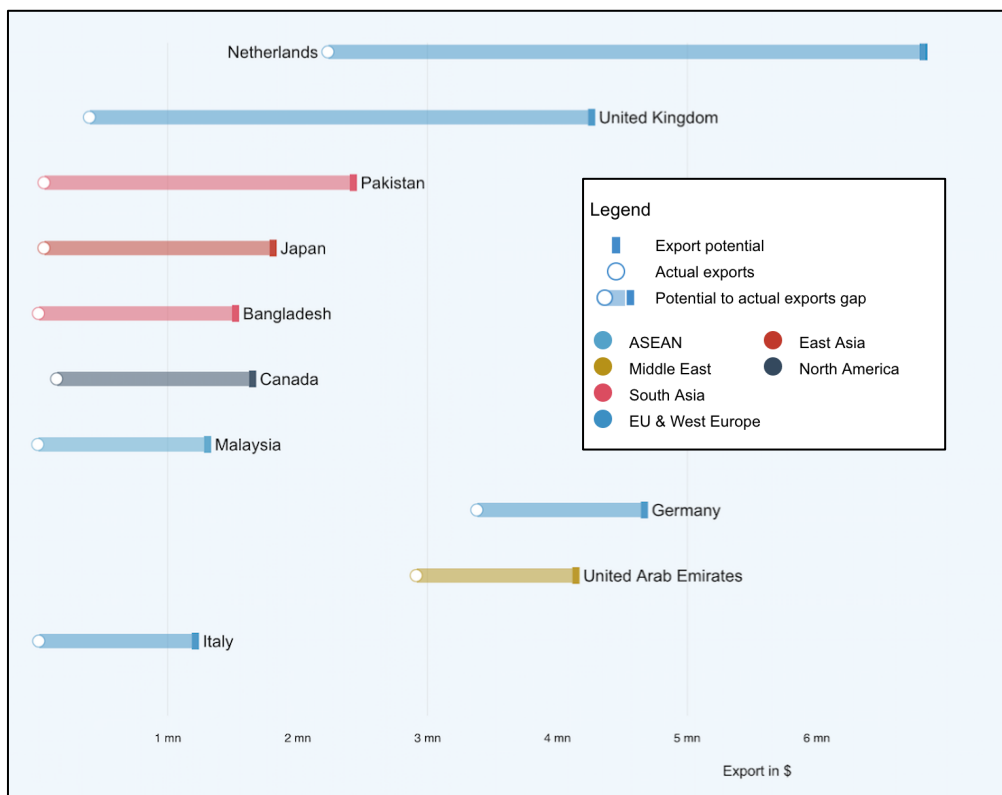


## POTENTIAL MARKETS – GINGER

### Countries with largest untapped potential for Nigerian ginger

- Figure 1 displays the top 10 markets with highest untapped potential for exports of ginger from Nigeria. Largest potentials can be found in Netherlands, United Kingdom, Pakistan and so on. The total amount of estimated untapped potential to 2021 for Nigerian exports towards these ten countries reaches close to 20 million USD.

Figure 1: top 10 markets with largest untapped potential for Nigerian ginger exports



Source: ITC, Export potential map (2018).

Table 1: top 5 markets with largest untapped potential / current exports values and major competitor country

|                | Untapped potential USD (2021) | Current exports (avg. 2012-2016) | Major competitor | Growth potential |
|----------------|-------------------------------|----------------------------------|------------------|------------------|
| Netherlands    | 4,500,000                     | 2,200,000                        | China, Peru      | +205%            |
| United Kingdom | 3,800,000                     | 400,900                          | China            | +948%            |
| Pakistan       | 2,300,000                     | 51,400                           | China, Thailand  | N/A              |
| Japan          | 1,700,000                     | 50,700                           | China, Thailand  | N/A              |
| Bangladesh     | 1,500,000                     | 8,800                            | China, Indonesia | N/A              |

### Top potential markets identified

- Estimated untapped potential in absolute value is largest in the Dutch market. It is calculated that around 4.5 million USD of additional exports can be reached up to 2021. Netherlands is currently the 3<sup>rd</sup> export destination for Nigeria. Total imports of ginger in The Netherlands grew by 2% on average annually ('13 – '17).
- United Kingdom offers interesting opportunities as well, with close to 4 million USD of estimated untapped potential up to 2021. Right now, Nigeria exports 0.4 million USD to U.K. This means that exports can be ten times as large in 2021.
- Pakistan is an interesting market for Nigeria. Imports of ginger in Pakistan grew by +15% on average per year during 2013-2017 and it is estimated that Nigerian exports can increase to almost 2.5 million USD in 2021. Japan and Bangladesh are two other basically new markets with large untapped potential.
- Germany and United Arab Emirates are the main current export destinations. Despite the fact they are not among the top 5 markets with untapped potential, there is still room for export growth (1.2 million USD additionally each).

- European markets **The Netherlands and U.K.** are very interesting. There is a lot of additional export potential there.
- Try to access new markets like **Pakistan, Japan and Bangladesh**. These potentially offer interesting opportunities for market diversification.
- Germany and UAE** are Nigeria's largest current export destinations. These markets still offer some additional growth potential, so keep trying to expand exports here.

