



Chocolate Market – Africa

August 2024



THINK TANK EGYPT
— CONSULTING FIRM —



Chocolate Market – Africa

Type of report: Market overview

Report focus: Egypt chocolate exports - Africa

Sector: industry

Industry: FMCG

Product: Chocolate and other food preparations containing coco

Product HS code: 1806.

Data tolerance: 5% +/-.



Intro:

This comprehensive report provides a visual analysis of Egypt exports of chocolate and other food preparations containing coco to Africa, focusing on key trade indicators, product flows, and opportunities for expansion. Through a series of informative graphs, this report offers a clear and concise overview of the product trade dynamic.

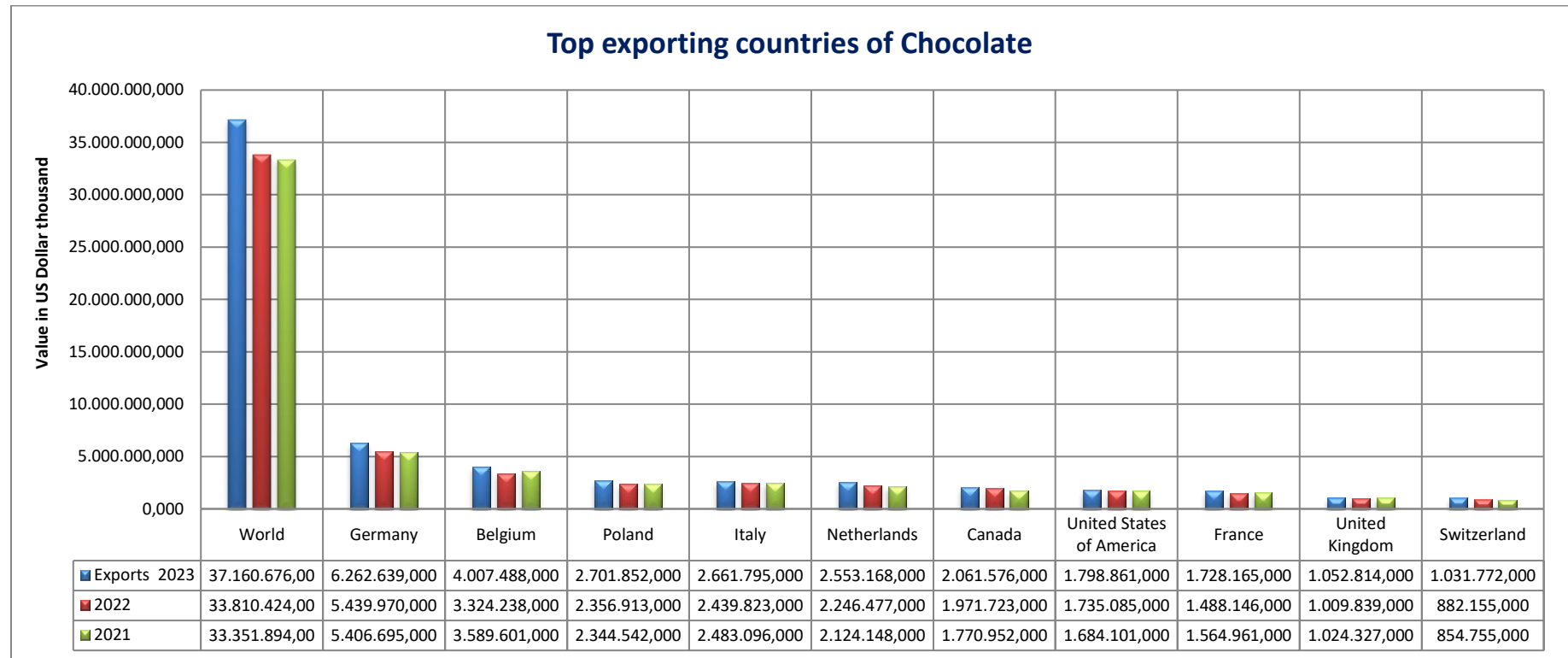
The report will cover the following key aspects:

- **Global trade Performance**
- **Exported and Imported Products in African markets**
- **Potential Opportunities for Egyptian chocolate in Africa**



Global chocolate and other food preparations containing coco trade indicators:

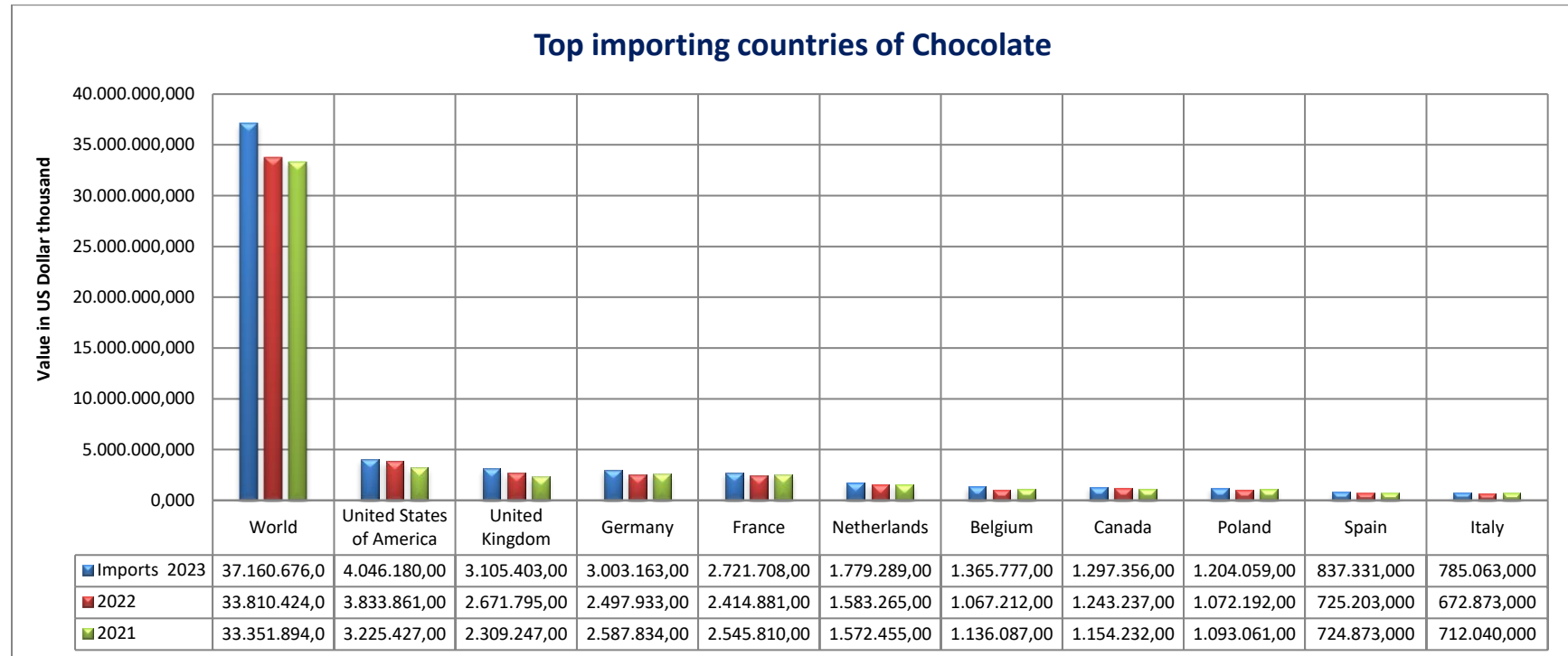
Top exporting countries of Chocolate:



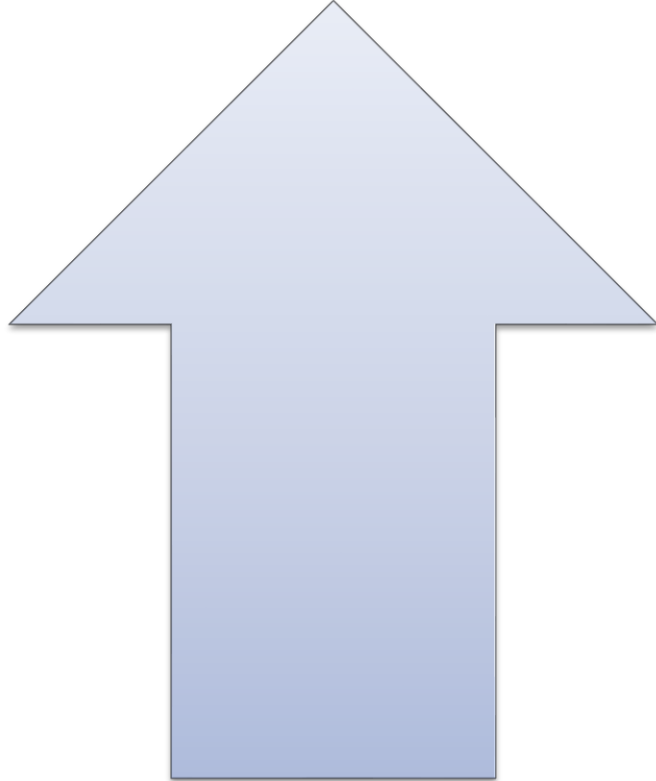
- Consistent Dominance of World Exports
- Germany and Belgium as Leading Exporters
- Steady Growth in Exports
- Poland and Italy Show Significant Growth
- Netherlands and Canada Maintain Relatively Stable Positions
- United States and France Show Fluctuations



Top importing countries of Chocolate and other food preparations containing coco:



- United States as the Leading Importer
- Steady Growth in Imports
- Germany, France, and the United Kingdom as Major Importers
- Netherlands and Belgium Show Strong Growth
- Emerging Markets Show Potential: Countries like Canada, Poland, Spain, and Italy have shown steady growth in chocolate imports, indicating emerging markets with growing demand for chocolate products.

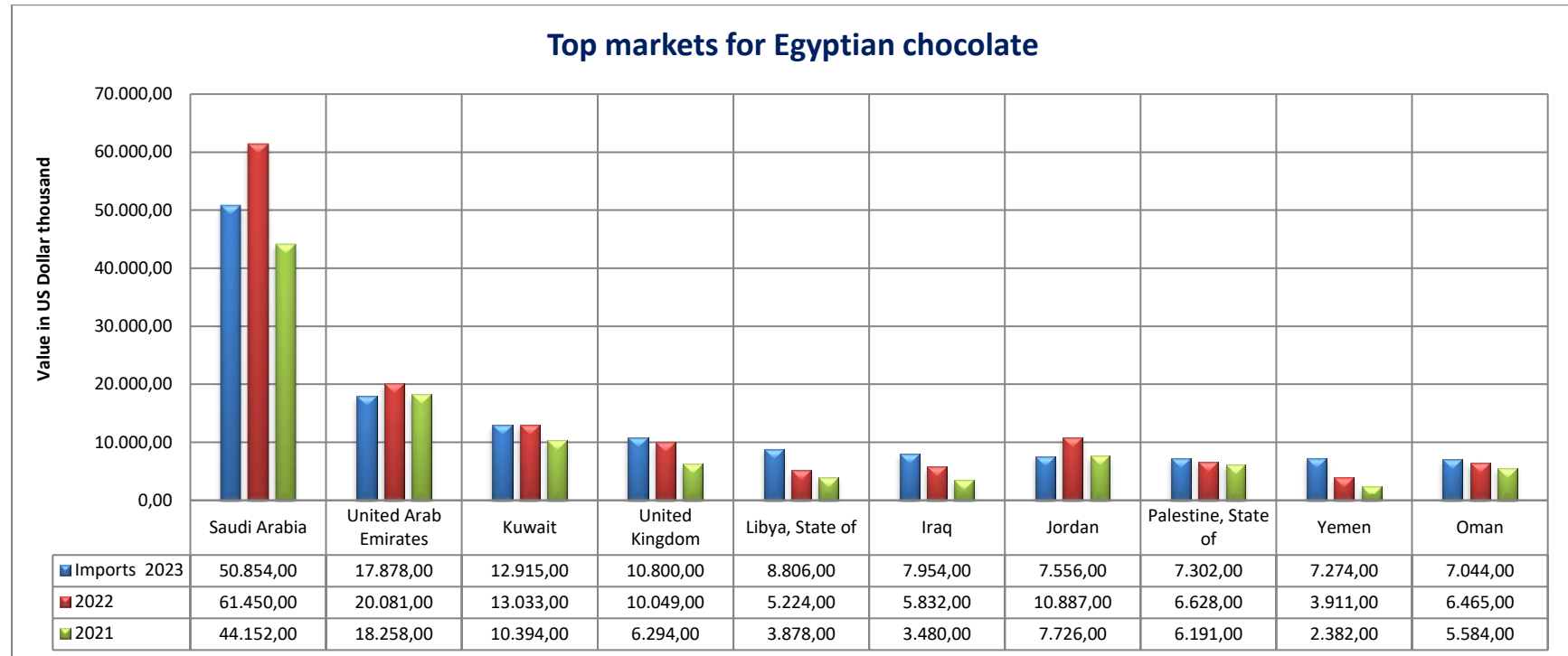


Egypt Chocolate exports indicators in 2023:

- **Egypt ranked as 32 Chocolate exporter globally**
- Egyptian Chocolate exports market share 0.49% of product international trade
- Egypt Chocolate exports reached \$ 181.801 M in 2023 compared to \$ 192.280 M in 2022
- Egypt chocolate exported to 44 countries in 2023
- **Egypt ranked as 74 Chocolate importer globally**
- Egyptian Chocolate imports market share 0.0014% of product international trade
- Egypt Chocolate imports reached \$ 53.647 M in 2023 compared to \$ 74.800 M in 2022
- Egypt imported Chocolate from 28 countries in 2023



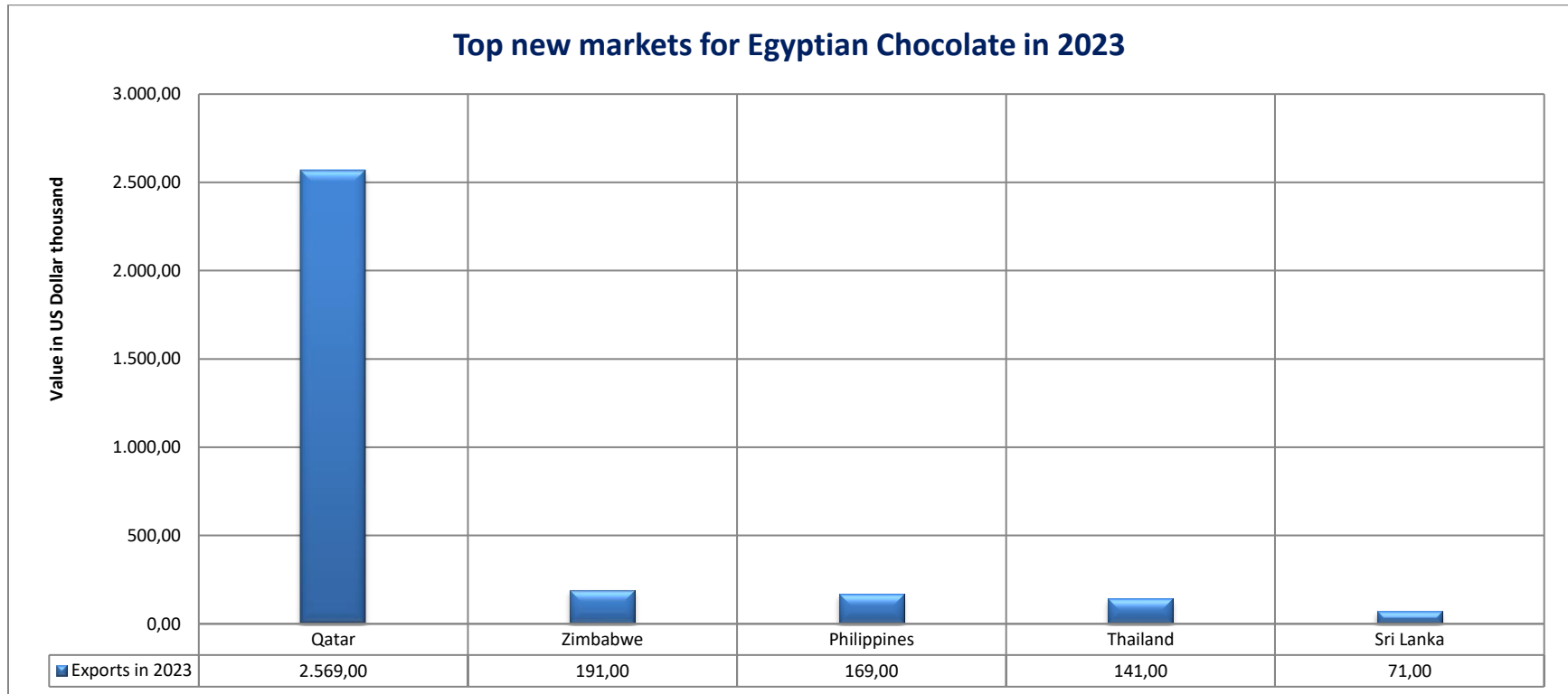
Chocolate - Top markets for Egypt:



- Saudi Arabia as the Dominant Market
- United Arab Emirates and Kuwait as Major Markets
- Growth in Neighboring Markets
- Oman and Oman Show Fluctuations



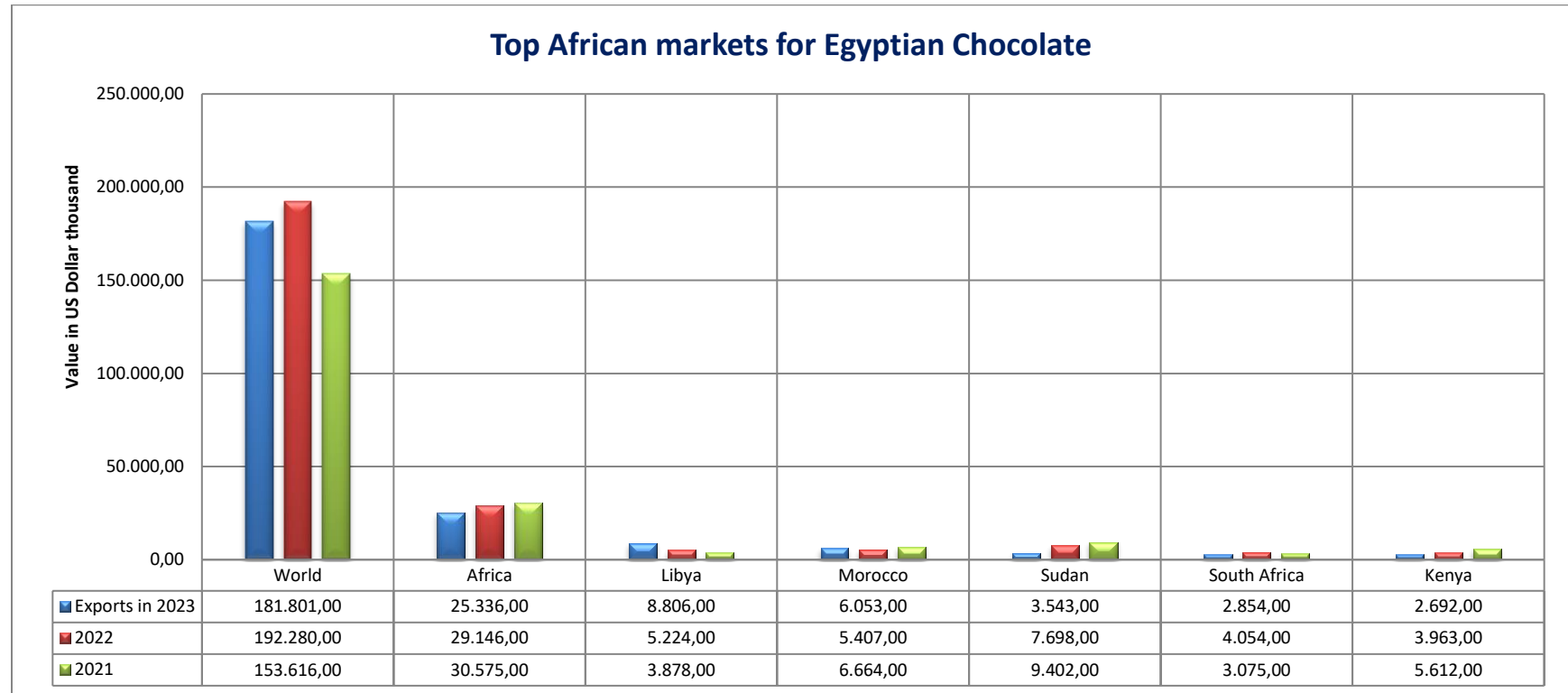
Chocolate - Top new markets for Egypt in 2023:



- **Qatar as the Emerging Market:** Qatar stands out as the most promising new market for Egyptian chocolate, with a significantly higher export value compared to other countries.
- **Limited Exports to Other Markets:** The export values to Zimbabwe, Philippines, Thailand, and Sri Lanka are relatively small, indicating that these markets are still in the early stages of development for Egyptian chocolate.
- **Potential for Growth:** While the exports to these markets are currently limited, there is potential for future growth if Egyptian exporters can successfully tap into local consumer preferences and establish distribution channels.



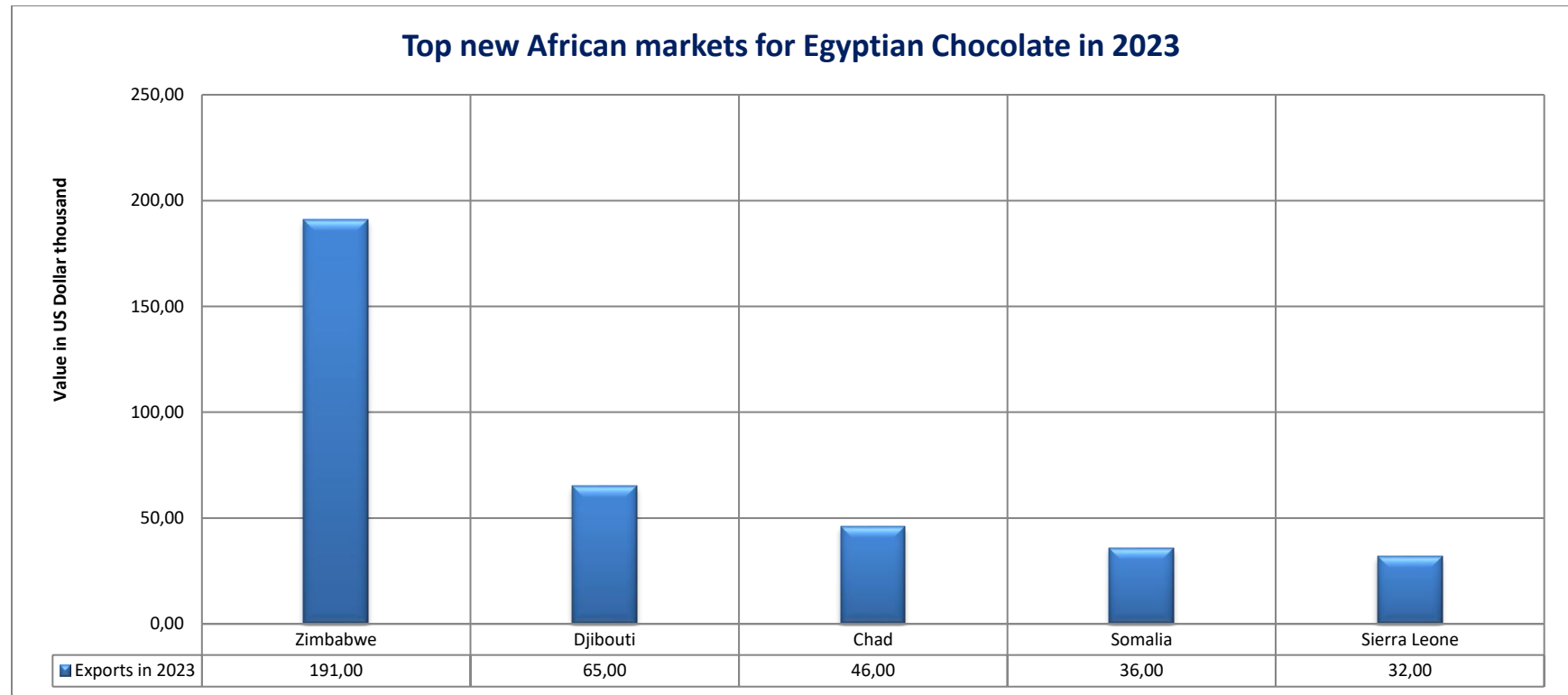
Chocolate - Top African markets for Egypt:



- Egyptian Chocolate exports reached to 24 African markets in 2023 compared to 15 markets in 2022
- Libya and Sudan as Leading African Markets: Libya and Sudan have consistently ranked as the top two African markets for Egyptian chocolate exports, demonstrating their strong demand.
- Growth in Morocco and South Africa: Morocco and South Africa have shown notable growth in chocolate imports from Egypt, indicating emerging opportunities in these markets.
- Kenya and Egypt as Smaller Markets: Kenya and Egypt have relatively smaller export values, suggesting that their markets for Egyptian chocolate are still developing.
- Overall Growth in African Exports: While the "World" category remains dominant, there has been a general increase in Egyptian chocolate exports to Africa, indicating growing regional demand.



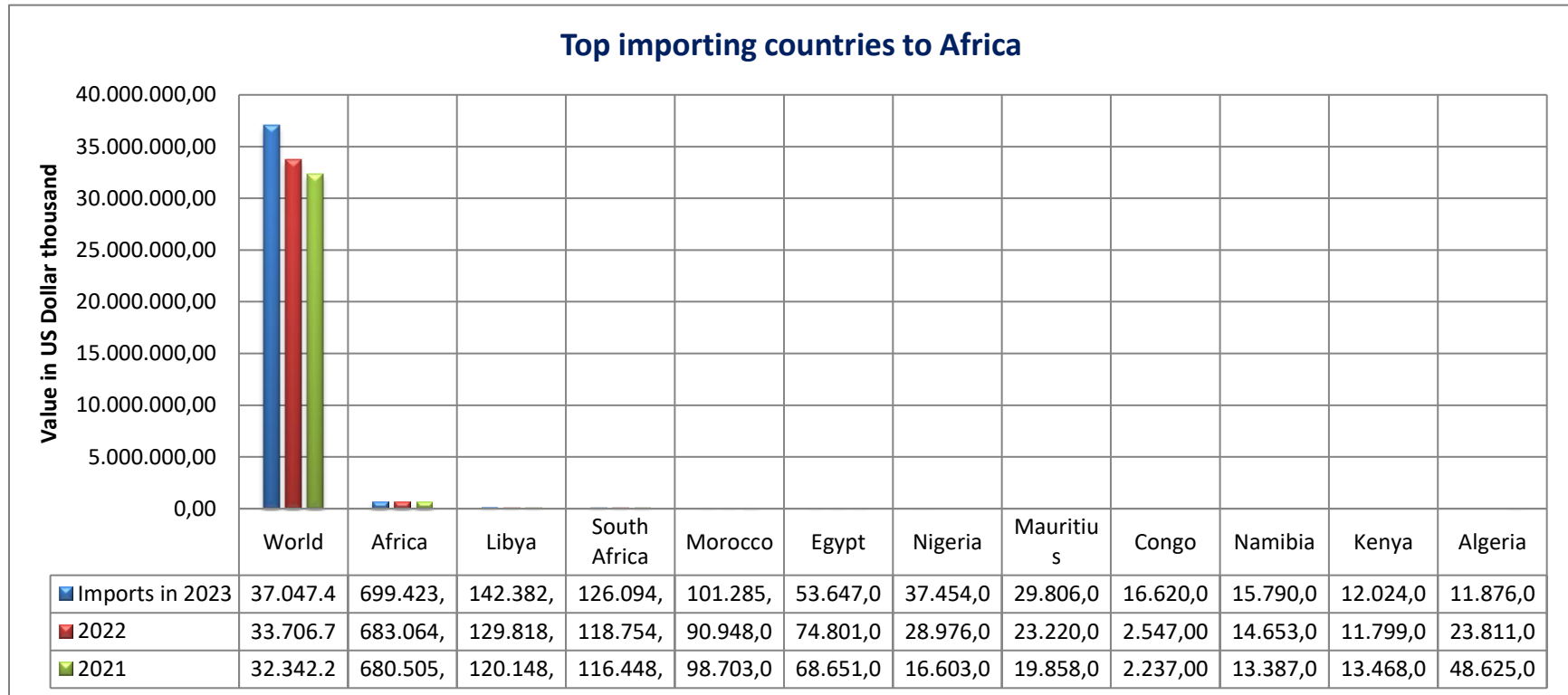
Chocolate - Top new African markets for Egypt in 2023:



- Egyptian chocolate reached to new 9 African markets in 2023
- Zimbabwe as the Leading New Market: Zimbabwe stands out as the most promising new market for Egyptian chocolate, with a significantly higher export value compared to other countries.
- Emerging Markets with Potential: Djibouti, Chad, Somalia, and Sierra Leone, while still relatively small markets, demonstrate potential for future growth.
- Limited Export Values: The export values to all five countries are relatively low, suggesting that these markets are still in the early stages of development for Egyptian chocolate.



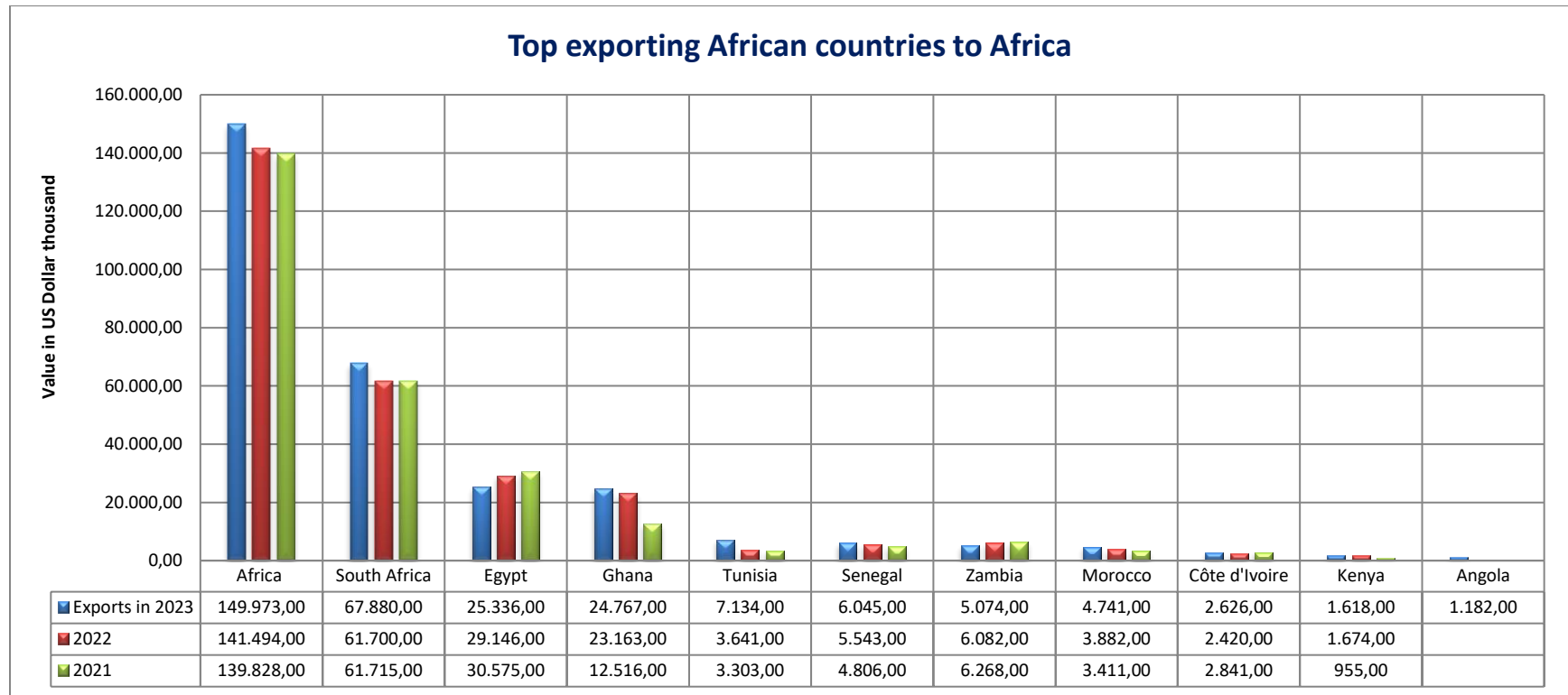
Chocolate - Top importing countries in Africa from the world:



- Libya and South Africa as Leading African Importers: Libya and South Africa have consistently ranked as the top two African countries in terms of chocolate imports, demonstrating their strong demand.
- Morocco and Egypt as Significant Importers: Morocco and Egypt have also been significant importers of chocolate, indicating growing consumption in these markets.
- Nigeria, Mauritius, and Congo as Emerging Markets: Nigeria, Mauritius, and Congo have shown increasing imports of chocolate, suggesting emerging markets with growing demand.



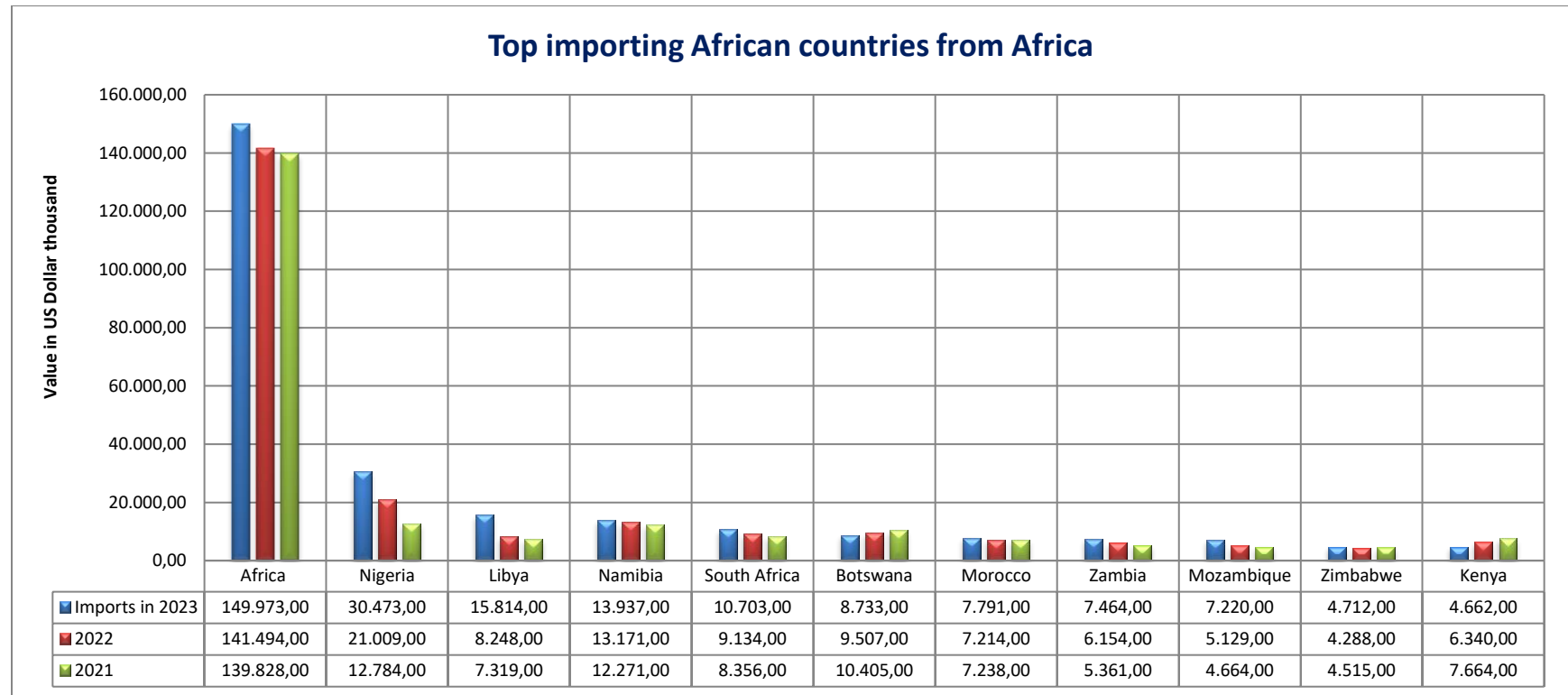
Chocolate - Top exporting African countries to African Markets:



- Africa as a Significant Chocolate Exporter: Africa itself is a major exporter of chocolate to other African countries, indicating a growing regional chocolate industry.
- South Africa as the Leading Exporter: South Africa consistently maintains its position as the top exporter of chocolate within Africa, demonstrating its strong presence in the regional market.
- Egypt and Ghana as Major Exporters: Egypt and Ghana have also been significant exporters of chocolate, indicating growing production and trade capabilities in these countries.
- Tunisia, Senegal, and Zambia as Emerging Exporters: Tunisia, Senegal, and Zambia have shown notable growth in their chocolate exports to other African countries, suggesting emerging markets with potential.
- Morocco, Côte d'Ivoire, and Kenya as Smaller Exporters: Morocco, Côte d'Ivoire, and Kenya have relatively smaller export values, indicating their markets for chocolate exports within Africa are still developing.



Chocolate - Top importing African countries from Africa:



- Nigeria as the Leading Importer: Nigeria consistently maintains its position as the top importer of chocolate within Africa, demonstrating strong demand.
- Libya and Namibia as Major Importers: indicating growing consumption in these markets.
- South Africa, Botswana, Morocco, and Zambia as Emerging Markets: South Africa, Botswana, Morocco, suggesting emerging markets with growing demand.
- Zimbabwe, Kenya, and Angola as Smaller Importers: Zimbabwe, Kenya, and Angola have relatively smaller import values, indicating their markets for chocolate imports from other African countries are still developing.



Chocolate – potential opportunities for Egypt in African market:

All figures in US dollar

| Product | Actual exports | Untapped opportunities |
|---|----------------|------------------------|
| Chocolate & cocoa preparations, in blocks <=2kg, not filled | 11 M | 11 M |
| Chocolate & cocoa preparations, in blocks <=2kg, filled | 11M | 14 M |
| Cocoa powder, sweetened | 3 M | 1.3 M |
| Chocolate & cocoa preparations, <=2kg | 1.1 M | 1.9 M |
| Chocolate & cocoa preparations, >2kg | 766 K | 344 K |

- Dominance of Chocolate Blocks: Chocolate blocks (both filled and unfilled) constitute the majority of Egypt's chocolate exports to Africa, indicating a strong market for this product category.
- Untapped Potential in Filled Chocolate Blocks: While filled chocolate blocks are already a significant export, there is potential for further growth, as suggested by the untapped opportunities column. This suggests that increasing the variety and appeal of filled chocolate blocks could lead to higher exports.
- Opportunities in Cocoa Powder: Sweetened cocoa powder represents a smaller portion of Egypt's chocolate exports. However, there is potential for growth in this category, especially if Egypt can produce high-quality, competitively priced cocoa powder.
- Limited Exports of Larger Chocolate Preparations: Chocolate preparations weighing more than 2kg are currently exported in limited quantities. Exploring opportunities to increase exports of these products could diversify Egypt's chocolate offerings in the African market.