



هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

EGYPTIAN POTENTIAL EXPORTS AND TARGET MARKETS OVERVIEW

PRODUCT CATEGORY: ONIONS & SHALLOTS, FRESH

HS CODE: 070310

TARGET MARKETS:

SENEGAL

DEVELOPED BY:

EXPORT DEVELOPMENT AUTHORITY (EDA)

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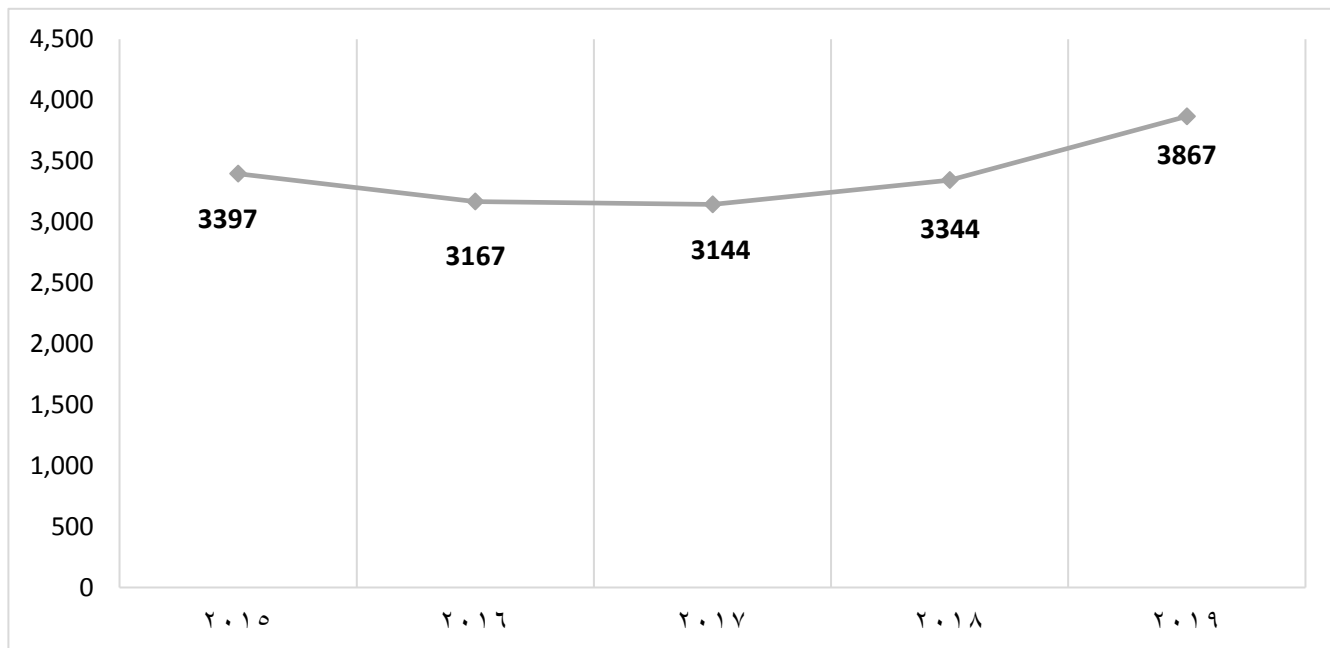
INTRODUCTION ABOUT ONIONS & SHALLOTS, FRESH

Onion, is a worldwide culinary and therapeutic spice belonging to the family Liliaceae. Onion is an essential ingredient in many African sauces and is mostly produced locally, with Egypt being the first producer in the continent. Onion is a source of various biologically active compounds, such as phenolic acids, thiosulfinates, and flavonoids. The plant has a variety of pharmacological activities including anticancer, antidiabetic, antimicrobial, cardiovascular, antioxidant effects, etc., justifying its possible use in the treatment of various human ailments.

World onion production has increased by at least 25% over the past 10 years with current production being around 44 million tonnes making it the second most important horticultural crop after tomatoes. because of their storage characteristics and durability for shipping, onions have always been traded more widely than most vegetables. Onions are versatile and are often used as an ingredient in many dishes and are accepted by almost all traditions and cultures. Onion consumption is increasing significantly, particularly in the USA and this is partly because of heavy promotion that links flavour and health.

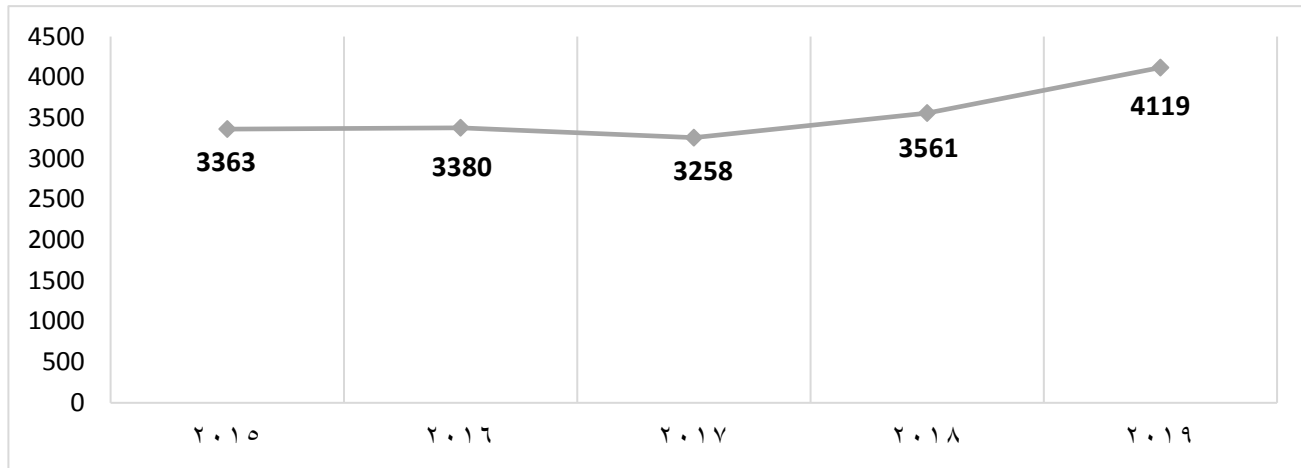
SECTION (1): WORLD TRADE STATISTICS

WORLD IMPORTS OF ONIONS & SHALLOTS, FRESH CATEGORY (HS CODE: 070310) (USD Million)



Source: ITC - Trade Map

**WORLD EXPORTS OF ONIONS & SHALLOTS, FRESH (HS CODE: 070310)
(USD MILLION)**



Source: ITC - Trade Map

LIST OF EXPORTING COUNTRIES:

**TOP EXPORTING COUNTRIES OF ONIONS & SHALLOTS, FRESH
(HS CODE: 070310)
USD MILLION**

EXPORTERS	2017	2018	2019
World	3258	3561	4119
Netherlands	535	679	795
China	507	510	604
India	423	420	367
Mexico	371	420	349
United States of America	219	232	288
Egypt	207	118	244
Spain	133	177	213
New Zealand	81	62	114
Poland	41	83	104
France	77	81	96

- World exports of onions & shallots, fresh (HS Code: 070310), amounted to 4119 million\$ in 2019 with increase of 15.7% compared to exports in 2018. Netherlands is the biggest exporter with 19.3% .

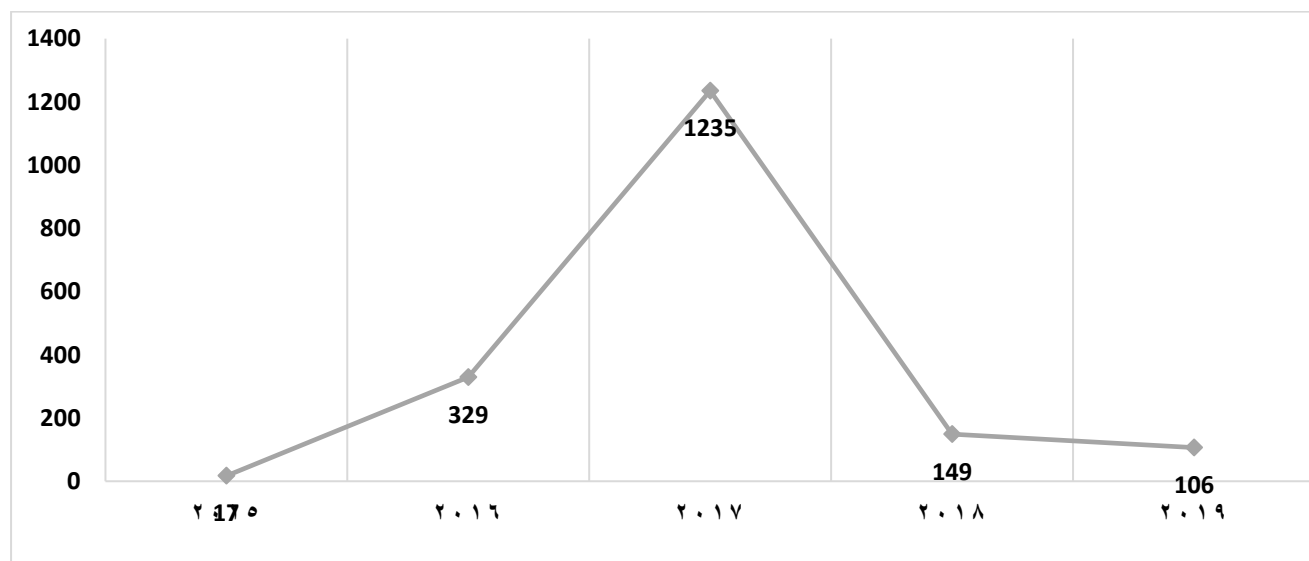
**EXPORTS OF EGYPT FROM THIS PRODUCT WERE RANKED TO BE 6TH AMONG WORLD COUNTRIES,
AND REPRESENTING 5.9 % FROM WORLDWIDE EXPORTS IN 2019**

LIST OF IMPORTING COUNTRIES:
**TOP IMPORTING COUNTRIES OF ONIONS & SHALLOTS, FRESH
 (HS CODE: 070310)
 USD MILLION**

IMPORTERS	2017	2018	2019
World	3144	3344	3867
United States of America	436	445	459
United Kingdom	172	230	296
Germany	150	179	237
Netherlands	107	122	197
Malaysia	174	181	180
Canada	138	149	179
Japan	135	127	131
France	86	92	109
Bangladesh	57	57	97
Belgium	79	74	90

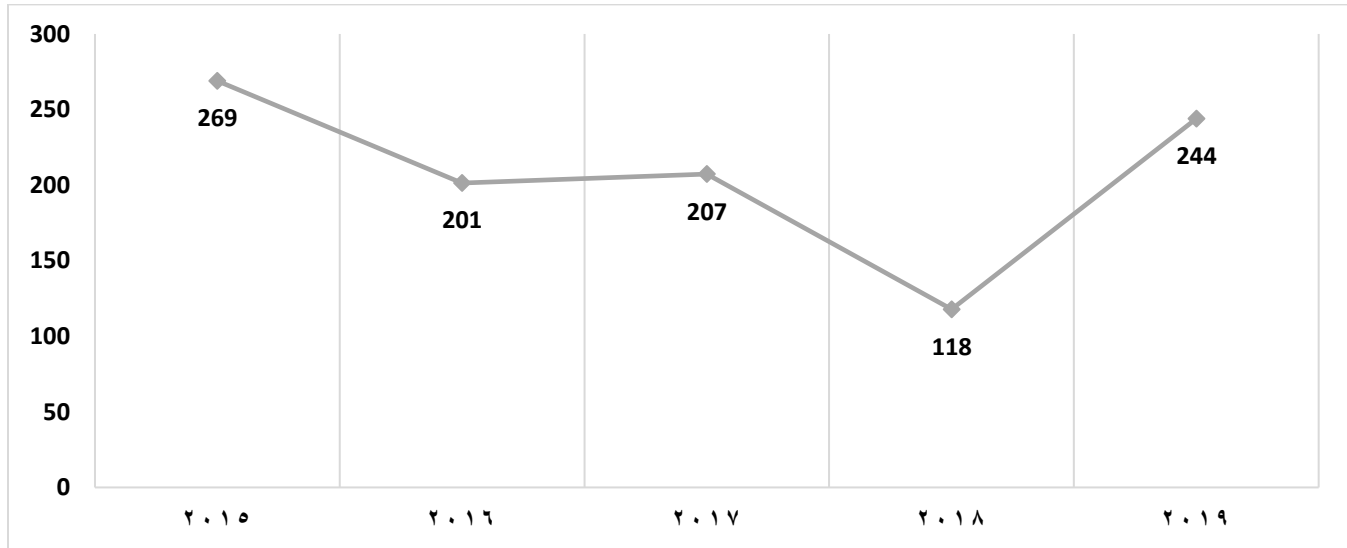
Source: ITC- Trade Map

- World imports increase in 2019 to reach USD 3867 million with a positive change of 15.6% compared to 2018 imports. USA has the highest share of world imports with 11.9% .

SECTION (2): EGYPT'S TRADE STATISTICS FOR ONIONS & SHALLOTS, FRESH (HS CODE: 070310)
**EGYPTIAN IMPORTS OF ONIONS & SHALLOTS, FRESH (HS CODE: 070310)
 USD THOUSANDS**


Source: ITC- Trade Map

**EGYPT EXPORTS OF ONIONS & SHALLOTS, FRESH (HS CODE: 070310)
USD MILLION**



Source: ITC- Trade Map

**EGYPT REALIZED A POSITIVE TRADE BALANCE FOR PRODUCT ONIONS & SHALLOTS, FRESH
(HS CODE 070310) DURING 2015-2019**

**EGYPTIAN EXPORTS OF ONIONS & SHALLOTS, FRESH
(HS CODE: 070310) BY IMPORTING COUNTRIES
(USD MILLION)**

IMPORTERS	2017	2018	2019
WORLD	207	118	244
NETHERLANDS	12	9	40
SAUDI ARABIA	93	72	33
UNITED KINGDOM	5	7	27
RUSSIAN FEDERATION	32	7	25
TURKEY	0.1	0.1	22
UNITED ARAB EMIRATES	24	3	13
ITALY	2	1	10
INDIA	3	0.1	8
OMAN	12	4	7
ROMANIA	0.2	0.5	5.1

Source: ITC- Trade Map

**EGYPTIAN IMPORTS FOR ONIONS & SHALLOTS, FRESH
 (HS CODE: 070310) BY EXPORTING COUNTRIES
 (USD THOUSAND)**

EXPORTERS	2017	2018	2019
WORLD	1,235	149	106
AREA NES	941	116	97
SAUDI ARABIA	236	32	9
KOREA, REPUBLIC OF	37	0	0
IRAQ	14	0	0
ITALY	6	0	0

Source: ITC- Trade Map

**SECTION (3): EXPORTS POTENTIAL AND TARGET MARKETS FOR ONIONS & SHALLOTS, FRESH
 (HS CODE: 070310)**

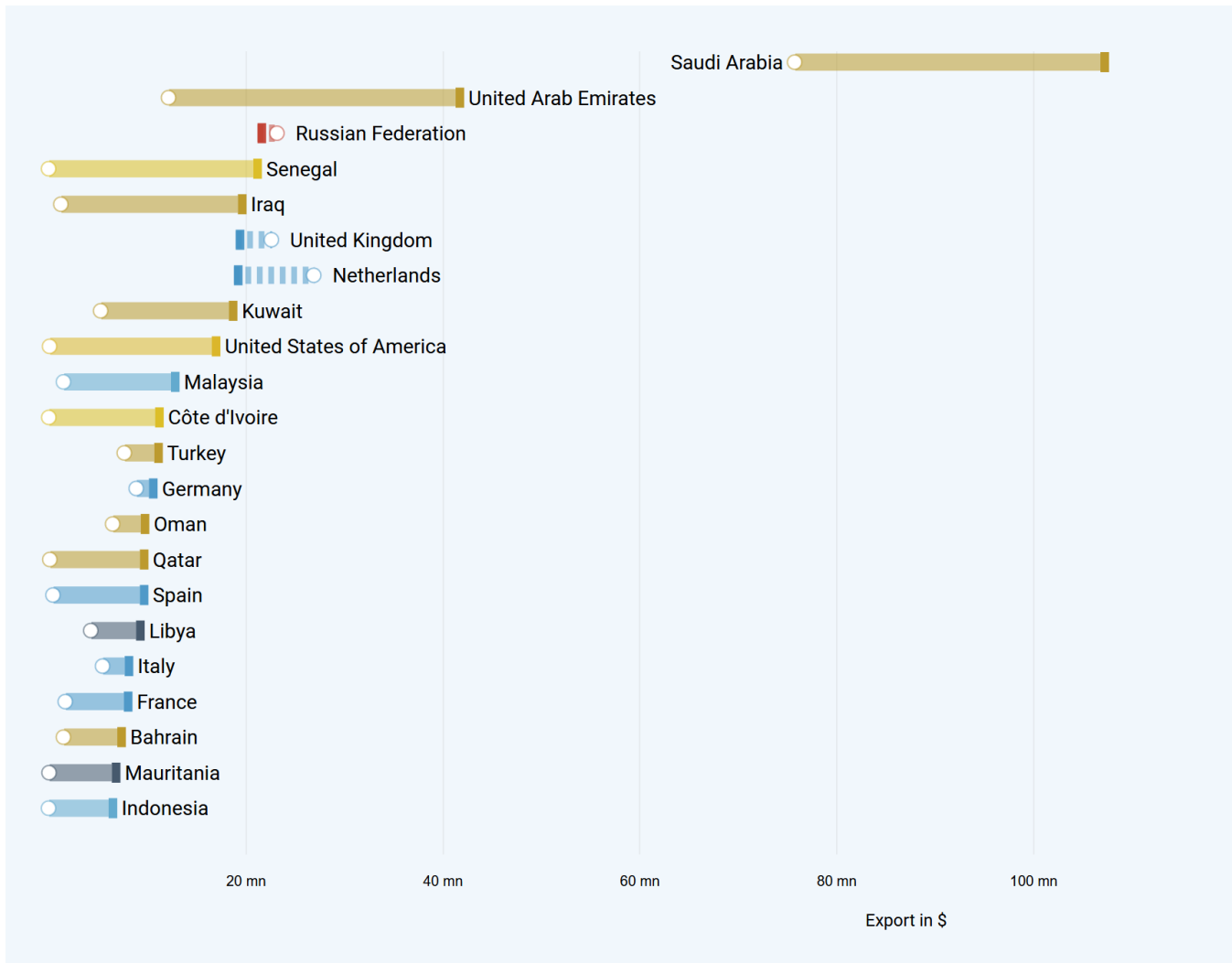
METHODOLOGY:

EXPORT POTENTIAL MAP:

Export Potential map is a strategic tool used by International Trade Centre (ITC) to identify market opportunities and investment resources where they will have the greatest return in the long run. Market potential analysis is not used for short-term forecasting, but can help to target markets with high growth potential in the future. Market potential analysis enables governments and companies to:

- Categorize countries as lead markets, break-out markets or emerging markets.
- Quantify market potential for a given product by country, region or globally, now and in the future.
- Identify growth drivers and barriers in those markets.
- Understand how to exploit growth markets by tailoring marketing, product development and production strategies to meet customer demands and overcome market barriers.

POTENTIAL MARKETS FOR EGYPTIAN EXPORTS FROM ONIONS & SHALLOTS, FRESH (HS CODE: 070310)



Source: ITC - Export Potential Map.

Key findings

The markets with greatest potential for Egypt’s exports of 070310 Onions & shallots, fresh are Saudi Arabia, United Arab Emirates and Russian Federation. Saudi Arabia shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$30.5 mn.

SECTION (4): TARGET MARKET PROFILE - SENEGAL

COUNTRY OVERVIEW

- **Country:** Republic of Senegal
- **Capital:** Dakar
- **Total Area:** 196,722 sqkm
- **Location:** Western Africa, bordering the North Atlantic Ocean, between Guinea-Bissau and Mauritania
- **Chief of state:** President Macky Sall
- **Head of government:** President Macky Sall
- **Population:** 16.1 million (July 2021 est.)
- **Major languages:** French (official), Wolof, Pular, Jola, Mandinka, Serer, Soninke
- **Major religion:** Muslim 95.9% (most adhere to one of the four main Sufi brotherhoods), Christian 4.1% (mostly Roman Catholic) (2016 est.)
- **Life expectancy:** 61.59 years (men), 66.14 (women)
- **Population Growth Rate:** 2.25% (2021 est.)
- **Age structure:**
 - 0-14 years: 40.38% (male 3,194,454/female 3,160,111)
 - 15-24 years: 20.35% (male 1,596,896/female 1,606,084)
 - 25-54 years: 31.95% (male 2,327,424/female 2,700,698)
 - 55-64 years: 4.21% (male 283,480/female 378,932)
 - 65 years and over: 3.1% (male 212,332/female 275,957) (2020 est.)
- **Currency:** West African CFA franc
- **Exchange Rate:** Africaine francs (XOF) per US dollar -: 617.4 (2017 est.)



ECONOMIC, SOCIAL AND POLITICAL OVERVIEW OF SENEGAL

POLITICAL OVERVIEW:

Senegal is among Africa's most stable countries, with three major peaceful political transitions since independence in 1960. The February 2019 presidential election saw President Macky Sall win a second term. He has been in office since 2012, but his second term will be shorter due to a March 2016 referendum that reduced the presidential term from seven to five years.

In 2017, the ruling coalition *Benno Bokk Yakaar* party ("United in Hope" in the widely-spoken Wolof language) won 125 of 165 seats of the national assembly. A dozen other parties also hold seats. Due to the COVID-19 pandemic, local and legislative elections could be twinned in 2022.

Senegal has so far been spared regional security shocks, but activism by terrorist groups in neighboring countries and cross-border traffic are factors that risk fueling instability.

ECONOMIC OVERVIEW:

Senegal's economic growth has been among the highest in Africa between 2014 and 2018, remaining above 6% annually. GDP growth was 5.3% in 2019, down from 6.3% in 2017. The services sector continues to be the largest contributor to GDP growth, while on the demand side, investment (+12.5%) and exports (+7.2%) were the strongest growth drivers.

Since early 2020, the COVID-19 pandemic has significantly changed Senegal's economic outlook. Growth has slowed significantly to an estimated 1.3% percent in 2020, with services (such as tourism and transport) and exports particularly hard hit. Senegal has responded with containment measures and a comprehensive economic stimulus plan (PRES) to protect lives and livelihoods. However, limited fiscal buffers and safety nets, a vulnerable healthcare system, and a large informal sector pose challenges.

Economic recovery will likely be gradual, driven by a robust return of private consumption and investment. Reforms envisioned under the Senegal Emerging Plan (PSE) need to be deepened for growth to resume its pre-pandemic trajectory. Significant crowding in of private investment is central to increasing Senegal's productive capacity and supporting export growth. Services remain the main contributor to GDP, and the primary sector (agriculture, in particular) the most dynamic growth driver. Oil and gas developments have been delayed due to COVID-19 and are expected to contribute to revenues and exports only around 2025.

ECONOMIC INDICATORS:

INDICATORS	2010	2019
GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$)	2,640	3470
GDP (CURRENT US\$) (BILLIONS)	16.23	23.58
GDP GROWTH (ANNUAL %)	3.6	5.3
INFLATION, GDP DEFLATOR (ANNUAL %)	1.1	1.7
AGRICULTURE, VALUE ADDED (% OF GDP)	16	15
INDUSTRY, VALUE ADDED (% OF GDP)	22	24
EXPORTS OF GOODS AND SERVICES (% OF GDP)	20	23
IMPORTS OF GOODS AND SERVICES (% OF GDP)	32	38
FOREIGN DIRECT INVESTMENT, NET INFLOWS (BOP, CURRENT US\$) (MILLIONS)	272	983

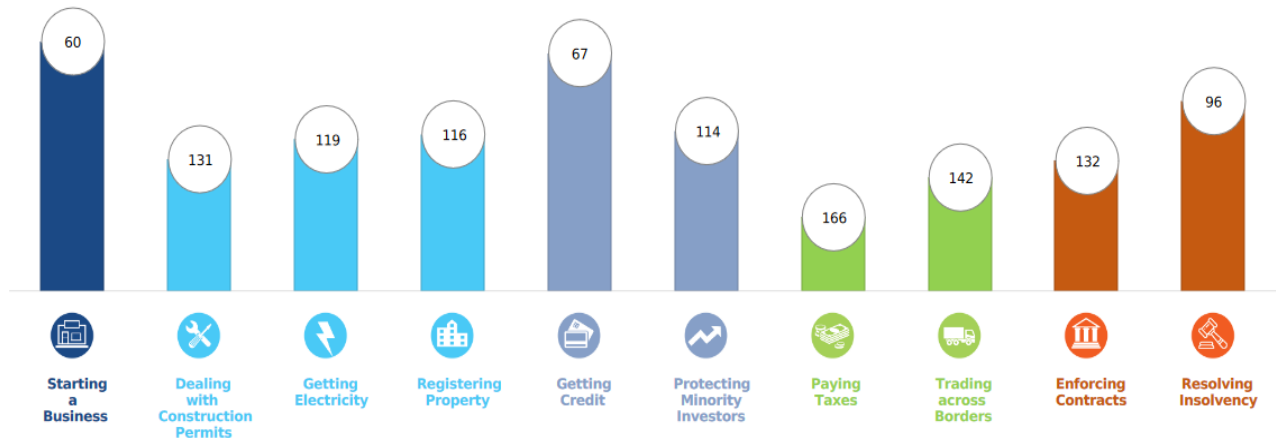
Source: World Bank

SENEGAL IN DOING BUSINESS REPORT 2020

STARTING A BUSINESS IN SENEGAL AND COMPARATOR ECONOMIES BASED ON DOING BUSINESS REPORT 2020:



RANKING ON DOING BUSINESS REPORT



TRADE STATISTICS BETWEEN SENEGAL AND WORLD
TRADE FIGURES BETWEEN SENEGAL AND WORLD (USD BILLION)

	2017	2018	2019
SENEGAL IMPORTS FROM WORLD	6.7	8.1	8.1
SENEGAL EXPORTS TO WORLD	3	3.6	4.1
TRADE BALANCE	-3.7	-4.5	-4

Source: ITC, Trade Map

EXPORTS OF SENEGAL BY PARTNER COUNTRY (USD MILLION)

IMPORTERS	2017	2018	2019
MALI	593	699	960
SWITZERLAND	301	542	614
INDIA	149	303	362
CHINA	133	115	276
SHIP STORES AND BUNKERS	152	165	188
CÔTE D'IVOIRE	140	131	157
SPAIN	107	139	152
GUINEA	105	127	135
UNITED STATES OF AMERICA	90	113	133
ITALY	77	110	102

Source: ITC, Trade Map

EXPORTS OF SENEGAL BY PRODUCT (USD MILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'27	Mineral fuels, mineral oils and products of their distillation;	442	571	832
'71	Natural or cultured pearls, precious or semi-precious stones, precious	376	564	643
'03	Fish and crustaceans, molluscs and other aquatic invertebrates	393	472	496
'28	Inorganic chemicals; organic or inorganic compounds of precious	169	288	341
'26	Ores, slag and ash	144	179	197
'12	Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit;	90	84	196
'25	Salt; sulphur; earths and stone; plastering materials, lime and cement	255	206	194
'21	Miscellaneous edible preparations	136	146	145
'72	Iron and steel	77	97	102
'08	Edible fruit and nuts; peel of citrus fruit or melons	37	69	101
'15	Animal or vegetable fats and oils and their cleavage products;	39	62	80
'24	Tobacco and manufactured tobacco substitutes	107	96	74
'33	Essential oils and resinoids; perfumery, cosmetic or toilet preparations	53	73	73
'07	Edible vegetables and certain roots and tubers	68	72	70
'16	Preparations of meat, of fish or of crustaceans, molluscs or other	11	22	69

Source: ITC, Trade Map

IMPORTS OF SENEGAL BY PARTNER COUNTRY (USD MILLION)

EXPORTERS	2017	2018	2019
France	990	1024	1367
China	654	896	871
Belgium	267	485	563
Netherlands	376	527	551
Nigeria	533	700	419
Russian Federation	140	239	364
Spain	235	317	333
Turkey	231	378	303
India	491	519	277
United States of America	143	202	161

Source: ITC, Trade Map

IMPORTS OF SENEGAL BY PRODUCT (USD MILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral . . .	1474	2256	2106
'84	Machinery, mechanical appliances, nuclear reactors, boilers; parts	650	608	732
'10	Cereals	641	720	596
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	522	447	543
'87	Vehicles other than railway or tramway rolling stock, and parts and	472	543	496
'72	Iron and steel	235	329	301
'30	Pharmaceutical products	212	244	265
'73	Articles of iron or steel	170	268	261
'39	Plastics and articles thereof	193	227	224
'19	Preparations of cereals, flour, starch or milk; pastrycooks' products	159	176	224
'86	Railway or tramway locomotives, rolling stock and parts thereof; railway or tramway track fixtures . . .	5,7	19	166
'15	Animal or vegetable fats and oils and their cleavage products; prepared edible fats; animal . . .	178	163	166
'48	Paper and paperboard; articles of paper pulp, of paper or of paperboard	95	99	102
'25	Salt; sulphur; earths and stone; plastering materials, lime and cement	75	137	94
'89	Ships, boats and floating structures	23	109	82

Source: ITC, Trade Map

TRADE STATISTICS BETWEEN EGYPT AND SENEGAL
EGYPTIAN EXPORTS TO SENEGAL BY PRODUCT (MILLION)

CODE	PRODUCT LABEL	2017	2018	2019
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	2.6	3.8	11.8
'33	Essential oils and resinoids; perfumery, cosmetic or toilet preparations	4.7	4.7	7.1
'72	Iron and steel	0.4	1.0	6.0
'31	Fertilisers	0.0	0.0	4.8
'39	Plastics and articles thereof	3.2	2.7	3.2
'22	Beverages, spirits and vinegar	1.0	2.0	2.9
'28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . .	2.6	1.9	2.7
'96	Miscellaneous manufactured articles	0.9	1.6	2.1
'19	Preparations of cereals, flour, starch or milk; pastrycooks' products	1.9	2.7	2.1
'32	Tanning or dyeing extracts; tannins and their derivatives; dyes, pigments and other colouring . . .	1.5	1.6	1.5
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	0.04	0.0	1.5
'40	Rubber and articles thereof	0.9	1.2	1.3
'20	Preparations of vegetables, fruit, nuts or other parts of plants	1.0	2.9	1.2
'34	Soap, organic surface-active agents, washing preparations, lubricating preparations, artificial . . .	1.6	0.5	1.1
'30	Pharmaceutical products	0.9	1.3	1.1

Source: ITC, Trade Map

EGYPTIAN IMPORTS FROM SENEGAL BY PRODUCT (THOUSAND)

CODE	PRODUCT LABEL	2017	2018	2019
'03	Fish and crustaceans, molluscs and other aquatic invertebrates	488	475	476
'39	Plastics and articles thereof	0	52	391
'96	Miscellaneous manufactured articles	0	0	16
'94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; . . .	0	13	6
'84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	1	10	5
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	0	1	1
'63	Other made-up textile articles; sets; worn clothing and worn textile articles; rags	0	9	1

Source: ITC, Trade Map

TRADE POTENTIALS BETWEEN EGYPT AND SENEGAL
(1) POTENTIAL EGYPTIAN EXPORTS TO SENEGAL

HS CODE	PRODUCT	POTENTIAL VALUE (MILLION USD)
070310	ONIONS & SHALLOTS, FRESH	20.2
310210	UREA	6.5
070190	POTATOES, FRESH	4.8
961900	SANITARY ARTICLES	3.4
6907	UNGLAZED CERAMIC FLAGS, PAVING, HEARTH, WALL TILES,	3
170199	CANE OR BEET SUGAR & CHEMICALLY PURE SUCROSE	2.5
080510	ORANGES, FRESH OR DRIED	2
721391	BARS & RODS OF IRON OR NON-ALLOY STEEL	1.8
8528XC	RECEPTION APPARATUS FOR TELEVISION	1.6
330210	MIXTURES OF ODORIFEROUS SUBSTANCES USED IN FOOD	1.4
330290	MIXTURES OF ODORIFEROUS SUBSTANCES USED AS RAW	1.3
390210	POLYPROPYLENE, IN PRIMARY FORMS	1.3
210210	ACTIVE YEASTS	1.2
392020	NON-CELLULAR ETHYLENE POLYMERS, IN FLAT SHAPES	1.0
740811	WIRE OF REFINED COPPER	0.9
080610	GRAPES, FRESH	0.9
283650	CALCIUM CARBONATE	0.8
390410	PREPARATIONS AND CHARGES FOR FIRE-EXTINGUISHERS;	0.8
150790	SOYA-BEAN OIL (EXCL CRUDE) & FRACTIONS	0.8
340211	ANIONIC ORGANIC SURFACE-ACTIVE AGENTS	0.8
390750	ALKYD RESINS, IN PRIMARY FORMS	0.7
190219	UNCOOKED PASTA	0.7
620342	MEN'S TROUSERS & SHORTS OF COTTON	0.7
310430	POTASSIUM SULPHATE	0.6
940360	WOODEN FURNITURE, NES	0.6

Export Potential Map, ITC

(2) POTENTIAL EGYPTIAN IMPORTS FROM SENEGAL

HS CODE	PRODUCT	POTENTIAL VALUE (THOUSAND USD)
0303XA	FISH NES, WHOLE, FROZEN	335.7
030354	MACKEREL, FROZEN	326.7
160414	PREPARED OR PRESERVED TUNAS	105.7
030353	SARDINES, FROZEN	34.7
381121	PREPARED ADDITIVES FOR OIL LUBRICANTS CONTAINING	31.8
280920	PHOSPHORIC ACID; POLYPHOSPHORIC ACIDS	31.5
03XXXX	MOLLUSCS & OTHER AQUATIC INVERTEBRATES	23.6
190190	MALT EXTRACT	23.4
520100	COTTON, NOT CARDED/COMBED	18.2
0306XB	SHRIMPS & PRAWNS, FROZEN	16.8
1202	GROUNDNUTS, EXCL ROASTED OR COOKED	16.0
780199	UNWROUGHT LEAD, NES	15.9
722860	BARS & RODS, OF ALLOY STEEL, FURTHER WORKED, NES	10.5
151190	PALM OIL (EXCL CRUDE) & FRACTIONS	10.1
854449	ELECTRIC CONDUCTORS <=1.000V, NOT FITTED WITH	5.7
0303XC	TUNA NES, WHOLE, FROZEN	5.6
120740	SESAMUM SEEDS	5.5
392190	PLASTICS IN FLAT SHAPES, COMBINED WITH OTHER	5.2
550610	POLYAMID STAPLES, PROCESSED FOR SPINNING	4.4
721420	BARS & RODS OF IRON OR NON-ALLOY STEEL	3.8
170199	CANE OR BEET SUGAR & CHEMICALLY PURE SUCROSE	3.8
401120	RUBBER PNEUMATIC TYRES FOR BUSES & LORRIES, NEW	3.6
271210	PETROLEUM JELLY	3.6
330499	BEAUTY, MAKE-UP & SKINCARE PREPARATIONS	3.5
310520	MINERAL OR CHEMICAL FERTILISERS	3.5

Export Potential Map, ITC

SOURCES

- CIA Fact Book
- Doing Business Report
- ITC, Trade Map Data accessed on 11/03/2021
- ITC, Export Potential Map Data
- World Bank Economic Indicators

EXPORT DEVELOPMENT AUTHORITY (EDA)
FOR MORE MARKET STUDIES AND COUNTRY PROFILES
PLEASE VISIT WWW.EXPOEGYPT.GOV.EG