

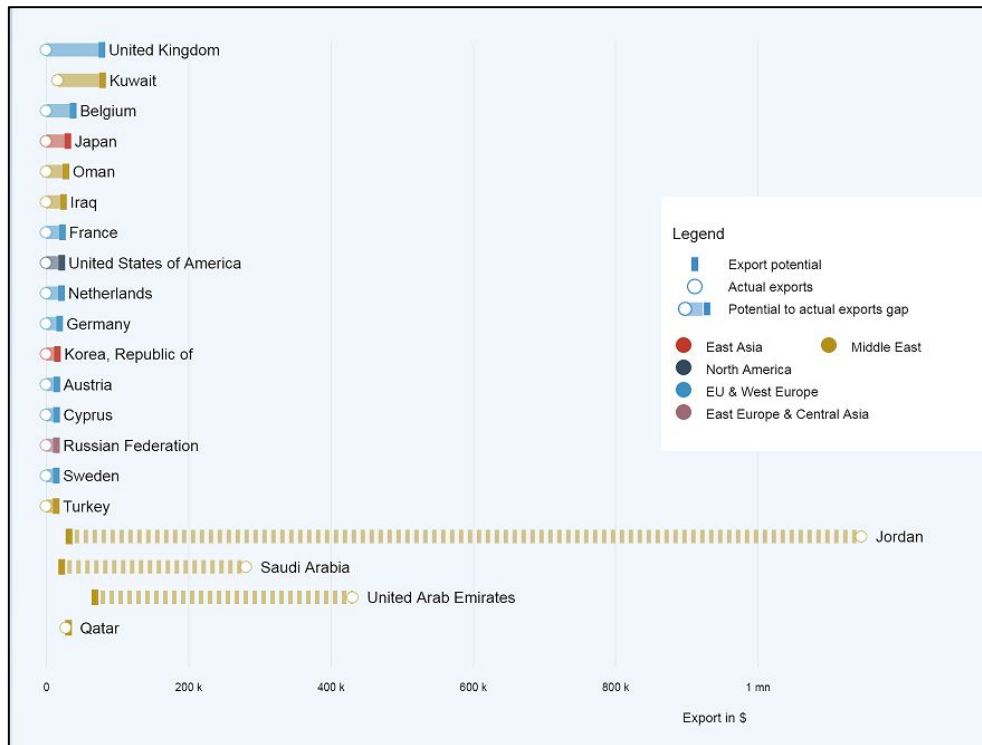
POTENTIAL MARKETS – SAUSAGE

Countries with largest untapped potential for Palestine sausage

The figure below displays the top markets with highest untapped potential for exports of sausage from Palestine. Largest potential can be found in UK, followed by the Kuwait, and Belgium. The total amount of estimated untapped potential to 2021 for Palestinian exports to these top three countries reaches 147.9 thousand USD.

Major current export destinations for Palestinian sausage include Jordan (over 1 million USD), UAE and Saudi Arabia. There is no estimated untapped potential up to 2021 in these markets. However, as important current destinations these are and remain important countries for exports.

Destinations with largest untapped export potential for Palestine Sausage



Note: Actual exports are an average for 2012-2016 and potential is annual potential for the year 2021.

Top 5 markets with largest untapped potential / actual export values and major competitors

	Untapped potential	Actual exports (avg 2013-2017)	Major competitors	Growth potential
UK	67,800	0	Germany, Spain, Poland, Italy, Netherlands	N/A
Kuwait	52,700	16,100	KSA, Turkey, Brazil, France, Jordan, Denmark	+300%
Belgium	27,400	0	France, Germany, Netherlands, Italy, Spain	N/A
Japan	19,900	0	China, USA, Thailand, Brazil, Italy, Denmark	N/A
Oman	17,300	0	Brazil, KSA, Turkey, France, Denmark, Germany	N/A

Top potential markets identified

- Estimated untapped potential in absolute value is largest in UK. Germany has the largest untapped potential (USD 167 million) in the British market, followed by Spain. Main suppliers are European countries. They are closer to UK than Palestine, so opportunities in British market would not be easy.
- Kuwait is the second largest market based on untapped potential (USD 52.7 thousand). Kuwait was the 5th largest destination in 2015. Actual exports of sausage to Kuwait between 2013-2017 were 16k USD on average. KSA is the major competitor in Kuwait. As Palestine already exports sausage to KSA, there might be opportunities for increased direct trade with Kuwait.
- Belgium and Japan don't have any actual sausage exports from Palestine, but they rank 3rd and 4th based on estimated untapped potential. There is no regional competition for Palestine in these markets. Opportunities might be higher in the Japanese market, as Belgium is only importing sausage from regional supplying countries (in Europe).
- Oman is the 5th largest destination for Palestinian sausage. There might be some good chances for starting exports to Oman in the near future. Main competitors include namely Brazil and some European countries. Palestine holds a favorable geographical position over these competitors.

KEY TAKEAWAYS

- ✓ Regional competition in regional markets **Kuwait and Oman** is not very high. These markets offer good estimated untapped potential. Try to explore opportunities to these destinations.
- ✓ Do not forget about **Jordan**. It is the largest actual export for Palestinian sausage. Same yields for current large destinations **UAE and Saudi Arabia**.
- ✓ Germany, Denmark and France are competitors in 3 out of 5 top markets. Especially for (new) European destinations it might be hard to start competing with these supplying countries.

