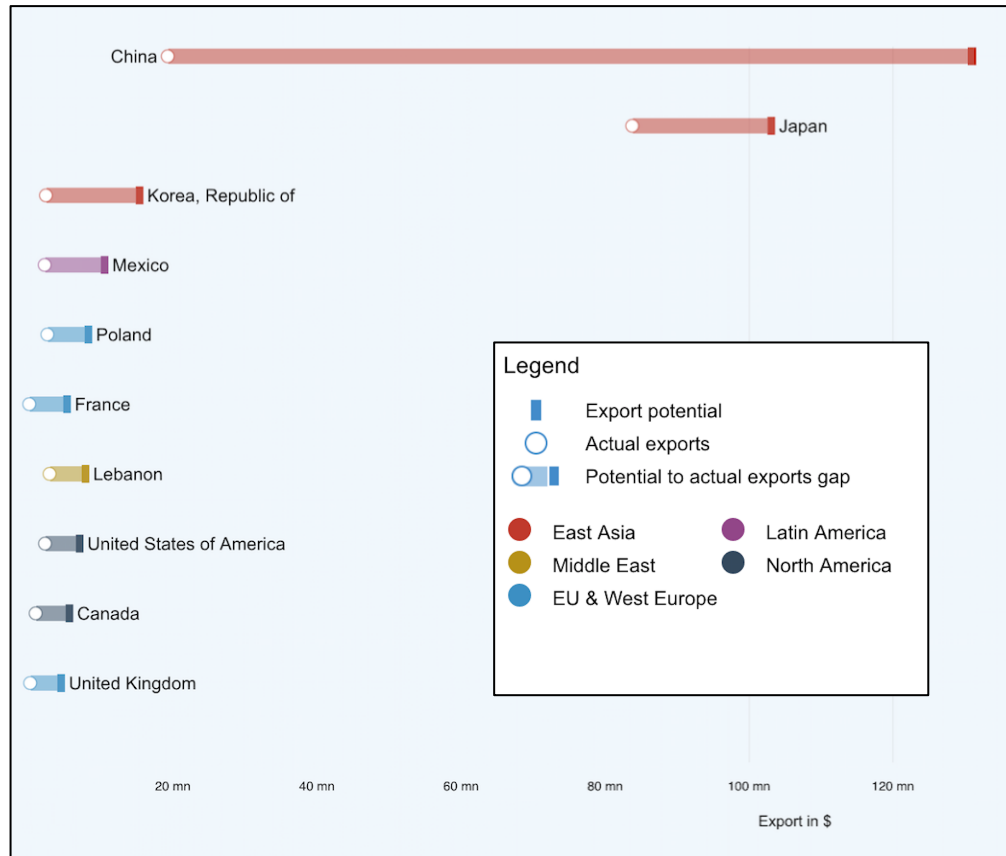


## PROMISING MARKETS - SESAME SEED

### Countries with largest untapped potential for Nigerian sesame seed

- Figure 1 shows the top 10 markets with highest untapped potential for exports of sesame seeds from Nigeria. Asian countries show largest potential: China, Japan and South Korea are the three most interesting markets. Mexico, Poland, and so on complete the top 10. Estimated untapped potential to 2021 reaches 170 million USD for these ten markets.

Figure 1: top 10 markets with largest untapped potential for Nigerian sesame seeds 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
China	110,400,000	19,400,000	Ethiopia	+569%
Japan	18,100,000	83,900,000	Tanzania	+22%
South Korea	11,800,000	2,500,000	China	+472%
Mexico	7,100,000	2,500,000	Venezuela	+284%
Poland	4,500,000	2,700,000	India	+167%

### Top potential markets identified

- The largest estimated untapped potential for Nigeria can be found in China, with over 110 million USD value. China is currently the third largest export destination, after Turkey and Japan. Annual exports can be more than quadrupled up to 2021. Ethiopia is the main competitor, with an advantage on tariffs.
- Japan is the second largest market based on untapped potential. It is estimated at 18.1 million USD up to 2021. Current exports reached almost 85 million USD (on average per year from '12-'16). Over the past five years Japanese imports grew with +11% annually. Tanzania and Burkina Faso are main competitors.
- Smaller current destinations with good estimated potential include South Korea, Mexico and Poland. Together, over 22 million USD of additional export potential is estimated. Major competitors (China and Venezuela) do have geographical advantages over Nigeria in South Korea and Mexico. In Poland, India is current the major competitor. Sudan is expected to grow to a major competitor as well.

- Sesame seeds exports from Nigeria offer ample room for growth. There is estimated to be around 170 million USD of untapped potential for the ten most interesting destinations.
- Asian countries **China and Japan** offer great opportunities. Potential is huge in the markets, while they currently already import largely. These are thus important export markets for Nigerian sesame seeds.
- Also try to increase focus on emerging markets **South Korea, Mexico and Poland**. They offer interesting untapped potential.

