



EXPLORING THE GLOBAL DEMAND FOR **JAMS AND FRUIT PREPARATIONS** AND EGYPT'S EXPORT POTENTIAL

HS Code: 2007

August 2025



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Product Overview

Product Name: Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter

HS Code: 2007

Jams, fruit jellies, marmalades, fruit or nut purées, and fruit or nut pastes are products obtained by cooking fruits or nuts, either alone or combined, with or without the addition of sugar or other sweetening agents. These products are widely used as spreads, fillings, or ingredients in bakery, confectionery, and culinary applications. They vary in texture, flavor, and consistency, ranging from smooth purées to chunky fruit preserves. The inclusion of natural ingredients ensures rich taste and nutritional benefits, while processing preserves the fruit's natural color and flavor. These products are ideal for both household and commercial use.

Introduction

This report highlights the **growing global market for Jams and related products**, with a particular focus on **Egypt's export performance under HS Code 2007**. In 2024, the **global import value** of jam and fruit preparations reached approximately **USD 4.3 billion**, with an estimated **1.63 million tons** traded worldwide.

Egypt exported **USD 55 million** in 2024 in HS 2007. This represents a **14% increase** compared to **USD 48 million in 2023**, according to official data from the **General Organization for Export and Import Control (GOEIC)**.

The objective of this report is to assess Egypt's potential to further expand its presence in this dynamic market. Through detailed analysis, the report will identify **priority export destinations, competitive advantages, and untapped opportunities**, enabling Egypt to capitalize on its production capacity and strategically grow its market share in key regions

Analysis of HS Code 2007

Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter

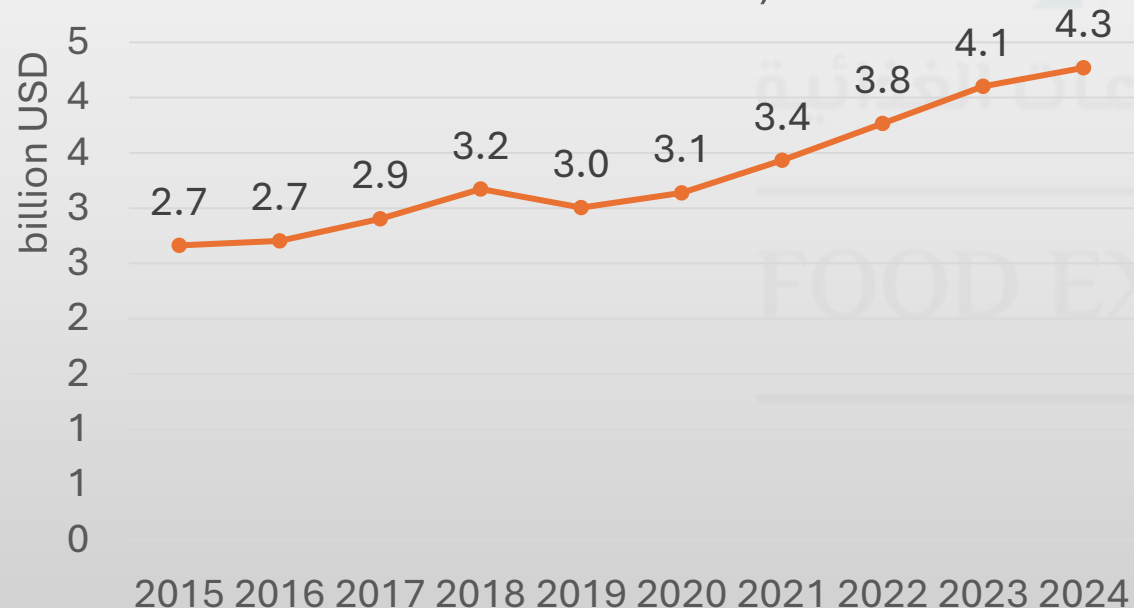


Global Market Overview for Jams and Related Products (HS Code 2007)

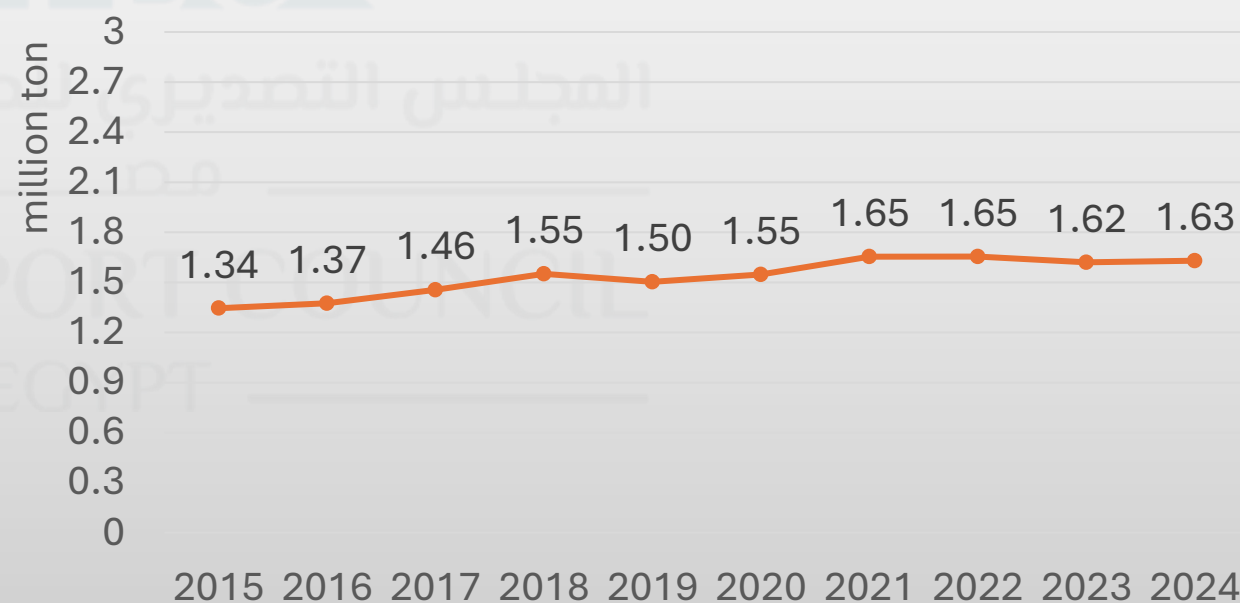
HS Code	Product Description	2024 Import Value (million USD) ITC	Annual Growth in Value (2020-2024, % p.a.)	Growth in Value (2023-2024, %)	Egypt Export 2024 (million USD)
2007	Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter. المربى والجلي والمارمالاد ومحضرات الفاكهة والمكسرات المطهية	4,270	9%	6%	55
200799	Jams, jellies, marmalades, purées or pastes of fruit, obtained by cooking, whether or not containing added sugar or other sweetening matter (excl. citrus fruit and homogenised preparations of subheading 2007.10). مربى، جلي، مارمالاد، مهروس أو معجون الفاكهة (غير الحمضيات)	3,604	10%	6%	30
200710	Homogenised preparations of jams, jellies, marmalades, fruit or nut purées and nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter, put up for retail sale as infant food or for dietetic purposes, in containers of <= 250 g تحضيرات متجانسة من المربى والجيلي والمارماليد أو بوريه الفاكهة والمكسرات، مطبوخة سواء فيها سكر أو لا، ومعبأة للتجزئة كأغذية أطفال أو لأغراض غذائية خاصة، في عبوات لحد 250 جم	506	2%	3%	24
200791	Citrus fruit jams, jellies, marmalades, purées or pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter (excl. homogenised preparations of subheading 2007.10) مربى، جلي، مارمالاد، مهروس أو معجون الحمضيات	157	9%	21%	0.745

Global Imports and Trend Analysis HS Code 2007

Global Import Values from 2015 to 2024 (in Billion USD)



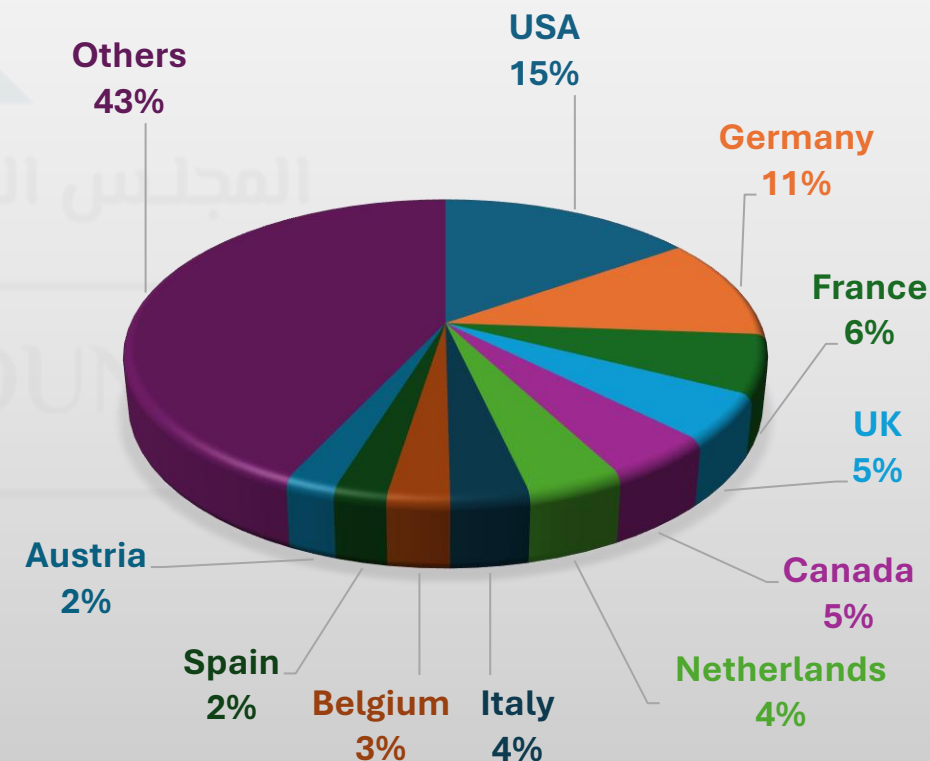
Global Import Volumes from 2015 to 2024 (in Million ton)



Global import analysis for 2024 revealed a total import value of **\$4.3 billion** and a **quantity of 1.6 million tons**. **Between 2020 and 2024, import values grew at an annual rate of 9%, while quantities increased by 2% annually.** There was a, with an **average unit value of \$2,621. 6% increase in value from 2023 to 2024.**

Top Importing Markets Globally in 2024 HS Code 2007

Rank	Country	Import Value in Million USD	Trade balance in 2024 (USD thousand)	Import Quantity in Thousand Ton	Share in Global Imports	Annual Growth (Value, 2020-2024)	Annual Growth (Quantity, 2020-2024)	Annual Growth (Value, 2023-2024)	Unit value (USD/unit)
1.	USA	653	(505,888)	261	15%	14%	5%	0%	2,498
2.	Germany	466	(170,855)	154	11%	11%	4%	12%	3,023
3.	France	268	332,936	105	6%	6%	-1%	5%	2,550
4.	UK	212	(170,458)	61	5%	7%	-4%	14%	3,450
5.	Canada	199	(99,668)	62	5%	10%	4%	6%	3,186
6.	Netherlands	178	(4,281)	69	4%	9%	3%	4%	2,580
7.	Italy	144	291,578	43	3.4%	7%	-1%	7%	3,362
8.	Belgium	115	122,431	40	3%	6%	-7%	-1%	2,895
9.	Spain	96	159,019	37	2%	8%	-2%	-3%	2,594
10.	Austria	95	14,546	30	2%	17%	11%	13%	3,195



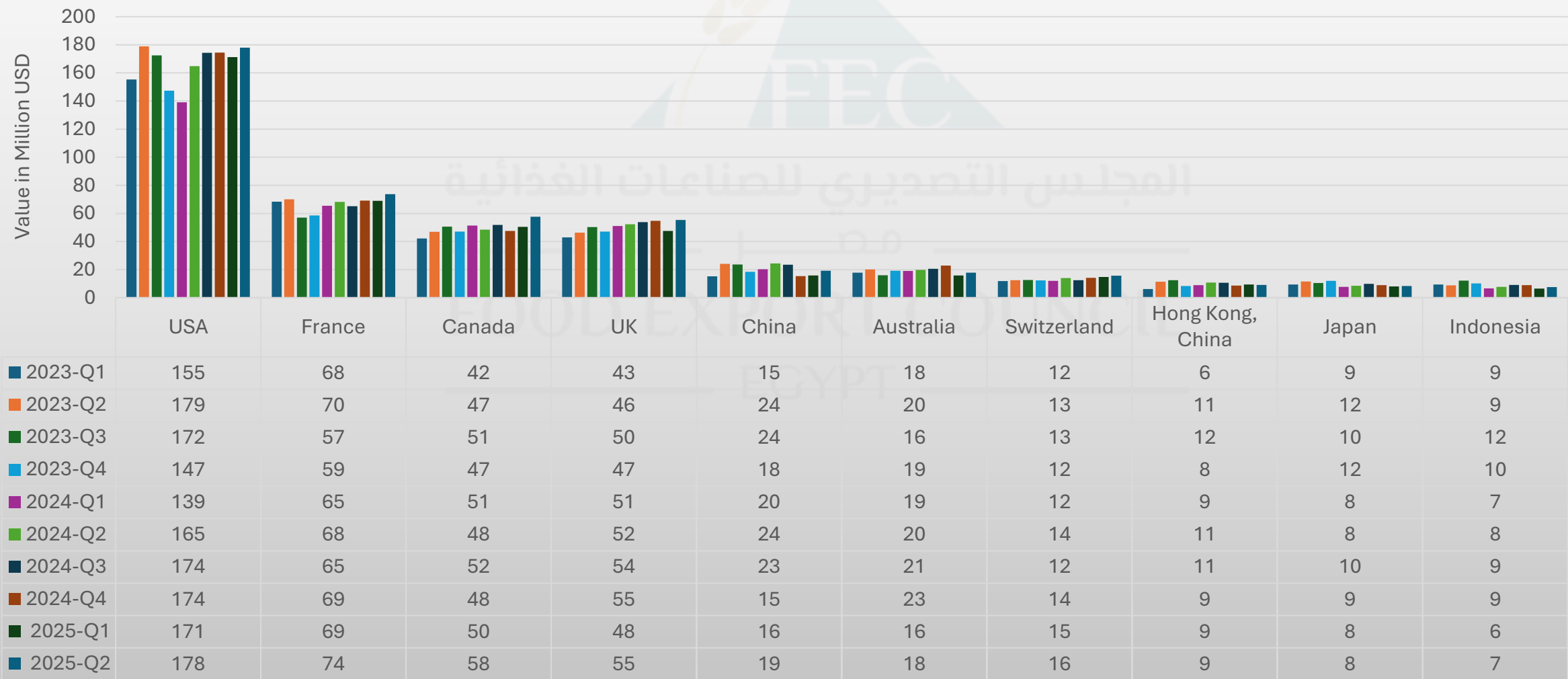
The prices shown in dark green are estimated by ITC. For further information, please refer to the [ITC explanatory note](#).

The data in orange represents mirror figures based on partner data.

The quantities shown in light green are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

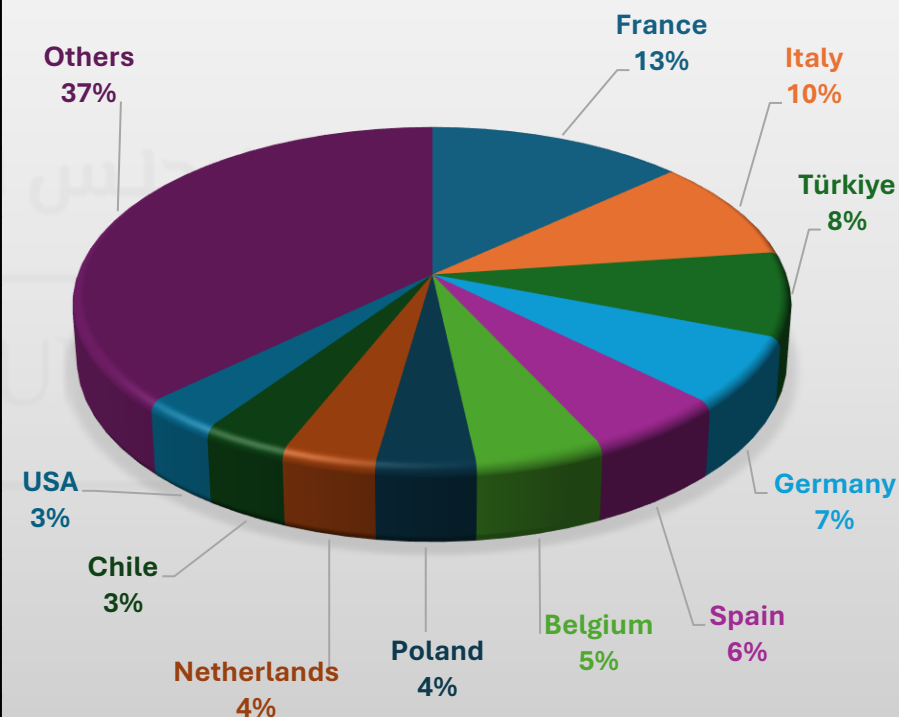
Analysis of Global Import Value from Q1 2023 to Q2 2025 by Country

HS Code 2007



Top Exporting Markets Globally in 2024 HS Code 2007

Rank	Country	Export Value in Million USD	Trade balance in 2024 (USD thousand)	Export Quantity in Thousand Ton	Share in Global Exports	Annual Growth in Value (2020-2024)	Annual Growth in Quantity (2020-2024)	Annual Growth in Value (2023-2024)	Unit value (USD/unit)
1.	France	601	332,936	121	13%	9%	2%	3%	4,975
2.	Italy	435	291,578	146	10%	13%	4%	7%	2,975
3.	Türkiye	365	347,010	78	8%	6%	-1%	24%	4,649
4.	Germany	295	(170,855)	83	7%	5%	-1%	9%	3,538
5.	Spain	256	159,019	115	6%	1%	-5%	8%	2,224
6.	Belgium	237	122,431	91	5%	6%	3%	-16%	2,605
7.	Poland	182	124,431	77	4%	17%	11%	28%	2,349
8.	Netherlands	174	(4,281)	76	4%	9%	2%	2%	2,285
9.	Chile	160	136,393	126	3.5%	12%	0%	-12%	1,265
10.	USA	147	(505,888)	66	3%	5%	5%	-5%	2,239
18.	Egypt	55	16,364	16	1.2%	20%	10%	13%	3,456



The prices shown in dark green are estimated by ITC. For further information, please refer to the [ITC explanatory note](#).

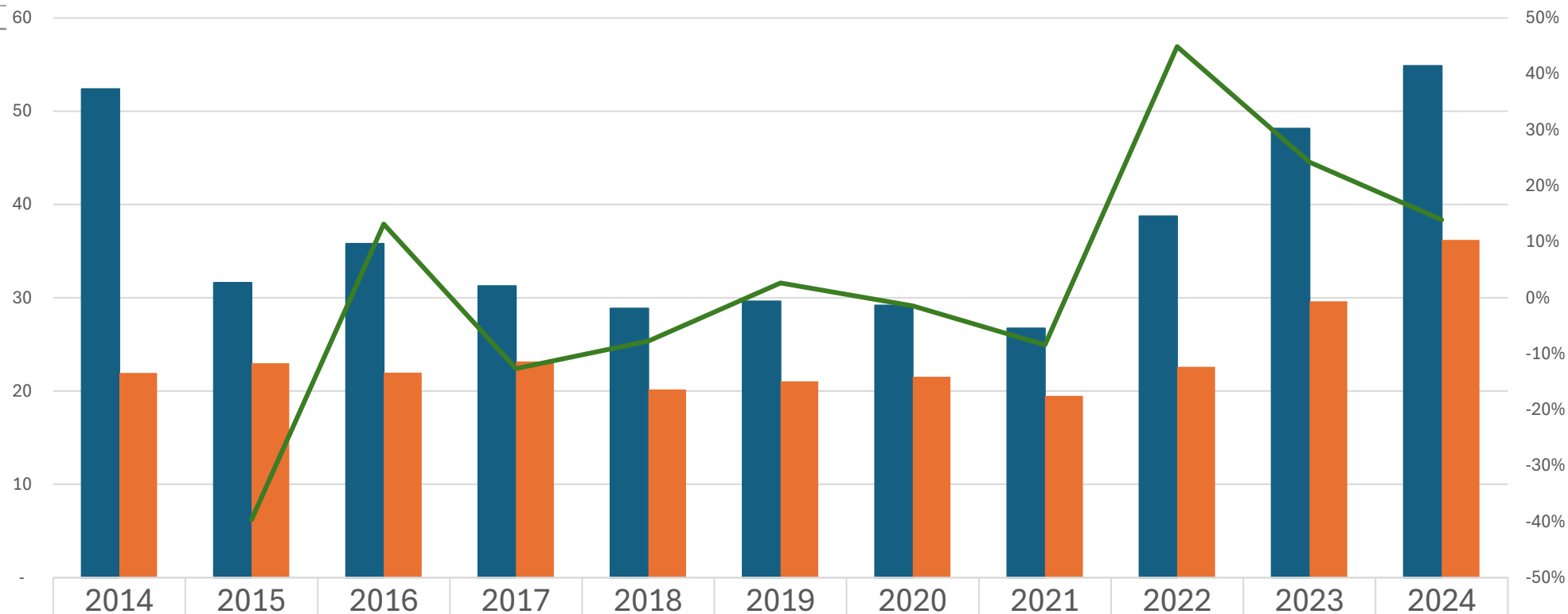
The data in orange represents mirror figures based on partner data.

The quantities shown in light green are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

OVERVIEW OF EGYPT'S JAM AND FRUIT PREPARATIONS HS CODE 2007



EGYPT JAMS AND FRUIT PREPARATIONS EXPORT: VALUE AND VOLUME (2014-2024) HS CODE 2007



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Value in Million USD	52	32	36	31	29	30	29	27	39	48	55
Volume in Thousand Tons	22	23	22	23	20	21	22	20	23	30	36
Annual Growth in Value %		-40%	13%	-13%	-8%	3%	-1%	-8%	45%	24%	14%

EGYPT'S EXPORTS OF JAMS & FRUIT PREPARATIONS – 2024 (HS CODE 2007)

HS 2007 - Total exports: **55 million USD and 36 thousand tons.**

HS 200799 – Jams & fruit preparations (excl. citrus)

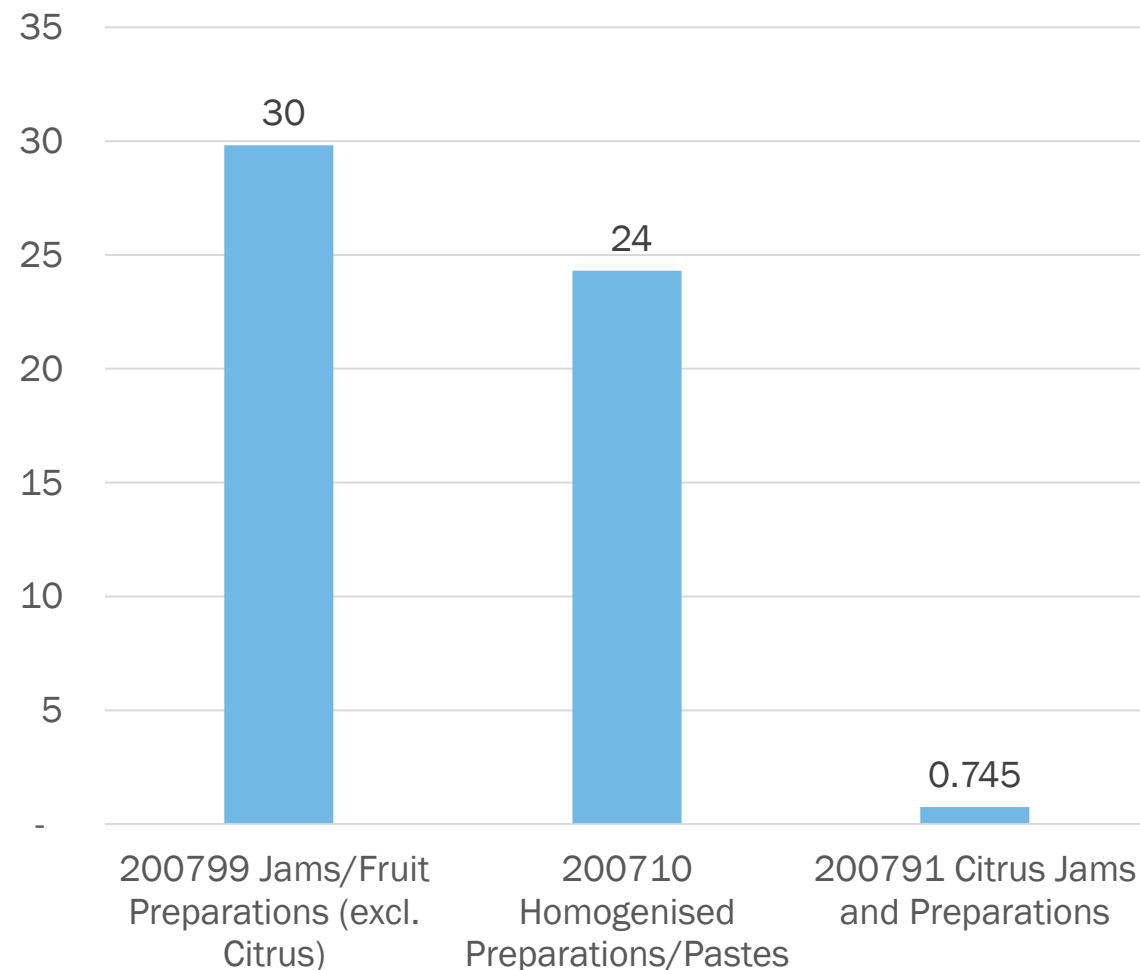
- **73** Egyptian companies exported **30 million USD** and **22 thousand tons**.
- **5 companies** accounted for **25 million USD (85%)** of exports.
- **3 companies** alone accounted for **23 million USD (80%)**.

HS 200710 – Homogenised preparations (infant/dietetic use)

- **49** Egyptian companies exported **24 million USD** and **20 thousand tons**.
- **5 companies** accounted for **21 million USD (88%)** of exports.
- **2 companies** alone accounted for **15 million USD (75%)**.

HS 200791 – Citrus jams & preparations

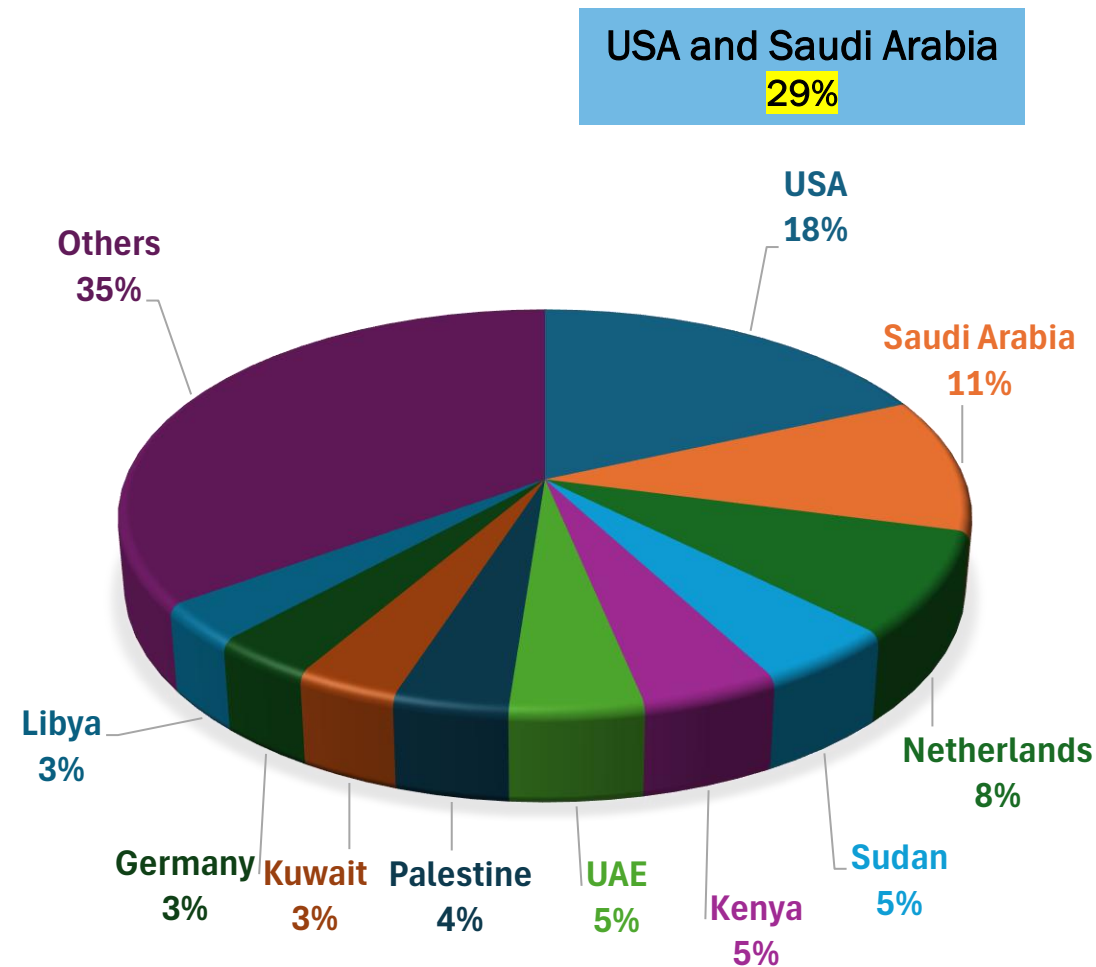
- **23** Egyptian companies exported **745 thousand USD** and **788 ton**.
- **2 companies** accounted for **402 thousand USD (54%)** of exports.



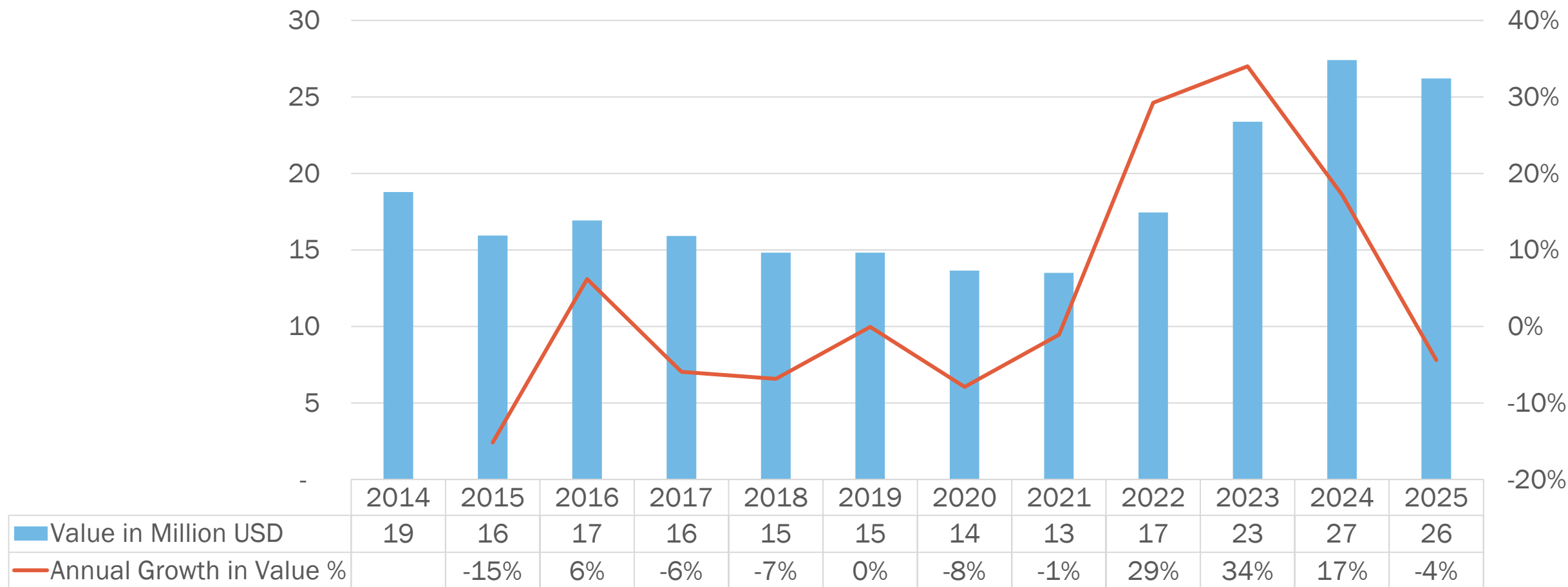
EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2024

HS CODE 2007

Rank	Importers	Export Value (2024) in Million USD	Export Quantity in Ton (2024)
1.	USA	10.05	8,159
2.	Saudi Arabia	5.93	4,143
3.	Netherlands	4.59	4,249
4.	Sudan	2.57	2,072
5.	Kenya	2.53	1,269
6.	UAE	2.44	1,098
7.	Palestine	2.11	1,671
8.	Kuwait	1.89	1,632
9.	Germany	1.88	1,565
10.	Libya	1.74	1,953

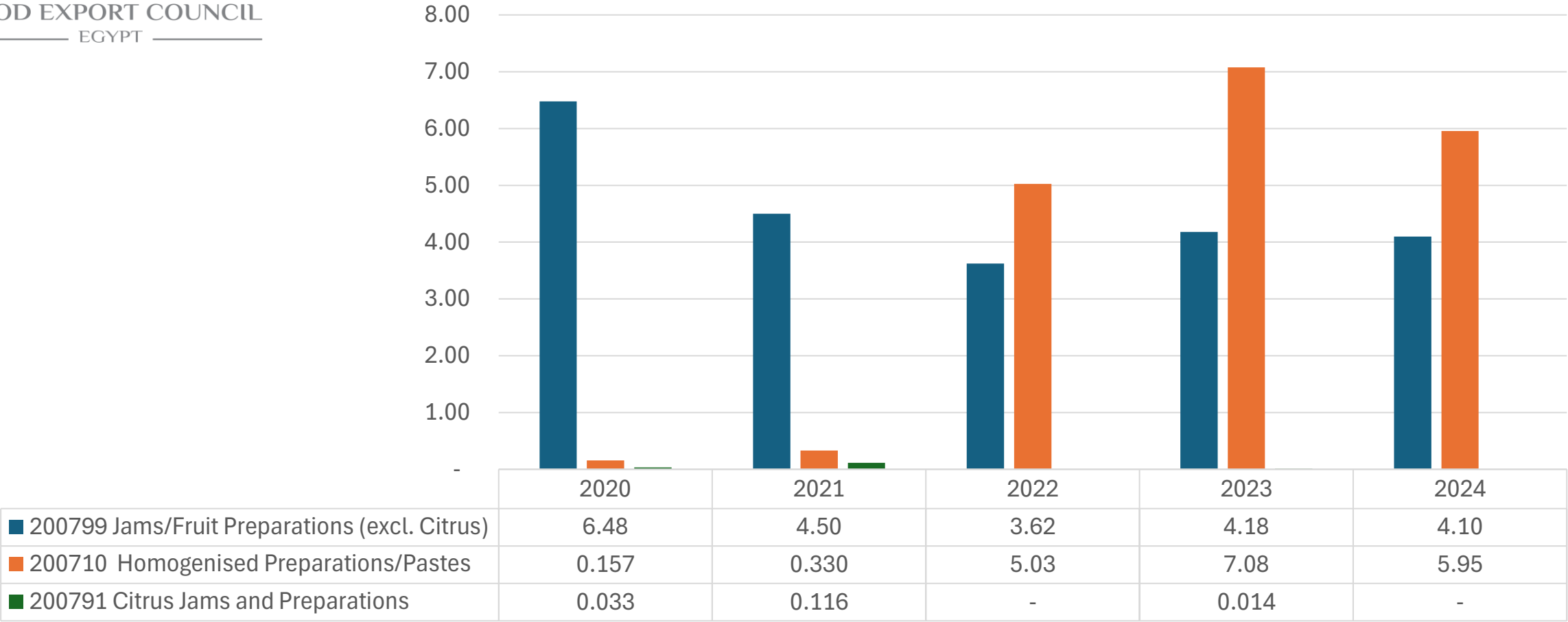


EGYPT'S EXPORTS OF JAMS AND FRUIT PREPARATIONS DURING THE FIRST 6 MONTHS OF EACH YEAR FROM (JAN - JUNE)





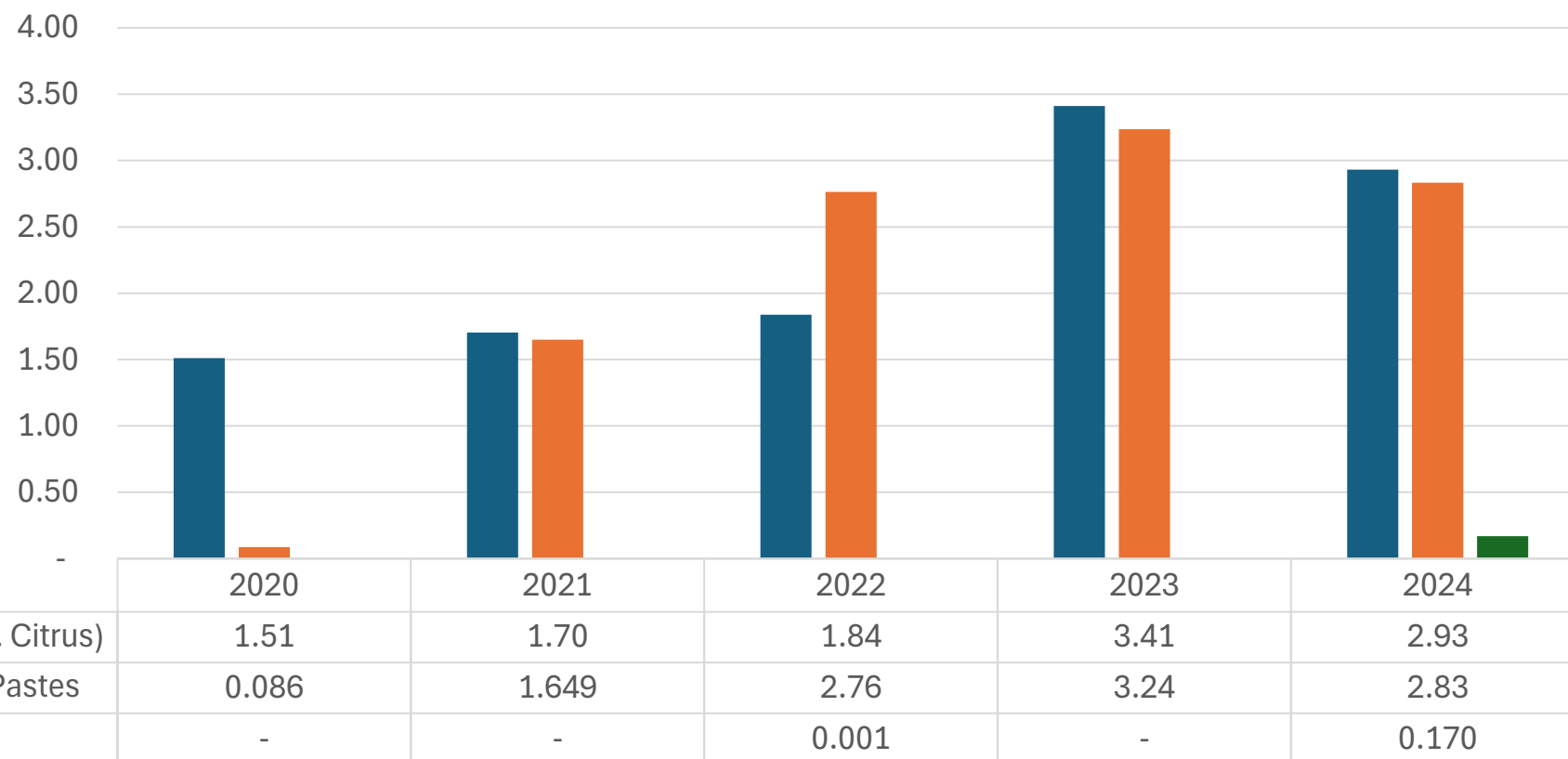
Egypt’s Exports of Jams & Fruit Preparations (HS 2007)
to the **U.S.** (2020–2024), Value in **USD Million**



Egypt’s exports of jams & fruit preparations to the U.S. showed fluctuating trends across categories, with HS **200710** (homogenised preparations) recording the strongest growth between 2020–2023, with a remarkable **CAGR of 159%**.



Egypt's Exports of Jams & Fruit Preparations (HS 2007) to the Saudi Arabia (2020–2024), Value in USD Million



Egypt's jams & fruit preparations exports to Saudi Arabia rose from USD 1.6m in 2020 to a peak of USD 6.7m in 2023, before declining slightly to USD 5.9m in 2024. Growth was mainly driven by HS 200799 (USD 2.9m in 2024) and HS 200710 (USD 2.8m in 2024), while citrus jams (HS 200791) remained negligible.

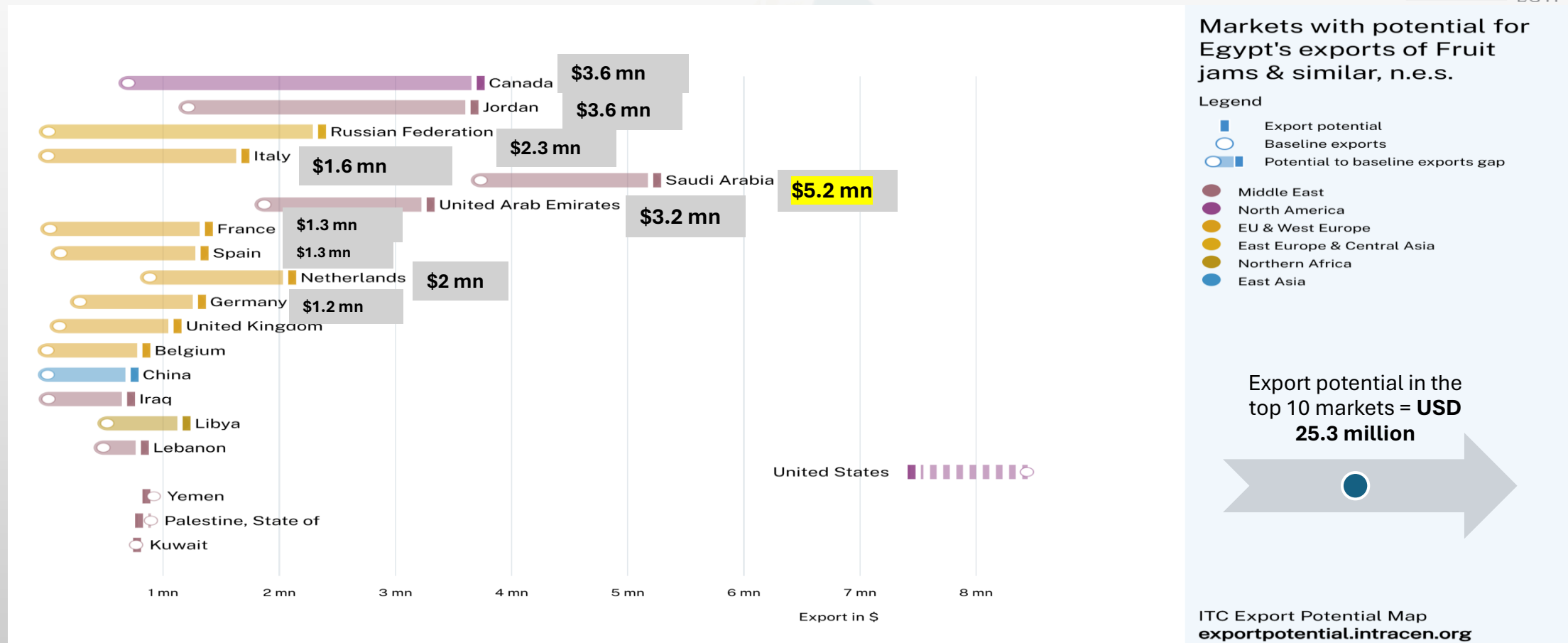
Markets with potential for Egypt's exports of Fruit jams & similar, n.e.s

HS Code: 200799

(Export potential Estimate for 2029)



المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

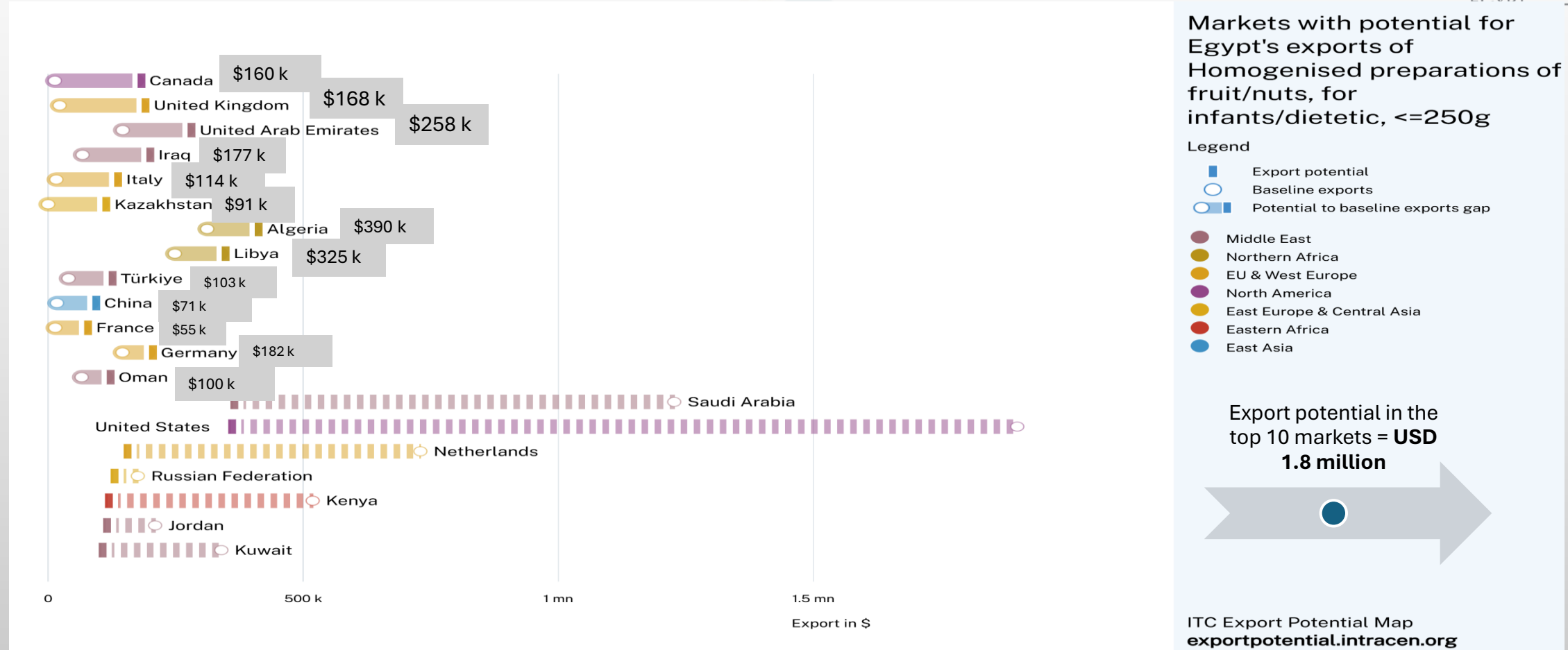


Key findings: The markets with greatest potential for Egypt's exports of 200799 Fruit jams & similar, n.e.s. are Canada, Jordan and Russian Federation. Canada shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$2.9 mn, representing 168% of unrealized export potential.

Source: ITC (Export Potential Map)

Markets with potential for Egypt's exports of Homogenized preparations of fruit/nuts HS Code: 200710

(Export potential Estimate for 2029)

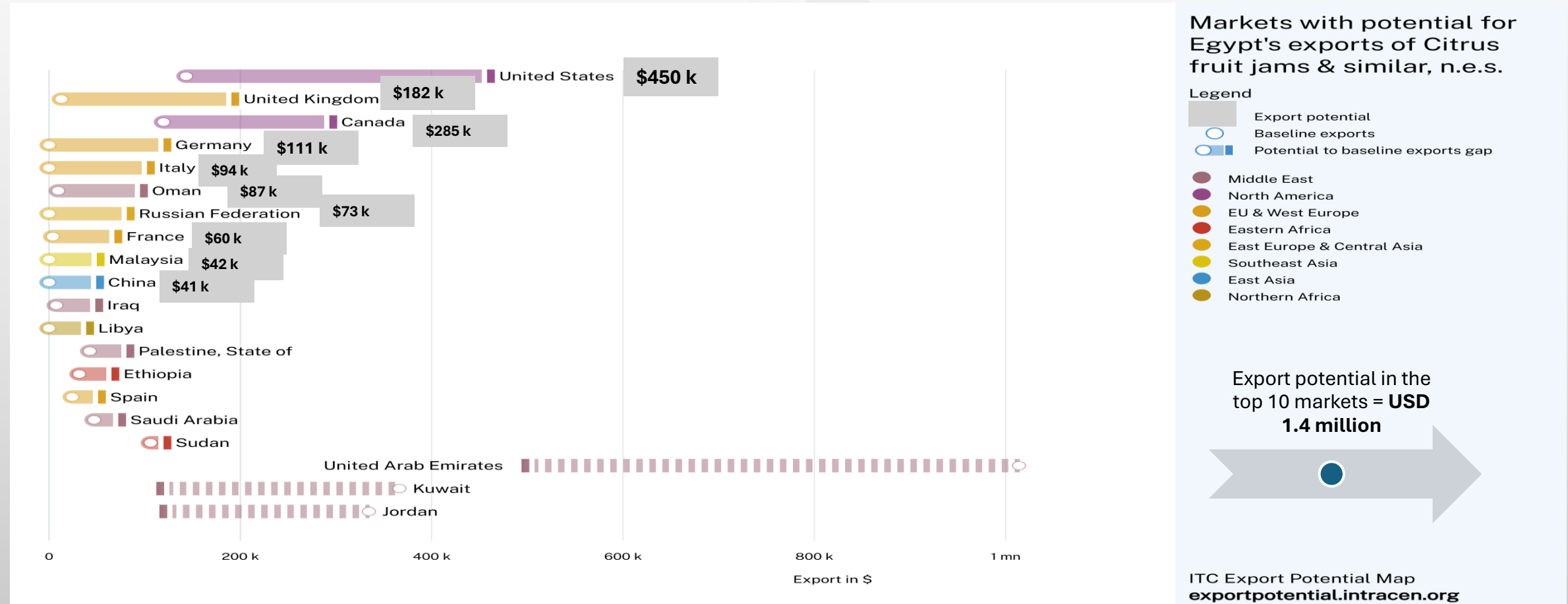


Key findings: The markets with greatest potential for Egypt's exports of 200710 Homogenised preparations of fruit/nuts, for infants/dietetic, <=250g are Canada, UK and UAE. Canada shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$147 k, representing 8.4% of unrealized export potential.

Source: ITC (Export Potential Map)

Markets with potential for Egypt's exports of Citrus fruit jams & similar, n.e.s. HS Code: 200791

(Export potential Estimate for 2029)



Key findings: The markets with greatest potential for Egypt's exports of 200791 Citrus fruit jams & similar, n.e.s. are United States, UK and Canada. United States shows the largest absolute difference between potential and baseline exports in value terms, leaving room to realize additional exports worth \$306 k, representing 18% of unrealized export potential.

Source: ITC (Export Potential Map)

Conclusion

- The global demand for jams and preparations under HS Code 2007 reached **USD 4.3 billion in 2024**, with **1.63 million tons** traded. It grew at an annual rate of **9% in value** and **2% in volume** from 2020 to 2024. Between 2023 and 2024, there was a **6% increase in value**, with an average unit value of **USD 2,621**.
- In 2024, Egypt exported **USD 48 million**, representing a **13% increase** compared to **USD 42 million in 2023**, according to official data from the General Organization for Export and Import Control (GOEIC).
- **Key Importing Markets:**
The USA, Germany, France, UK, Canada, Netherlands, Italy, Belgium, Spain, and Austria collectively accounted for approximately **57% of global imports in 2024**. The USA led with a **15% share**, followed by Germany (**11%**), France (**6%**), Canada (**5%**), Netherlands (**5%**), Italy (**4%**), Belgium (**3%**), and Spain and Austria (**2% each**).
- **Leading Exporting Countries:**
France, Italy, Türkiye, Germany, Spain, Belgium, Poland, Netherlands, Chile, and the USA collectively represented **63% of the global market in 2024**. France held the highest share at **13%**, followed by Italy (**10%**), Türkiye (**8%**), Germany (**7%**), Spain (**6%**), Belgium (**5%**), Poland (**4%**), Netherlands (**4%**), and Chile and the USA (**3% each**).
- **Export Potential:**
 - For **HS 200799 (Fruit jams & similar, n.e.s.)**, the markets with the greatest potential are **Canada, Jordan, and the Russian Federation**. Among these, **Canada** shows the largest absolute difference between potential and baseline exports in value terms, with an unrealized export potential of **USD 2.9 million (168%)**. Overall, the **export potential in the top 10 markets amounts to USD 25.3 million**.
 - For **HS 200710 (Homogenised preparations of fruit/nuts, for infants/dietetic, ≤250g)**, the markets with the greatest potential are **Canada, the United Kingdom, and the United Arab Emirates**. Once again, **Canada** leads with the highest unrealized export potential of **USD 147k (8.4%)**. The **export potential in the top 10 markets is estimated at USD 1.8 million**.
 - For **HS 200791 (Citrus fruit jams & similar, n.e.s.)**, the most promising markets are the **United States, the United Kingdom, and Canada**. The **United States** demonstrates the largest unrealized export potential at **USD 306k (18%)**. The **export potential in the top 10 markets totals USD 1.4 million**.

Conclusion & Way Forward

Key Challenges Identified:

- Misclassification of some products under HS codes (fruit concentrates vs. jams).
- High competition from countries with strong branding and distribution networks.
- Limited awareness among Egyptian exporters of U.S. regulatory and labeling requirements.
- Need for stronger marketing and positioning of Egyptian fruit products in premium markets.

Recommended Actions:

- Coordinate with Customs Authority to correct HS classification issues.
- Provide exporters with training on U.S. standards, labeling, and FDA requirements.
- Support collective branding and promotion of Egyptian jams & fruit products.
- Facilitate participation in U.S. trade fairs and B2B matchmaking events.

References

General Organization for Export and Import Control (GOEIC)

ITC (International Trade Centre)

TradeMap

Market Access Map

Export Potential Map

FEC Market Intelligence Unit :

Facebook Page: Food Export Council

Email:

- foodexportcouncil@feceg.com
- Tameem@feceg.com
- Alaa.Alberkdar@feceg.com





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