



# Market Intelligence for manufacturers in the leather, textiles, and edible oils sectors

by Prof. Senia Nhamo



# PRESENTATION OUTLINE

1. The Relevance of Leather, Textiles and Edible Oil
2. Introduction to the ITC Market Analysis
3. Product Analysis: Identifying New Export Markets for your product
  - ✓ Review the current situation of the country's exports
  - ✓ Identification and analysis of the world's leading importers
  - ✓ Analysing the performance of competing suppliers
  - ✓ Examining tariffs in potential new markets
  - ✓ Investigation of potential markets at the National Tariff Line Level
  - ✓ Assessing the performance of the products currently exported to the market
  - ✓ Identifying similar products imported by the given market



## ARE THESE MARKETS RELEVANT FOR THE EAC? ... (1)

1. The three sectors have a potential in value addition, job creation, contribution to import substitution
2. They also have been identified as important under the AfCFTA
  1. UNDP and AfCFTA secretariat (2021) – Futures Report – “Which Value Chains for a Made in Africa Revolution?”
3. EAC (2024) – Export Trade Potential of the East African Community under the AfCFTA
4. The EAC ‘Leather and Leather Products Strategy.’



## ARE THESE MARKETS RELEVANT FOR THE EAC? ... (2)

Box 4.1: Priority sectors/products for the AfCFTA market by EAC countries

Understanding the products and sectors that EAC countries have prioritized under the AfCFTA is crucial for comparison with the products and sectors in whom they possess the highest export potential. In this regard, Table 4.5 lists the products and sectors that EAC countries have prioritized under the AfCFTA. The sectors/products are mainly Pharmaceuticals, Agricultural (Horticulture, Tobacco, Coffee and Tea), Leather and Leather products, Cotton, Textile and Apparels, and Mining.

Table 4.5: Target sectors/products for the AfCFTA market by EAC countries

Country	Sector/ product
Burundi	<ul style="list-style-type: none"> <li>Edible oil (made from palm, cotton, groundnuts)</li> <li>Leather and handicrafts products</li> <li>Fishery sector (fish and by-products)</li> <li>Agricultural products (cassava, soya, coffee, tea)</li> <li>Mining</li> </ul>
Kenya	<ul style="list-style-type: none"> <li>Agro processing</li> <li>Mining and Mineral products</li> <li>Handicrafts</li> <li>Agricultural products (grains, orphan crops, cotton, tobacco and horticulture)</li> <li>Leather and leather products</li> <li>Pharmaceuticals</li> <li>Industrial Manufactured products (Steel, Construction Materials, Textile, Automotive, Chemicals and Allied, Furniture and Paper)</li> <li>Oil and Gas products</li> </ul>
Rwanda	<ul style="list-style-type: none"> <li>Textiles</li> <li>Agro-processing</li> <li>Mining and mineral processing</li> <li>Construction materials</li> <li>Agro-products and grains</li> <li>Dairy products</li> <li>Meat</li> <li>Cash crops (Coffee and Tea)</li> </ul>

Country	Sector/ product
Tanzania	<ul style="list-style-type: none"> <li>Horticultural products</li> <li>Food products (grains)</li> <li>Agro-processing</li> <li>Construction materials</li> <li>Mining and mineral products</li> <li>Leather and leather products</li> <li>Edible oil</li> <li>Textiles</li> <li>Fishery products</li> <li>Livestock products</li> </ul>
South Sudan	<ul style="list-style-type: none"> <li>Gum</li> <li>Timber (teak and mahogany)</li> <li>Shea nut butter oil fruits</li> <li>Honey</li> </ul>
Uganda	<ul style="list-style-type: none"> <li>Iron and steel</li> <li>Dairy products</li> <li>Edible oil</li> <li>Food (grains and cereal flour)</li> <li>Tea, coffee</li> <li>Pharmaceutical</li> <li>Tobacco and tobacco products</li> </ul>

Source:  
EAC AfCFTA Implementation Strategy (EAC, 2024)



# ITC MARKET ANALYSIS TOOL

- Trade Map - Trade statistics for international business development
- **Trade Map** : An online tool with monthly, quarterly, and yearly international trade data combined with statistical indicators and information on trading companies, which helps you prioritise export or import markets
- Procurement Map
- Export Potential Map
- Rules of Origin Facilitator



## DATA AVAILABILITY:Trade Map - Data Availability

## Data Availability

For East African Community (EAC) with yearly data (2, 4, 6 digits)

- No Data
- Reporting Data
- Mirror Data
- Mix mirror & direct data



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## MARKET INTELLIGENCE: FIRMS ARE FACED WITH THE FOLLOWING INFORMATION

1. For a given product or service, what is the size of world trade?
2. What are the market trends? Is the market growing or not? If so, by how much?
3. Who are the current trading partners for the products of interest?
4. Are there any opportunities for the identification of new or alternative markets?
5. For the identified markets what tariff measures exist?
6. Who are the competitors in the supply of that product/ service?
7. Is there seasonality for imports of a specific product in a given market?



## THE HS-NOMENCLATURE AND THE TRADEMAP DATA

### I. Leather:

- Product: 41 Raw hides and skins (other than furskins) and leather

### II. Textiles

- Product: 61 Articles of apparel and clothing accessories, knitted or crocheted

### III. Edible oils

- Product: 15 Animal, vegetable or microbial fats and oils and their cleavage products; prepared edible fats; animal or vegetable waxes

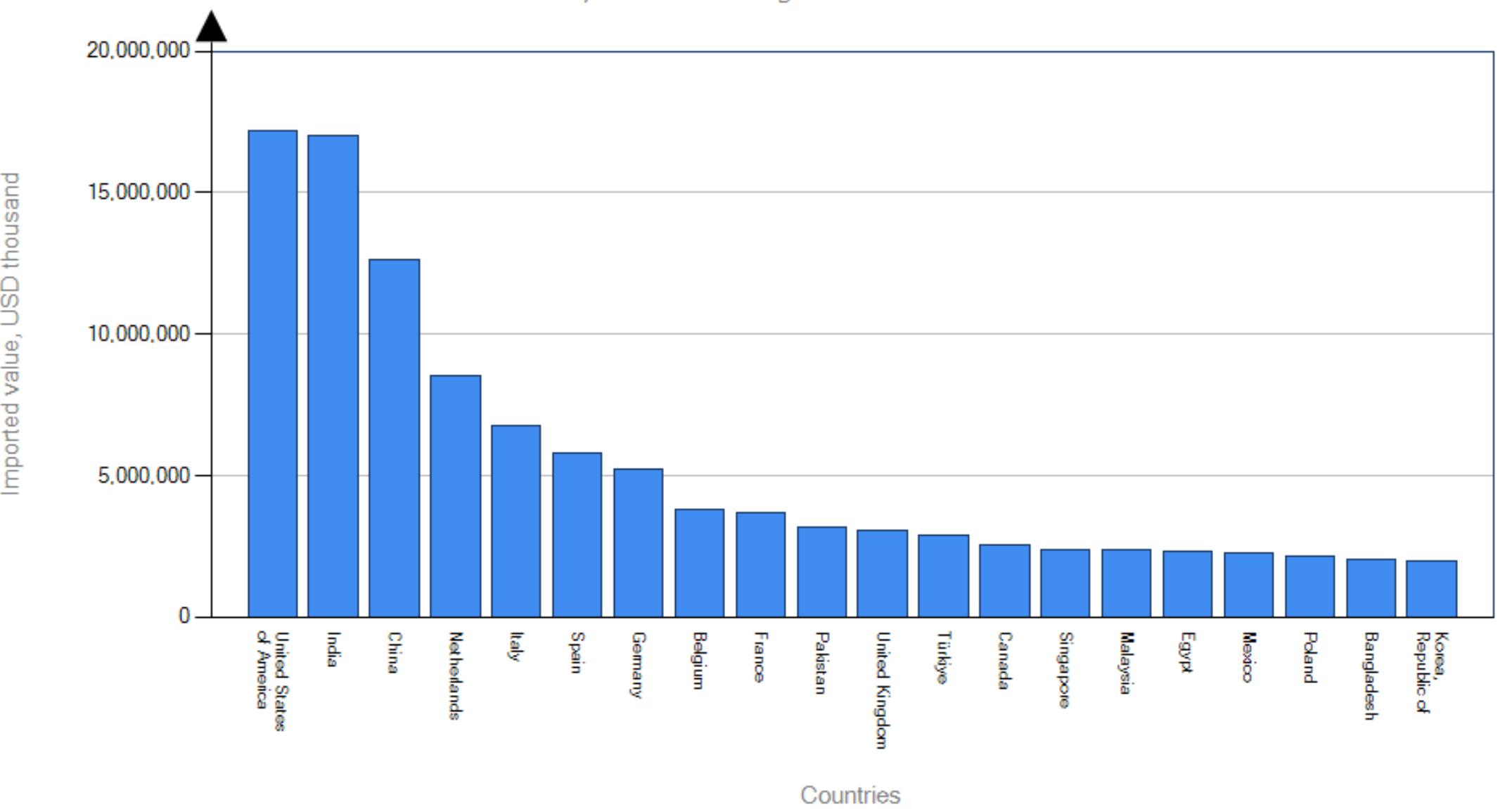


# EDIBLE OILS



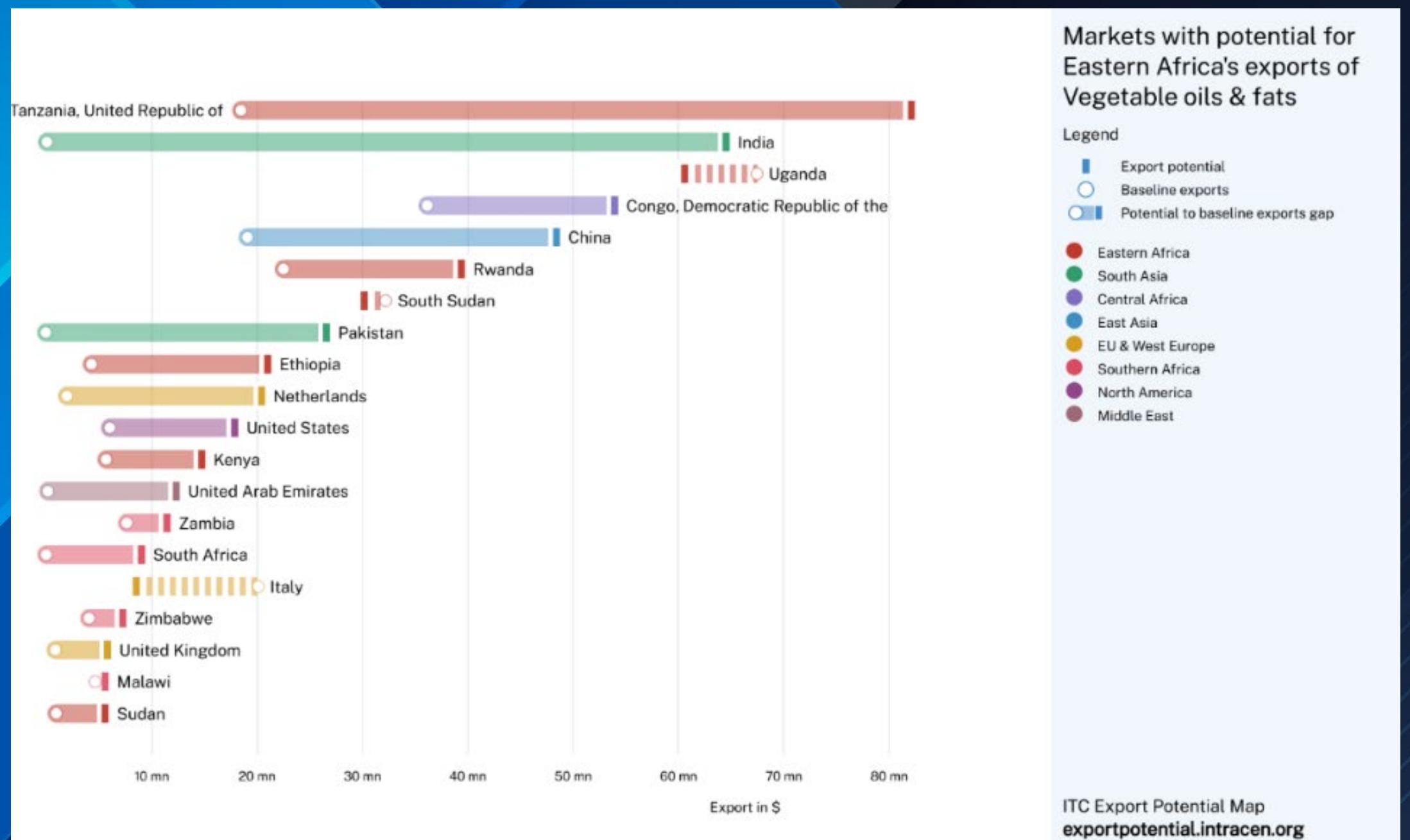
# VEGETABLE OILS AND FATS ... (1)

List of importers for the selected product in 2024  
Product : 15 Animal, vegetable or microbial fats and oils and their cleavage products; prepared edible fats; animal or vegetable waxes





# VEGETABLE OILS AND FATS ... (1)





## VEGETABLE OILS AND FATS ... (2)

**The markets with the greatest potential for Eastern Africa's exports of Vegetable oils & fats are:**

- ✓ **Tanzania,**
- ✓ **the United Republic of India, and**
- ✓ **Uganda.**

- **Tanzania, United Republic of, shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$65 mn, representing 14% of unrealized export potential.**



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**EDIBLE OILS** 15 Animal, vegetable or microbial fats and oils and their cleavage products; prepared  
edible fats; animal or vegetable waxes ... (1)

**Burundi** : DRC, Uganda, Rwanda, Tanzania

Congo, Democratic Republic of the: Rwanda, USA, Canada, Uganda, Angola, Zambia, Belgium

Kenya: Uganda, Italy, South Sudan, Spain, DRC, Tanzania, Rwanda, Zambia, Portugal, Mexico,

USA, France, Malawi, Yemen, Madagascar, Ethiopia, Zimbabwe, Netherlands, Belgium, China

Rwanda: Kenya, Tanzania, Burundi, Spain, Uganda, France, Japan, USA, Germany, UAE,

Belgium, Brazil, Ghana, Norway, Australia, Nigeria



**EDIBLE OILS** 15 Animal, vegetable or microbial fats and oils and their cleavage products; prepared  
edible fats; animal or vegetable waxes ... (2)

**Somalia** : Japan, UAE, USA, Korea, Turkiye, Sweden, United Kingdom, Germany, Norway

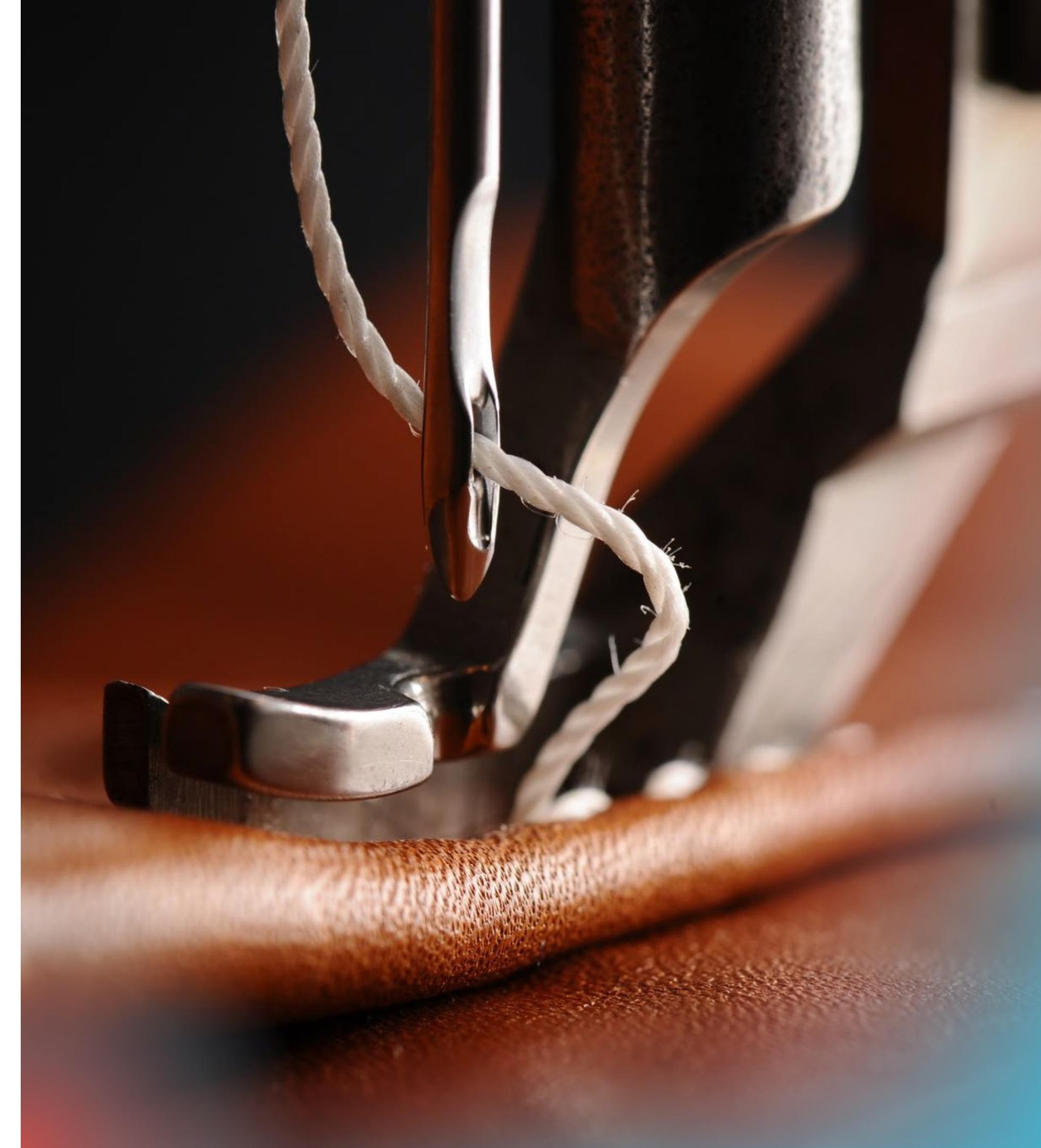
South Sudan: Canada, Uganda

Tanzania: Spain, Switzerland, Zambia, DRC, USA, Kenya, Sudan, Comoros, Portugal, Italy,  
Japan, China, Malawi, New Zealand, Rwanda, Mexico, France, Germany, Denmark, Australia

Uganda: DRC, South Sudan, Tanzania, Kenya, Switzerland, Italy, Portugal, Rwanda,  
Netherlands, Burundi, Spain, Czech Republic, Germany, Mexico, USA, Congo, United Kingdom,

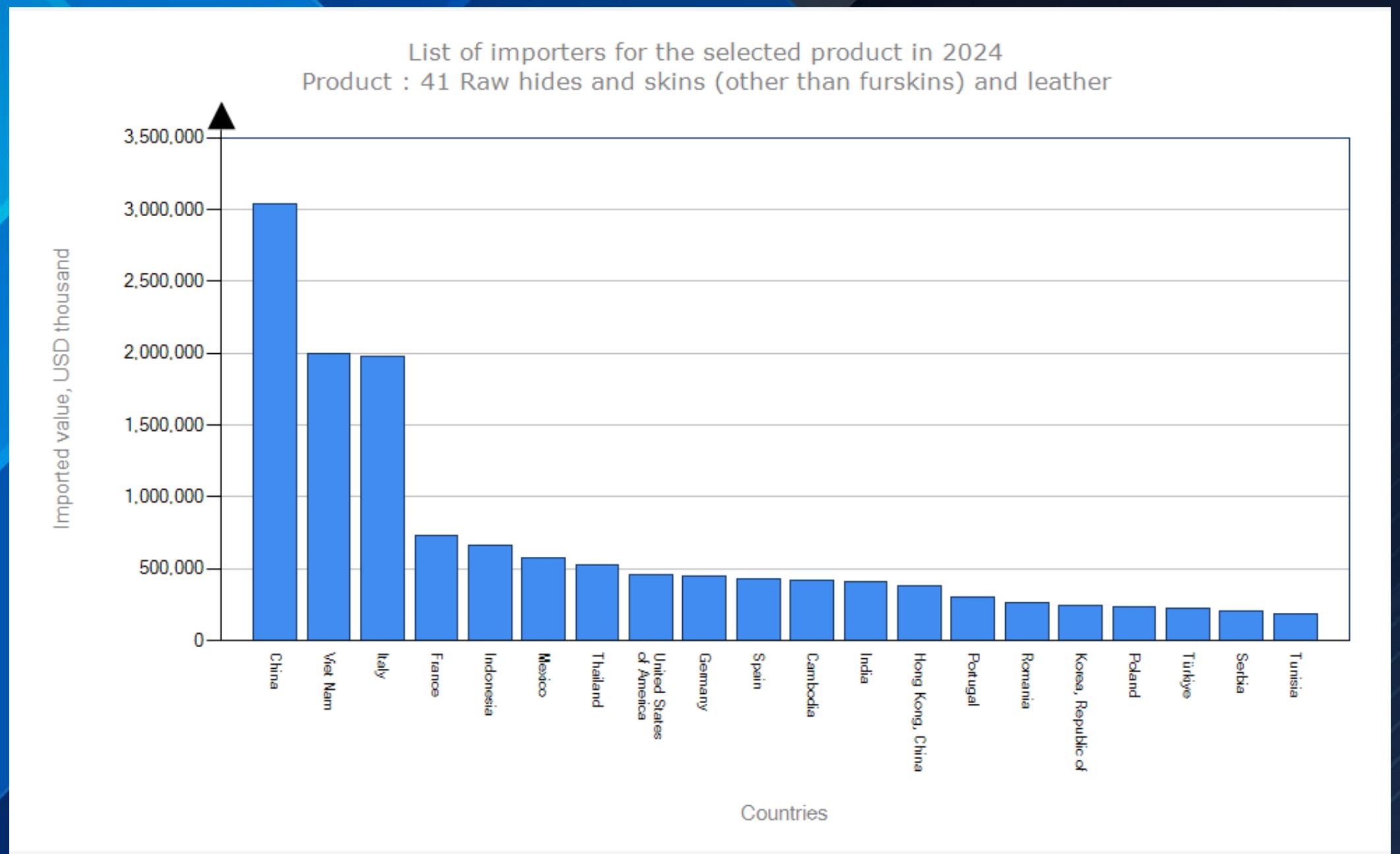
Romania, China, Korea

# LEATHER MARKETS



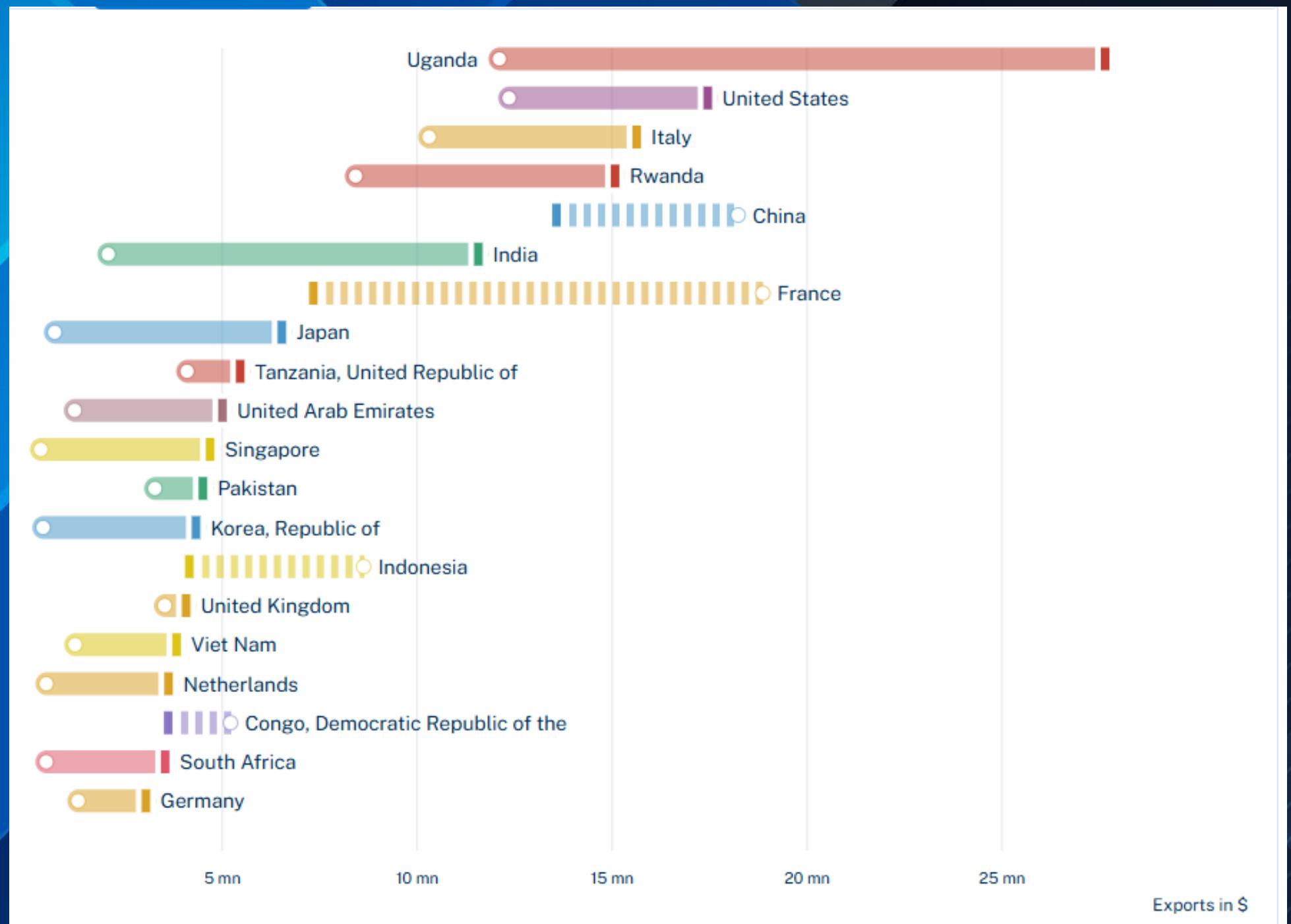


# SKINS, LEATHER , PRODUCTS THEREOF AND FOOTWEAR ... (1)





## SKINS, LEATHER , PRODUCTS THEREOF AND FOOTWEAR (2)





## SKINS, LEATHER , PRODUCTS THEREOF AND FOOTWEAR ... (2)

The markets with the greatest potential for Eastern Africa's exports of Skins, leather, products thereof, and footwear are :

- ✓ Uganda,
- ✓ the United States, and
- ✓ Italy.

Uganda shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$17 mn, representing 12% of unrealized export potential.



## LEATHER-List of importing countries ...(1)

**Burundi** : Italy, United Republic of Tanzania, Uganda and South Sudan

**Congo, Democratic Republic of the** : None

**Kenya** : China, Italy, Nigeria, Indonesia, Pakistan, Togo, Bangladesh, Spain, India, United Arab Emirates, Vietnam, Ghana, Ethiopia, Japan, Portugal, Rwanda, Turkiye, Tanzania, Singapore and Zimbabwe

**Rwanda** : Kenya, Uganda and Tanzania



## LEATHER – List of importing countries ... (2)

**Somalia** : Pakistan, China, Thailand, Nigeria, Turkiye

South Sudan: Uganda

Tanzania: Nigeria, United States of America, Togo, Ethiopia, South Africa,

Pakistan, Russian Federation, Germany, Kenya, Uganda, Belgium, Canada,

Sweden, France, Ghana, Benin, Mexico, Spain, Denmark and Slovakia

Uganda: China, Italy, Indonesia, Malaysia, Kenya, Pakistan, United Kingdom,

India, Thailand, Sri Lanka, Turkiye, Nigeria, Ghana, United Arab Emirates,

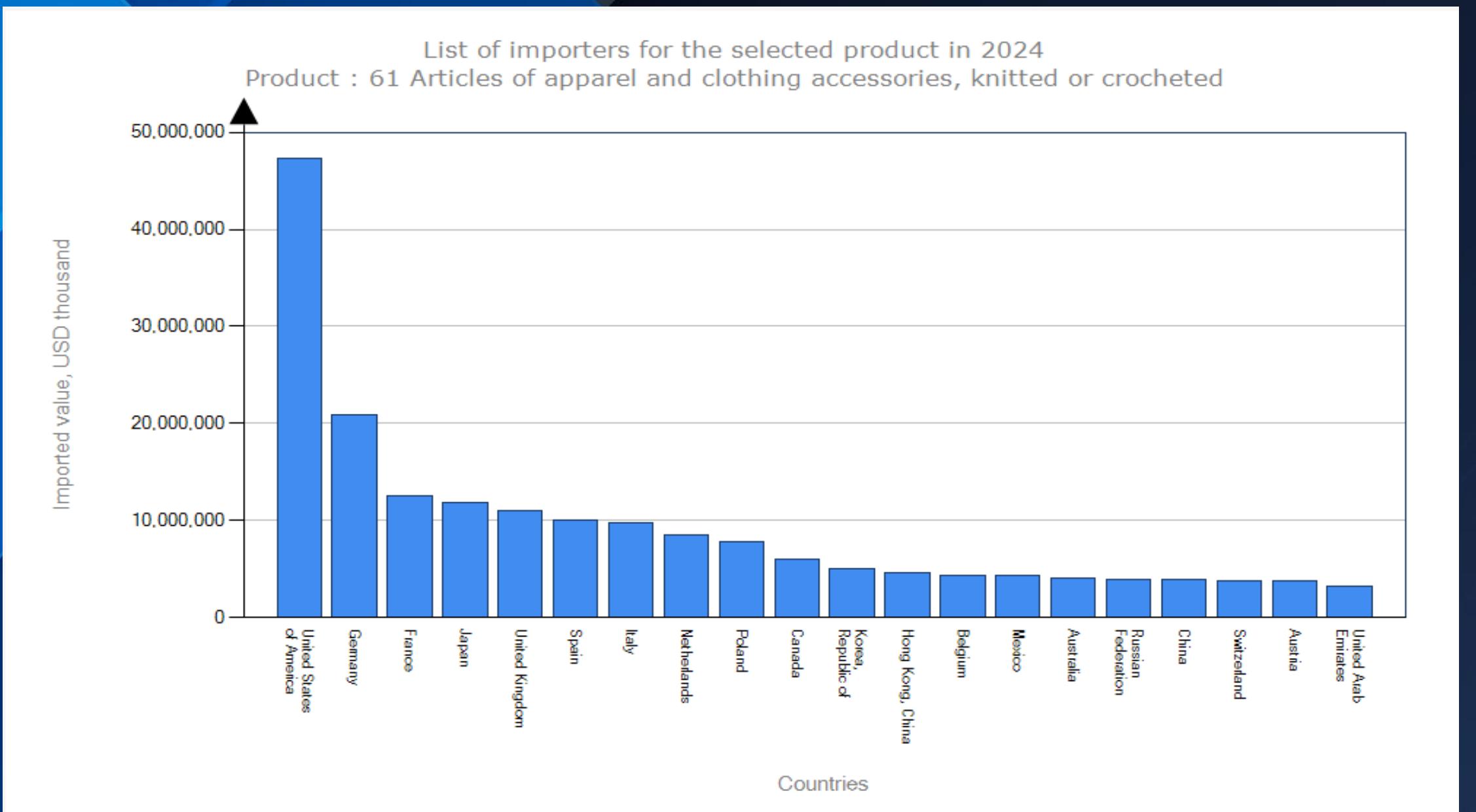
South Sudan, Democratic Republic of Congo

The background of the image is a complex, abstract composition. It features several overlapping and draped fabrics in a variety of colors, including teal, blue, red, orange, and yellow. The textures of the fabrics are visible, showing different patterns like ribbed and woven. The lighting is dramatic, with strong highlights and shadows that create a sense of depth and movement. The overall effect is rich and visually stimulating.

# TEXTILE MARKETS



# Apparel/Textiles ... (1)

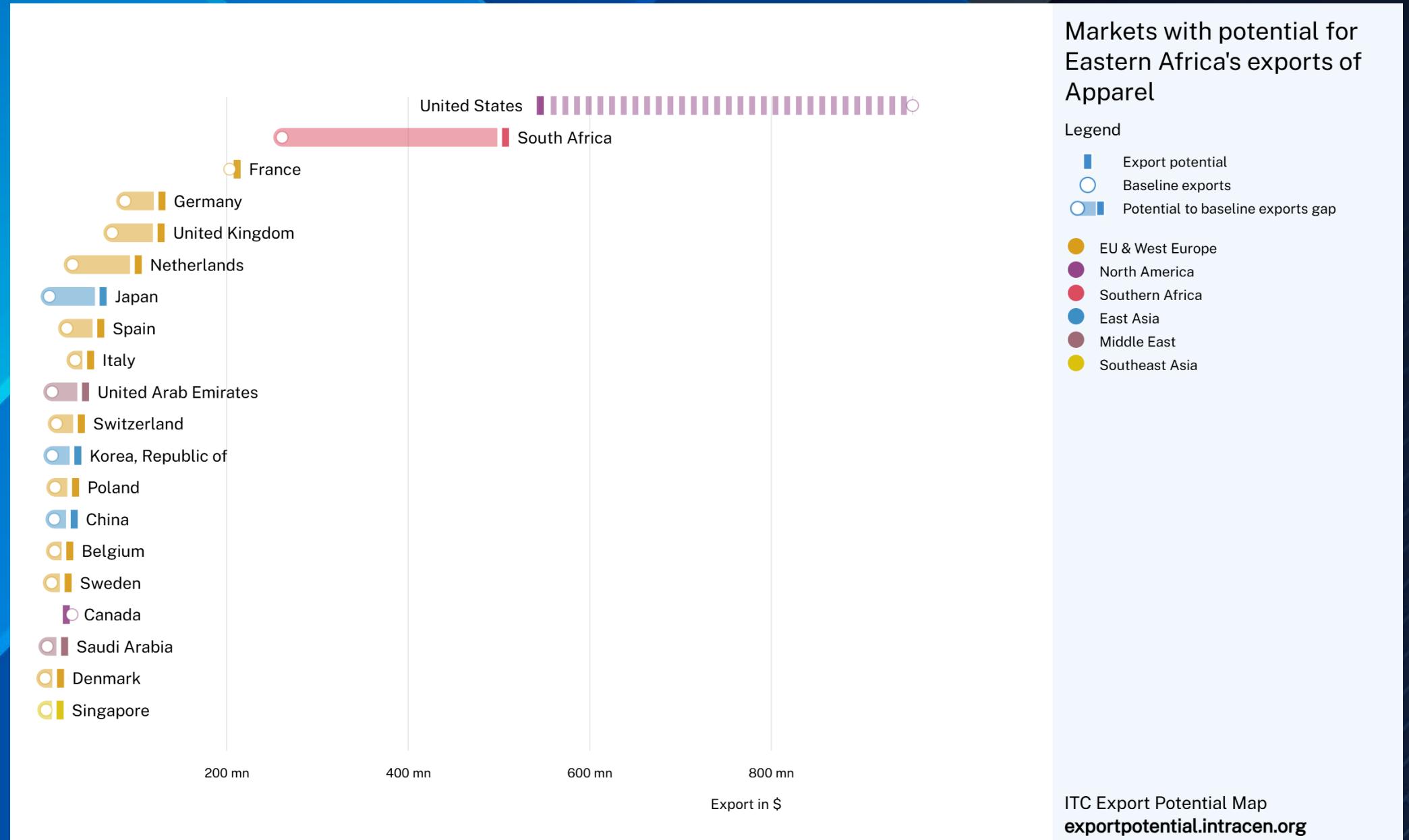




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# Apparel/Textiles ... (1)





## Apparel/Textiles ... (2)

The markets with the greatest potential for Eastern Africa's apparel exports are :

- ✓ the United States,
- ✓ South Africa, and
- ✓ France.

South Africa shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$289 mn, representing 21% of unrealized export potential.



**TEXTILES** Product: 61 Articles of apparel and clothing accessories, knitted or crocheted ... (1)

**Burundi** : Democratic Republic of Congo, Belgium, Area Nes, Greece, Rwanda

**Congo, Democratic Repblic of the** : Switzerland, Spain, Togo

**Kenya**: USA, Canada, Netherlands, France, Mexico, Australia, South Sudan, Panama, United

Kingdom, Rwanda, Tanzania, Malaysia, Japan, Uganda, Taipei -Chinese, China, UAE, DRC,

Somalia, Hong Kong

**Rwanda**: United Kingdom, Kenya, Slovakia, Uganda, Ireland, DRC, Burundi, Czech Republic,

Belgium, Kakhstan , Congo, Tanzania, France, Romania, Montenegro, Fiji, UAE, Ghana, USA



**TEXTILES** Product: 61 Articles of apparel and clothing accessories, knitted or crocheted ... (2)

- **Somalia** : Saudi Arabia, Netherlands, Czech Republic, Singapore, UAE, United Kingdom,

Austria, USA

South Sudan: Mozambique

Tanzania: USA, South Africa, Kenya, Belgium, DRC, Germany, United Kingdom, Uganda,

Mozambique, Italy, India, Burundi, Namibia, Malaysia, UAE, Egypt, Zambia, Zimbabwe,

Canada, Comoros

Uganda: DRC, Central African Republic, Germany, South Sudan, Rwanda, Kenya, Zambia,

Italy, Tanzania, Burundi, Canada, Sudan, Serbia,



# Identifying and Analysing the World Leading Importers



## TEXTILES: Identifying and Analysing the world leading importers

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Product 61 - Articles of apparel and clothing accessories, knitted▼  
World Economy All  
Partner All  
other criteria Imports Trade indicators by country

Product Group None  
Country Group None  
Partner Group None

List of importers for the selected product in 2024  
Product : 61 Articles of apparel and clothing accessories, knitted or crocheted

Table Graph Companies Public tenders FDI data Standards

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HS4	Importers	Select your indicators ▾							
		Value imported in 2024 (USD thousand) ▾	Trade balance in 2024 (USD thousand) ▾	Annual growth in value between 2020-2024 (%) ▾	Annual growth in value between 2023-2024 (%) ▾	Share in world imports (%) ▾	Average distance of supplying countries (km) ▾	Concentration of supplying countries ▾	Average tariff (estimated) applied by the country (%) ▾
	World	238,694,787	38,082,905	5	3	100	6,553	0.11	
[+]	United States of America <a href="#">i</a>	47,374,919	-44,063,355	3	5	19.8	10,626	0.1	<a href="#">12.2</a>
[+]	Germany <a href="#">i</a>	20,867,509	-7,134,008	2	2	8.7	5,858	0.13	<a href="#">4.2</a>
[+]	France <a href="#">i</a>	12,587,708	-5,952,990	5	-1	5.3	6,004	0.11	<a href="#">4.2</a>
[+]	Japan <a href="#">i</a>	11,867,857	-11,561,909	-1	-2	5	3,332	0.32	<a href="#">5.9</a>
[+]	United Kingdom <a href="#">i</a>	10,991,635	-9,223,887	-1	-2	4.6	7,048	0.14	<a href="#">3.3</a>
[+]	Spain <a href="#">i</a>	9,986,512	-3,431,344	7	3	4.2	6,469	0.12	<a href="#">4.2</a>
[+]	Italy <a href="#">i</a>	9,786,011	1,785,099	9	-2	4.1	3,287	0.07	<a href="#">4.2</a>
[+]	Netherlands <a href="#">i</a>	8,443,533	-1,728,636	5	2	3.5	4,180	0.09	<a href="#">4.2</a>
[+]	Poland <a href="#">i</a>	7,853,401	-1,763,156	11	15	3.3	5,588	0.15	<a href="#">4.2</a>
[+]	Canada <a href="#">i</a>	5,969,949	-5,396,392	7	3	2.5	10,707	0.14	<a href="#">9.3</a>
[+]	Korea, Republic of <a href="#">i</a>	5,083,080	-4,266,419	8	5	2.1	3,312	0.24	<a href="#">7.2</a>
[+]	Hong Kong, China <a href="#">i</a>	4,644,106	-1,457,398	4	33	1.9	3,039	0.42	<a href="#">0</a>
[+]	Belgium <a href="#">i</a>	4,406,722	1,221,541	-2	-7	1.8	4,171	0.07	<a href="#">4.2</a>
[+]	Mexico <a href="#">i</a>	4,287,188	-1,247,029	24	18	1.8	11,576	0.2	<a href="#">18.4</a>
[+]	Australia <a href="#">i</a>	4,022,109	-3,779,673	6	7	1.7	8,452	0.35	<a href="#">2.9</a>
[+]	Russian Federation	3,913,277	-3,540,007	7	-6	1.6	3,819	0.26	<a href="#">6</a>
[+]	China <a href="#">i</a>	3,859,522	81,507,940	0	-3	1.6	5,714	0.12	<a href="#">12.7</a>
[+]	Switzerland <a href="#">i</a>	3,797,433	-2,518,069	3	-1	1.6	5,509	0.13	<a href="#">0</a>
[+]	Austria <a href="#">i</a>	3,732,577	-2,498,718	3	16	1.6	4,884	0.11	<a href="#">4.2</a>
[+]	United Arab Emirates	3,234,120	-783,711	14	-7	1.4	4,643	0.16	<a href="#">4.4</a>
[+]	Denmark <a href="#">i</a>	2,767,694	-46,269	4	12	1.2	4,686	0.14	<a href="#">4.2</a>



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## TEXTILES: Identifying and Analysing the world's leading importers ... (1)

- The world import market for textiles reached a value of 238,7 billion in 2024
- Over the past five years, an increase in the value of the world market of 5% per annum.
- Poland, Hong Kong, Mexico and have strong annual growth in value (15%, 30%, 18% and 16%, respectively). This indicates strong demand for textiles.
- Italy and Belgium have a positive trade balance, meaning exports exceed imports.



# Edible Oils: Identifying and Analysing the world -leading importer .(1)

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Product 41 - Raw hides and skins (other than furskins) and leather  
 World  Economy  
 All  
 All  
other criteria Imports Trade indicators by country

Product Group None  
Country Group None  
Partner Group None

List of importers for the selected product in 2024  
Product : 41 Raw hides and skins (other than furskins) and leather

Table Companies Public tenders FDI data

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1 2 3 4 5 6 7 8

HS4	Importers	Select your indicators							
		Value imported in 2024 (USD thousand) ▾	Trade balance in 2024 (USD thousand) <i>i</i>	Annual growth in value between 2020-2024 (%) <i>i</i>	Annual growth in value between 2023-2024 (%) <i>i</i>	Share in world imports (%) <i>i</i>	Average distance of supplying countries (km) <i>i</i>	Concentration of supplying countries <i>i</i>	Average tariff (estimated) applied by the country (%) <i>i</i>
	World	16,699,933	-845,757	1	-2	100	5,686	0.07	
[+]	China <i>i</i>	3,034,722	-1,930,379	0	4	18.2	10,041	0.09	7.4
[+]	Viet Nam <i>i</i>	1,992,947	-1,532,025	8	23	11.9	5,748	0.18	5.3
[+]	Italy <i>i</i>	1,979,326	1,207,194	3	-10	11.9	3,835	0.07	1.1
[+]	France <i>i</i>	730,859	-266,299	9	-3	4.4	3,533	0.18	1.1
[+]	Indonesia <i>i</i>	667,723	-581,766	12	20	4	4,481	0.15	0.3
[+]	Mexico <i>i</i>	580,067	-382,186	7	-13	3.5	7,163	0.19	0
[+]	Thailand <i>i</i>	523,533	89,090	3	9	3.1	12,573	0.13	4.8
[+]	United States of America <i>i</i>	459,496	957,106	-3	-1	2.8	7,295	0.2	1.5
[+]	Germany <i>i</i>	447,324	112,512	-1	-4	2.7	2,875	0.13	1.1
[+]	Spain <i>i</i>	431,060	162,400	5	-13	2.6	3,033	0.26	1.1
[+]	Cambodia <i>i</i>	420,319	-356,420	10	34	2.5	3,995	0.2	6.6
[+]	India <i>i</i>	409,365	36,396	3	2	2.5	6,213	0.06	5.7
[+]	Hong Kong,China <i>i</i>	378,147	-41,286	-12	-2	2.3	5,864	0.14	0
[+]	Portugal <i>i</i>	300,300	-196,095	-2	-14	1.8	2,395	0.21	1.1
[+]	Romania <i>i</i>	262,119	-212,043	-6	-19	1.6	1,347	0.54	1.1
[+]	Korea, Republic of <i>i</i>	246,541	59,868	-4	-12	1.5	8,861	0.16	2
[+]	Poland <i>i</i>	234,210	21,019	-7	-17	1.4	3,223	0.15	1.1
[+]	Türkiye <i>i</i>	226,664	-19,935	9	-28	1.4	3,552	0.08	1.9
[+]	Serbia <i>i</i>	207,625	-164,075	11	-5	1.2	1,007	0.62	1.8
[+]	Tunisia <i>i</i>	190,199	-178,688	8	-6	1.1	2,171	0.49	1.5



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## Leather: Identifying and Analysing the world -leading importers

- The world import market for edible oils reached a value of 16.7 billion in 2024
- Over the past five years, an increase in the value of the world market of only 1%.
- Vietnam, Indonesia, and Cambodia have strong annual growth in value (23%, 20%, and 34%, respectively).
- This indicates strong demand for leather.



## Analysing the performance of competing suppliers

- After the successful identification of potential markets, the exporter may want to gather more information about the countries that supply leather, textiles and edible oils.
- They are interested in knowing the main competitors he/she will have when entering her target markets



## Leather : Analysing the performance of competing suppliers

- Who are the competitors in the market?
- Research the advantages that those competitors may have
  - distribution channels,
  - logistics
  - trade agreements,
  - political ties, etc.



## Examining Tariffs in Potential New Markets



### Market Access Map

Improving transparency in international trade and market access

EN FR ES RU Arabic



Home Access Compare Analyse Download Monitor Measures

About Resources Account

### Market Access Conditions

Identify customs tariffs, tariff rate quotas, trade remedies, regulatory requirements and preferential regimes applicable to your product.

EXPORTING FROM  
Select

DESTINATION MARKET  
Select

PRODUCT  HS6  NATIONAL TARIFF LINE CODE  
Select Search product by HS6 code or name

SEARCH

Advanced product search



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