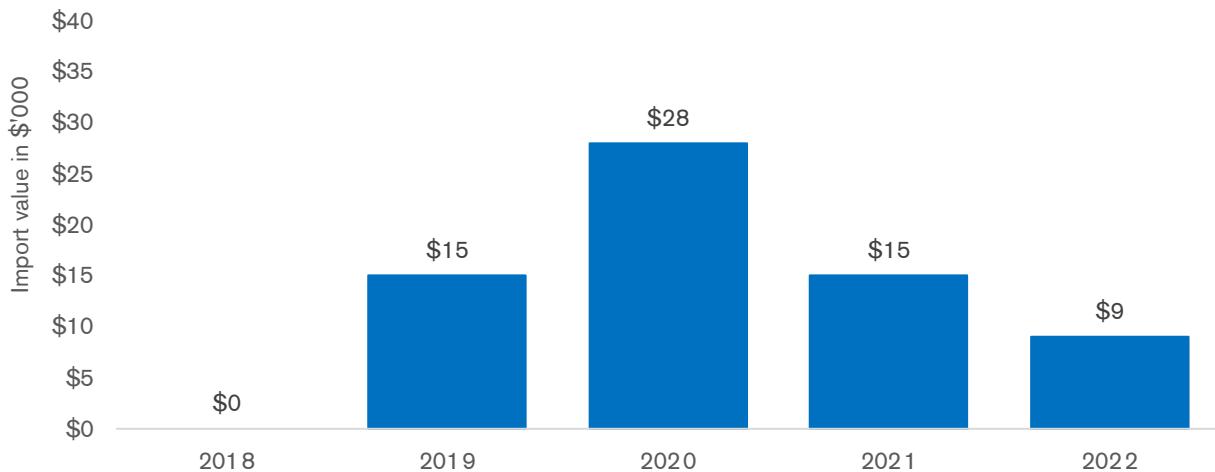


Chart 17 Canada prepared cereal imports from Jordan

Canada trade agreements with Jordan

The Canada–Jordan Free Trade Agreement (FTA) concluded its final negotiations on August 26, 2008, and has been in force since October 2012. With already positive economic and trade relations between Canada and Jordan, the FTA aims to enhance, expand, and further strengthen the bilateral relationship between the two countries.

³³ Ibid

³⁴ Bilateral trade between Canada and Jordan Product: 1904 Prepared foods obtained by the swelling or roasting of cereals or cereal products... [online] Available at: https://www.trademapp.org/Bilateral_10D_TS.aspx?nvpm=1%7c124%7c9%7c400%7c9%7c1904%7c9%7c9%7c8%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1



Canada PESTEL analysis

Politics

Canada enjoys a stable political environment – fuelled by its historical record of a peaceful constitutional monarchy and a parliamentary democratic governance system, positioning it as one of the world's most free political states. This stability has contributed to broader diplomatic and free trade agreements with other countries such as the United States-Mexico-Canada Agreement (USMCA).

Economics

Real GDP in Canada is projected to fall from an average of 3.4% in 2022 to 1.7% in 2023 while headline inflation is expected to ease to around 3% toward the end of 2023. At the back of monetary policies driving higher borrowing costs and tighter credit conditions, inflation is anticipated to return to the 2% target by the end of 2024 and unemployment is expected to rise gradually to slightly above its long-term level of 6% during the same year-2024.³⁵

Social

Canada is not an exception to global changes in consumer habits such as vegetarian movements, sustainability, clean labels, organic food consumption, digital nomad working classes and remote working. The rise in consumer preference for online shopping, higher literacy rates and the growing skilled migrant and multicultural population offers opportunity for diverse culinary traditions, innovation and economic growth. However, the growing aging population poses risk to labour supply in the long term.

Technology

The technology landscape of Canada is notably matured and stable for economic growth. Canada has made significant investment in technology, innovation, and research and development. Total spending on research and development grew about 9% in 2021, amounting to \$46.9 billion—and is anticipated to increase to \$49.1 billion in 2023.³⁶ Additionally, Canada's higher internet usage, growing e-commerce, and increasing application of artificial intelligence provide robust support for sustainable economic growth in the long term.

Environment

Canada is exposed to a number of environmental concerns. The country is particularly vulnerable to climate change and industrial pollution. That said, there is increasing awareness, and government investment and regulation towards protecting the planet (e.g. the Net Zero Emissions Accountability Act). Similar initiatives include incentives towards recycling, reuse plastics, promotion of sustainable vehicles and waste reduction.

Legal

The HS 1904 preferential tariff for Jordan is 0%. The Canada-Jordan Free Trade Agreement (FTA) took effect in 2012 and still exist between the countries.

³⁵ International monetary Fund – IMF (June 20, 2023) Canada: Staff Concluding Statement of the 2023 Article IV Mission [online] Available at: <https://www.imf.org/en/News/Articles/2023/06/20/canada-staff-concluding-statement-of-the-2023-article-iv-mission#:~:text=The%20Canadian%20economy%20is%20gradually%20slowing%20but%20has%20been%20more,consumption%2C%20which%20offset%20weaker%20investment.>

³⁶ Statistics Canada (December 12, 2023) Gross domestic expenditures on research and development [online] Available at: The Daily – Gross domestic expenditures on research and development, 2021 (final), 2022 (preliminary) and 2023 (intentions) (statcan.gc.ca).



Canada prepared cereal suppliers and distributors

Canada Grain: Owned by Simex International – a major importer and distributor of Oriental Foods, Canada Grain is based in Montréal, and specialises in the distribution of cereals, pulses amongst other products. Major cereal brands include Royal Simex. **Website:** <https://www.grain-canada.com/home.html>

Dot Foods: Established in 1960 Dot Foods is North America's largest food industry redistributor. Cereal products distributed constitute partners such as Post Foods, listed below.

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

General Mills Canada Inc.: Established in 1954 and based in Mississauga, General Mills Canada Inc is a major manufacturer and distributor of branded processed consumer foods including the milling of flour or meal from grain. Flagship brands include Cheerios, Honey Nut Cheerios, Oatmeal Crisp, Nesquik and Lucky Charms. **Website:** <https://www.generalmills.com/>

Post Foods Canada Inc.: Established in 2007, Post Foods Canada is a subsidiary company of Post Holdings, a consumer-packaged goods holding company headquartered in St Louis, in the United States. Post Foods Canada is a manufacturer of cereal breakfast foods and related preparations. Popular offerings include Honey Bunches of Oats and Pebbles, and also the Barbara's range of healthy cereals.

Website: <https://www.postconsumerbrands.ca/brands/>

VM Food Group: Based in Concord, Ontario, Canada VM Food Group manufactures and distributes oatmeal and other cereal products, servicing businesses of all sizes across North America.

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

Exhibitions and trade fairs in Canada

Dates	Exhibition name	City	Country	Website
15 to 17 May 2024	SIAL Canada	Toronto	Canada	https://sialcanada.com/en/



Recommendations



Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United States, Saudi Arabia and Canada.

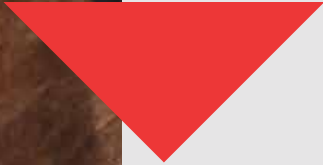
In consumption terms, the yearly average per capita consumption for each of the key markets is anticipated to decline by 2% and 1% each from 2023 levels, reaching 7.54 kilograms in the United States in 2027 and 8.3 kilograms for Canada in 2027. For Saudi Arabia, per capita consumption is anticipated to remain at the 2023 level of 1.4 kilograms in 2027.

For Jordanian exports, Saudi Arabia, Lebanon and the United Arab Emirates were the leading markets for its prepared cereals in 2022, accounting for 68% (\$1.7 million) of total export value of \$2.5 million. Other markets in the region are Palestine and Qatar, accounting for 3% and 2% of HS 1904 export trade respectively.

The United States, the world's largest importer of prepared cereals in 2022, accounted for 10% (\$249,000) of Jordan's category exports in 2022. Similarly, in the same year, Canada's imports of Jordanian prepared cereals amounted to just \$9,000, evidencing both a fall in trade value since 2018, and in addition, very high levels of market concentration with 89% of the country's cereal imports originating from the United States.

Saudi Arabia was the largest trade partner for Jordanian prepared cereals in 2022, accounting for 53% (\$1.3 million) of category exports. In trade with the priority markets, prepared cereals from Jordan in both the United States and Canada combined, were 10.4% compared to Saudi Arabia. Although, per capita consumption of breakfast cereals in these markets is anticipated to decline marginally by 2% to 7.36 kilograms in 2027 for the United States and by 1% to 8.2 kilograms in 2027 for Canada, market development strategies within these established trade partner territories could position Jordanian prepared cereals competitively, tapping into potential growth opportunities.

Additionally, Saudi Arabia in particular, amongst other Gulf states, offers opportunities due to its powerful economy, proximity, accessible transport, trade relationships and cultural parallels with Jordan.



Reference information



Priority markets tariff and non-tariff barriers³⁷

The United States

Tariffs

For HS 190410 – Prepared foods obtained by the swelling or roasting of cereals or cereal products (e.g. corn), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 1.10%
The United States does not apply any trade remedy on HS 190410.

General requirements

Prepared cereals are subject to examination by the Food and Drug Administration (FDA) when they are imported or offered for import into the United States. Although the FDA is not authorised under the U.S. Federal Food, Drug and Cosmetic Act to approve, certify, license, or otherwise sanction individual food importers, products, labels, or shipments, the FDA may detain shipments of products offered for import if the shipments are found not to be in compliance with U.S. requirements. Broadly regulations include the following requirements:

All cereal imports must meet the requirements of U.S. food regulations including:

- Food facility registration
- Filing Prior Notice for Entry

Additional detail

Further details on United States import requirements for cereals can be found in the following references.

The US Food and Drug Administration

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

The US Customs and Border Protection

Link. <https://www.cbp.gov/trade/basic-import-export/importer-exporter-tips>

ITC market access map

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

³⁷ In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 1904, where Jordan's major exports are classified.



Saudi Arabia

Tariffs

For HS 190410 – Prepared foods obtained by the swelling or roasting of cereals or cereal products (e.g. corn), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 10.67%
Saudi Arabia does not apply any trade remedy on HS 190410.

General requirements

The Saudi Food and Drug Authority (SFDA) stipulates the regulations for importing prepared food into Saudi Arabia, broadly including the following requirements:

- All prepared cereal shipments in terms of their produce and preparations, must comply with approved Gulf Standards, e.g.
- Gulf technical regulation (GSO 107\2007). Labelling of food additives when sold as such.
- Gulf technical regulation (GSO 9\2013). Labels of packed foodstuffs
- Gulf technical regulation (GSO 150/2007). Shelf life standard.
- Gulf technical regulation (GSO 839\1997). Food packaging and container requirements
- Food additives requirements (SFDA 2500/2021). Comprehensive technical list of allowed additives, including allowed food colouring matters.
- Organic food requirement (GSO 2374\2014). Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods

Additional detail

Further details on Saudi Arabia's import requirements for HS 1904 can be found in the following references.

Saudi Food and Drug Authority

Link. <https://www.sfda.gov.sa/en>

Zakat, Tax and Customs Authority

Link. <https://zatca.gov.sa/en/Pages/default.aspx>

International Trade Administration – Saudi Arabia country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/saudi-arabia-trade-barriers?navcard=4851>

ITC market access map

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



Canada

Tariffs

For HS 190410 – Prepared foods obtained by the swelling or roasting of cereals or cereal products (e.g. corn), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 7.42%. Canada does not apply any trade remedy on HS 190410.

General requirements

Most foods imported commercially will require a valid Safe Food for Canadians (SFC) licence, this also includes manufactured food sector products. The Canada Border Services Agency (CBSA) is responsible for administering the legislated import requirements on behalf of other government departments. And the Canadian Food Inspection Agency (CFIA) regulates import requirements; broadly including the following:

- Many goods are subject to the requirements of other government departments and agencies and may require permits, certificates, and/or inspection
- Business Number (BN) issued by the Canada Revenue Agency (CRA)

Additional detail

Further details on Canada's import requirements for HS 1904 can be found in the following references.

Canadian Food Inspection Agency (CFIA)

Link. <https://inspection.canada.ca/eng/1297964599443/1297965645317>

Canada Border Services Agency (CBSA)

Link. <https://www.cbsa-asfc.gc.ca/import/guide-eng.html>

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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