

EXPLORING THE GLOBAL DEMAND FOR TABLE OLIVE AND EGYPT'S EXPORT POTENTIAL

HS Code: 200570

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المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

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Introduction

This report highlights the promising global market for Table Olive, with a focus on Egypt's export potential under HS code 200570. The global import value for this product reached \$2.91 billion, with 982 thousand tons traded worldwide.

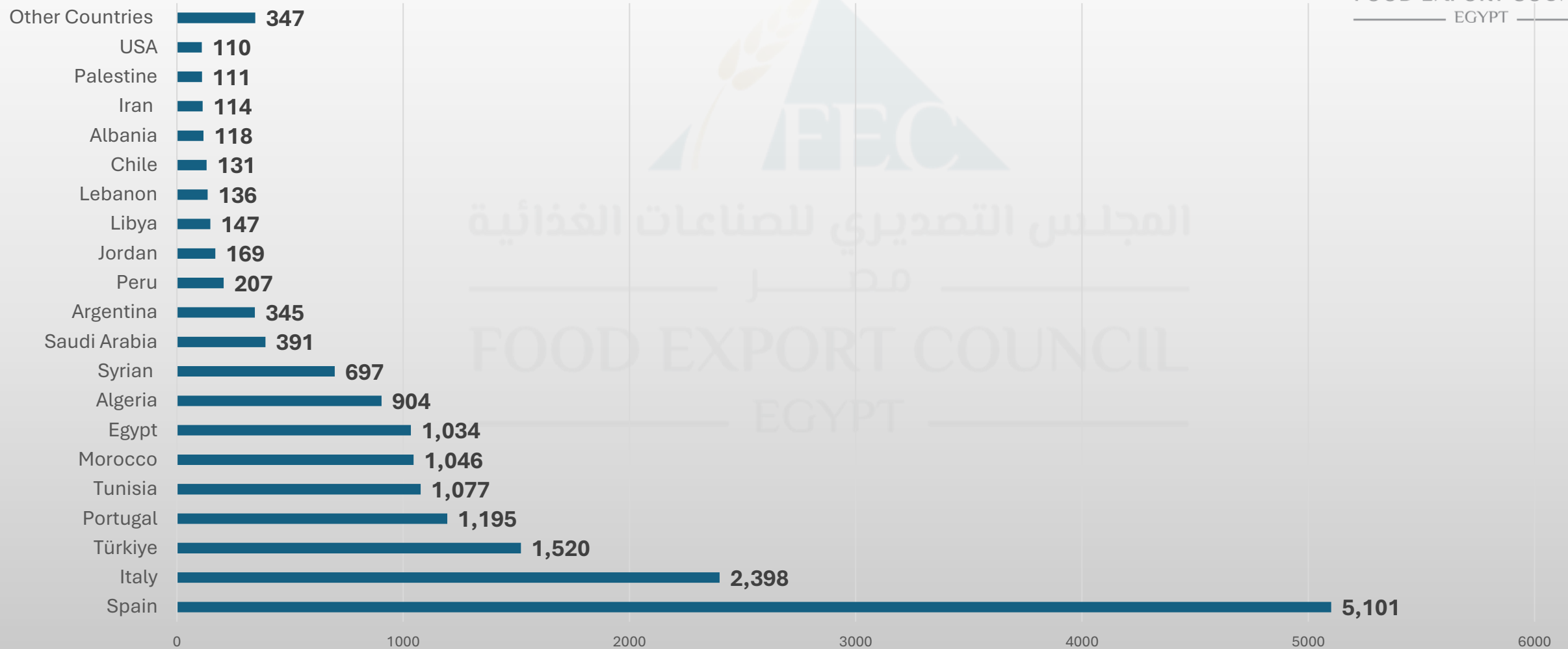
In 2023 Egypt ranked 7th globally in terms of olive production, producing 1 million tons. Egypt exported olives worth a total of USD 226 million under the following HS codes: 070990, 071120, 200190, and 200570. Notably, exports under HS code 200570 alone accounted for USD 184 million — representing approximately 81% of Egypt's total olive exports.

The report aims to explore whether Egypt can expand its foothold in this market and identify countries with the most potential for increased market share. Detailed analysis will uncover where Egypt can leverage its production capabilities and target new growth opportunities in global markets.

Global Olive Production



Top Olive-Producing Countries Worldwide in 2023 in Thousand Ton



The top 20 olive-producing countries account for **98% of global production**, which totals **17 million tons**.

Source: FAO

Five-Year Export Overview of Egyptian Olives by HS Code (2020–2024) Value in USD

HS Code	Product Description	2020 (USD)	2021 (USD)	2022 (USD)	2023 (USD)	2024 (USD)
070990	Fresh or chilled vegetables (excl. commonly traded vegetables)	107,973	97,805	–	–	–
071120	Olives, provisionally preserved (e.g. in brine, SO ₂ , etc.), not ready for direct consumption	9,424,497	10,456,640	8,823,813	21,544,826	41,932,232
200190	Vegetables, fruit, nuts, etc., preserved by vinegar or acetic acid (excl. cucumbers/gherkins)	2,426,758	702,840	71,805	–	419,346
200570	Olives, preserved other than by vinegar or acetic acid (excl. frozen)	91,867,798	77,887,243	71,867,221	126,830,490	183,706,004

HS Code 200570 is Egypt's leading olive export category, with exports reaching \$184 million in 2024 and accounting for over 81% of total olive exports. Its strong growth, especially compared to other HS codes with low or stagnant values, reinforces its strategic importance and justifies prioritizing it in future market development and promotional efforts.

Analysis of HS Code 200570

Table Olive Export Opportunities



Product Overview

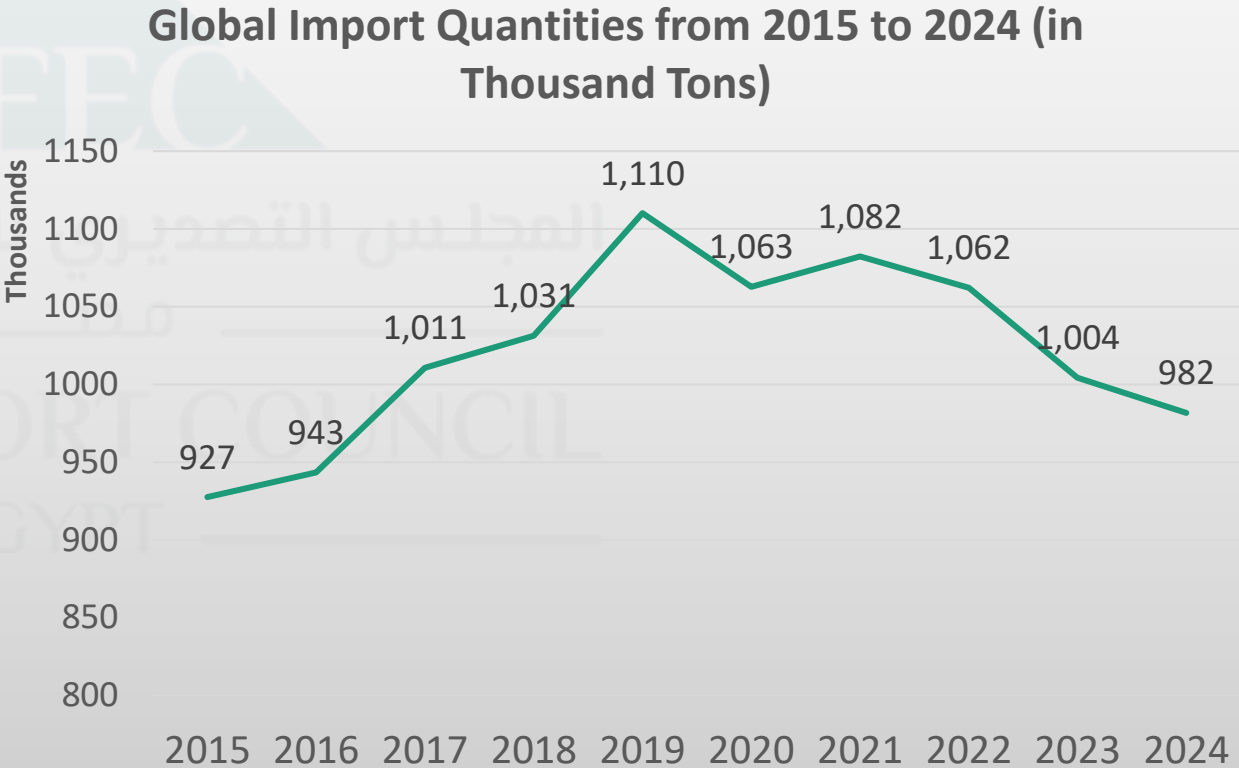
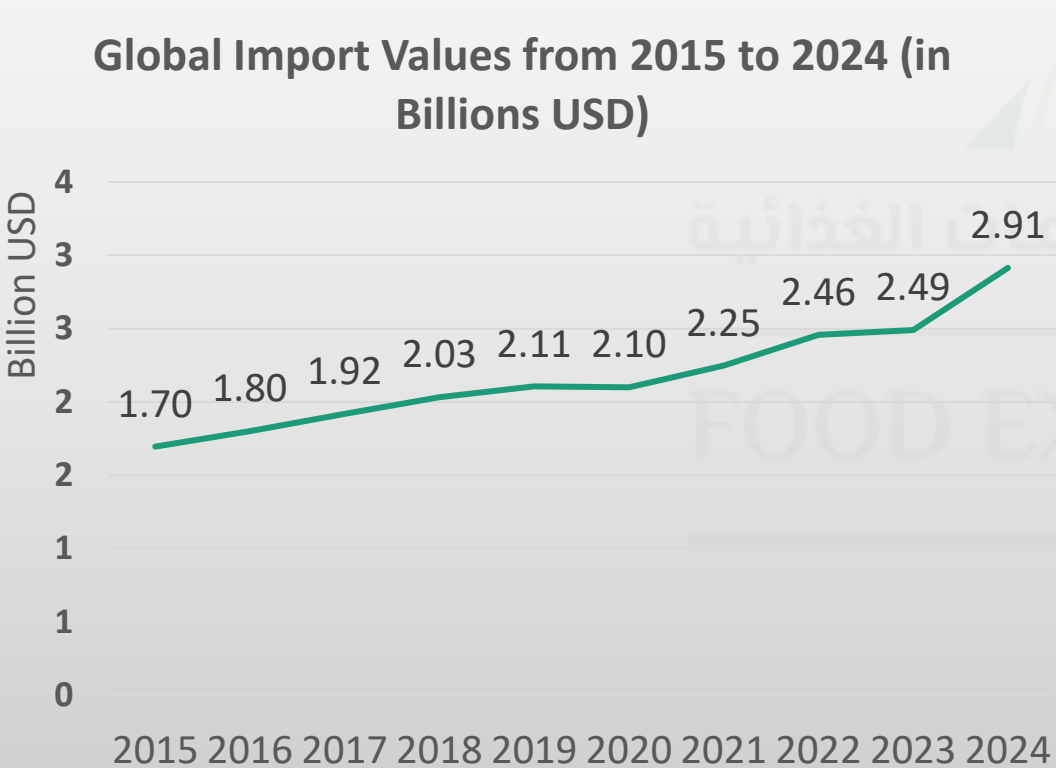
Product Name: Olives, prepared or preserved otherwise than by vinegar or acetic acid (excl. frozen).

HS Code: 200570



The most common type of preserved and processed olives is the "**Spanish-style**" **green olives**. These olives are widely used in Mediterranean cuisine, including salads and tapenades. They undergo a preservation process involving brining or curing with salt and may be stuffed with ingredients like garlic or peppers. **Black olives**, another popular variety, are ripened on the tree before processing, resulting in their characteristic darker color and distinct flavor.

Global Imports and Trend Analysis HS Code 200570

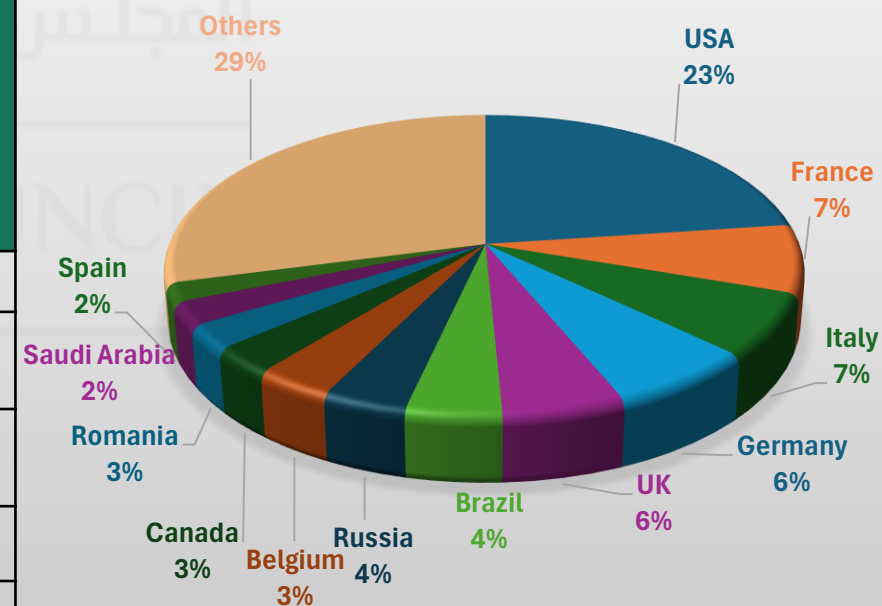


In 2024, total import value reached USD 2.91 billion. From 2020 to 2024, import values increased at an annual rate of 8%, while import quantities remained flat. **Notably, there was a 19% year-on-year increase in value between 2023 and 2024.**

Top Importing Markets Globally in 2024

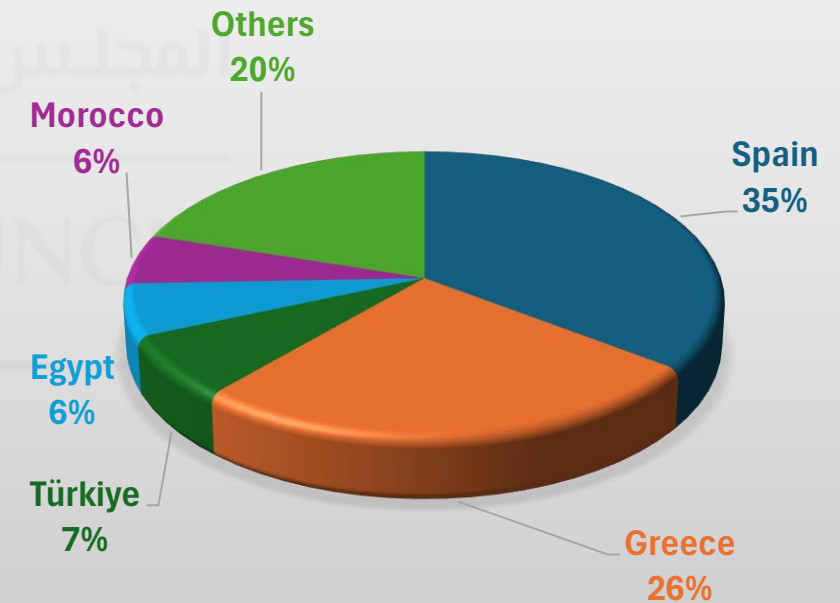
Rank	Country	Import Value in Million USD	Trade balance in 2024 (USD thousand)	Import Quantity in Thousand Ton	Share in Global Imports	Annual Growth (Value, 2020-2024)	Annual Growth (Quantity, 2020-2024)	Annual Growth (Value, 2023-2024)	Unit value (USD/unit)
	World	2.9	-27,389	982		8%	0%	19%	2,953
1.	USA	664	-649,071	140	23%	8%	1%	28%	4,753
2.	France	214	-200,679	79	7%	7%	-2%	22%	2,699
3.	Italy	199	-47,219	92	7%	13%	5%	18%	2,164
4.	Germany	196	-167,930	74	6%	5%	0%	11%	2,632
5.	UK	161	-157,920	46	6%	25%	12%	25%	3,504

TOP IMPORTING MARKETS GLOBALLY



Top Exporting Markets Globally in 2024

TOP EXPORTING MARKETS GLOBALLY



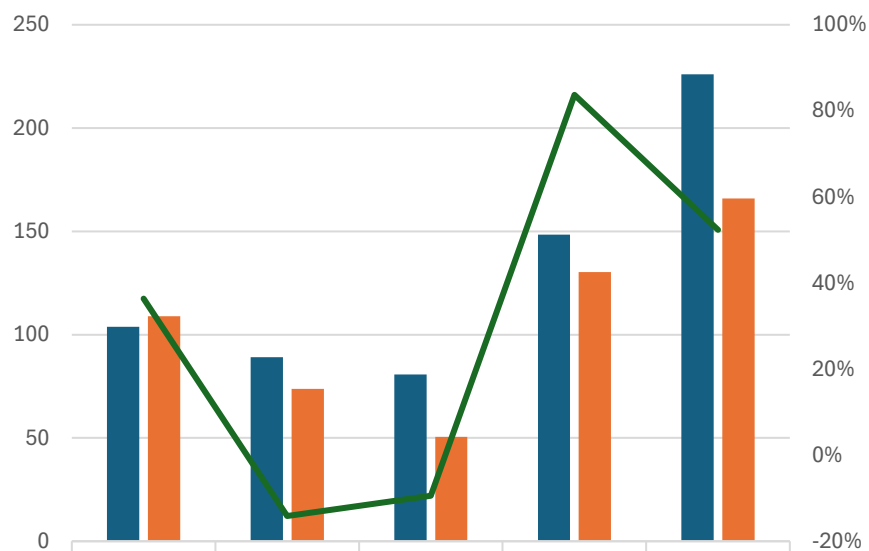
Rank	Exporters	Value exported in 2024 (USD Million)	Trade balance in 2024 (USD thousand)	Quantity exported in thousand-ton 2024	Share in world exports (%)	Annual growth in value between 2020-2024 (%)	Annual growth in quantity between 2020-2024 (%)	Annual growth in value between 2023-2024 (%)	Unit value (USD/unit)
1.	Spain	1,019	959,990	413	35%	7	-4	16	2,465
2.	Greece	753	718,606	203	26%	7	1	24	3,700
3.	Türkiye	204	203,867	-	7%	12	-	17	
4.	Egypt	170	167,779	168	6%	20	11	60	1,463
5.	Morocco	163	-162,051	162	6%	3	-5	20	2,407

EGYPT'S CURRENT EXPORT STATUS



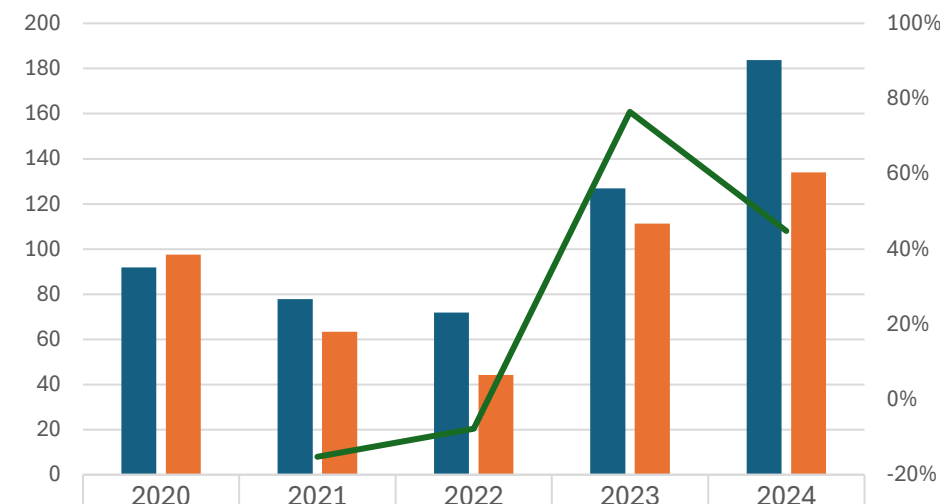
ANALYZING EGYPT'S OLIVE EXPORT TRENDS: SPOTLIGHT ON PREPARED OLIVES (200570)

Egypt table olive: Volume and Value All HS Codes



Value in Million USD	104	89	81	148	226
Volume in Thousand Tons	109	74	51	130	166
Annual Growth in Value	36%	-14%	-9%	84%	52%

Egypt Table Olive Exports: Volume and Value HS code: 200570

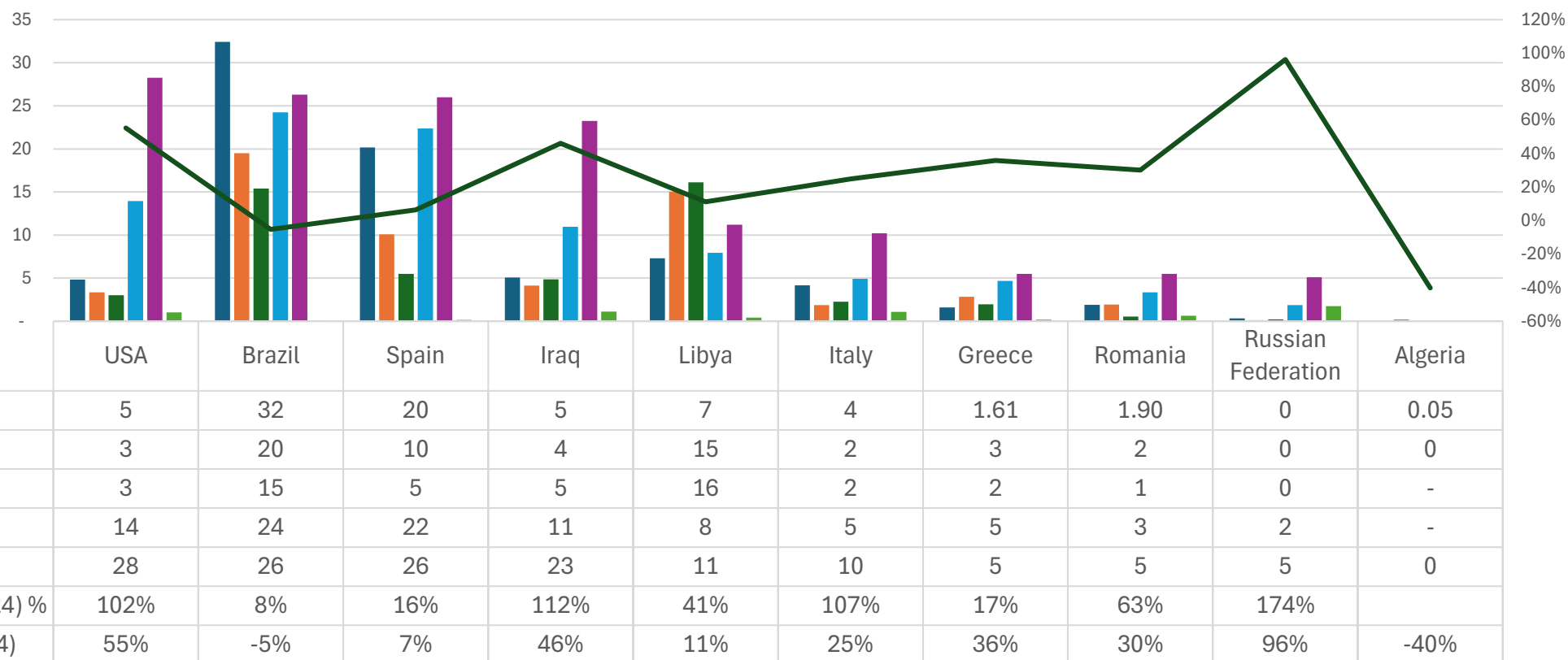


Value in Million USD	92	78	72	127	184
Volume in Thousand Tons	98	63	44	111	134
Annual Growth in Value		-15%	-8%	76%	45%

In 2024, Egypt exported olives worth a total of USD 226 million under the following HS codes: 070990, 071120, 200190, and 200570. Notably, exports under HS code 200570 alone accounted for USD 184 million — representing approximately 81% of Egypt's total olive exports. Therefore, our analysis will primarily focus on this specific HS code.

Source: GOEIC

EGYPT TABLE OLIVE: TOP EXPORT DESTINATIONS AND GROWTH TRENDS IN **MILLION USD** – 200570

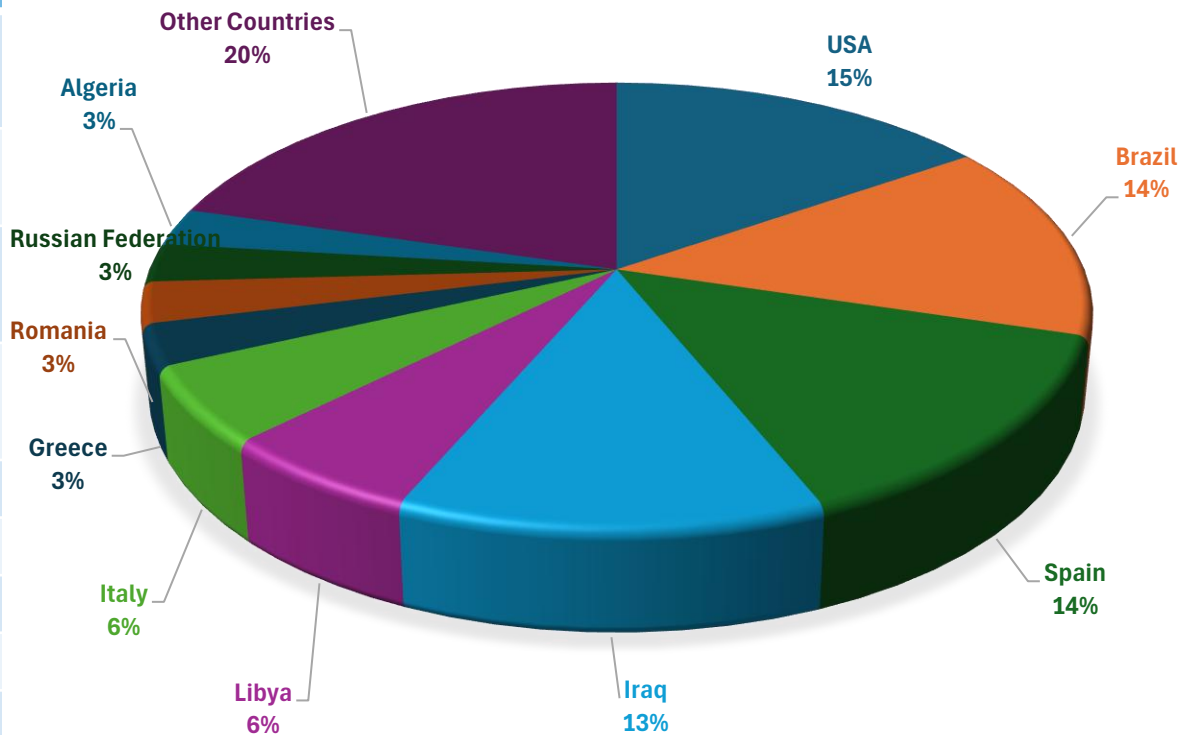


- These 10 countries account for **80% of Egypt's total table olive export value**, representing approximately **146 million USD**.

EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2024 200570

Rank	Importers	Export Value (2024) in Million USD	Export Quantity in Thousand Ton (2024)	Average Unit value (USD/unit) in 2024
1.	USA	28	18	1,541
2.	Brazil	26	23	1,151
3.	Spain	26	23	1,159
4.	Iraq	23	10	2,180
5.	Libya	11	6	1,955
6.	Italy	10	7	1,397
7.	Greece	5.5	5	1,232
8.	Romania	5.5	3	1,576
9.	Russian Federation	5	4	1,473
10.	Algeria	37	4	1,119

EGYPTIAN EXPORT MARKET SHARE BY COUNTRY IN 2024



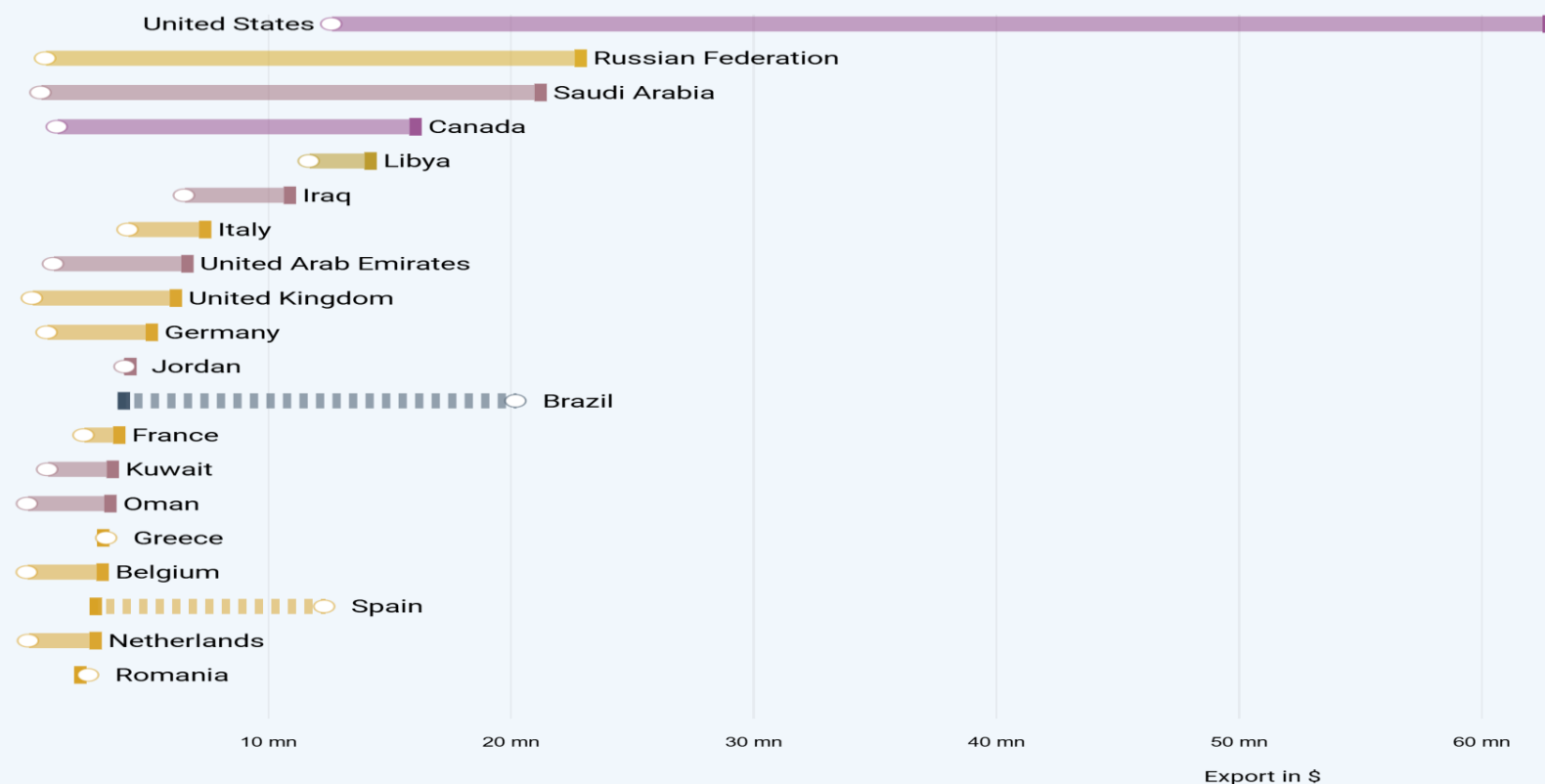
SAMPLE OF EGYPTIAN TABLE OLIVE EXPORTS TO COUNTRIES SHOW STRONG PERFORMANCE (2023-2024) *VALUES IN USD*

Country	2020	2021	2022	2023	2024	Annual Growth 2023-2024%
Belgium		5,292		1,854	64,780	3394%
Netherlands	103,026	42,113	236,450	47,379	558,955	1080%
Lithuania	206,220			65,010	710,285	993%
Albania				100,283	1,041,717	939%
Belarus	1,183,268	997,913	45,301	272,082	2,798,042	928%
Turkey		18,000	105,818	97,060	618,223	537%
Peru	42,771	49,630		39,400	186,934	374%
Qatar				37,875	155,719	311%
Chile	32,841	78,108	48,742	18,852	69,500	269%
Australia	325,570	69,769	513,391	576,742	2,086,155	262%
Malta	59,741	101,261	10,880	82,735	289,329	250%
Poland	245,395	196,699	59,072	248,453	722,730	191%
Saudi Arabia	201,129	679,942	101,957	455,868	1,314,523	188%
India	210,791	302,081	367,811	1,140,110	3,140,588	175%
Russian Federation	344,933	126,316	225,995	1,867,262	5,115,230	174%
Serbia				139,749	360,252	158%
UK	144,667	97,301	115,110	458,815	1,179,500	157%

EGYPTIAN TABLE OLIVE TO COUNTRIES SHOWING **DECLINING** (2023–2024) VALUES IN USD

Country	2020	2021	2022	2023	2024	Growth Rate 2023- 2024%
Sudan	168,000	568,657	1,265,306	621,269	1,200	-100%
Malaysia				48,642	1,000	-98%
Morocco	172,469	44,244		2,482,400	290,673	-88%
Cameroon	500		2,363	15,847	3,000	-81%
Jordan	2,748,868	7,419,847	13,449,311	5,564,367	1,913,122	-66%
Tunisia		130,440	238,706	1,013,477	407,275	-60%
Israel	780,684	604,136	261,340	1,153,422	939,923	-19%
Doninican				26,114	21,536	-18%
Algeria	46,000	200,000		5,727,648	4,964,290	-13%
Juwait	655,953	806,834	809,625	807,921	744,366	-8%
Bahrain	101,833	49,015	191,921	189,335	179,309	-5%

Markets with potential for Egypt's exports of Table Olive HS Code: 200570



Markets with potential for Egypt's exports of Olives, prepared/preserved

Legend




- Export potential
- Actual exports
- Potential to actual exports gap
- North America
- Middle East
- EU & West Europe
- East Europe & Central Asia
- Northern Africa
- South & Central America

ITC Export Potential Map
exportpotential.intracen.org

The markets with greatest potential for Egypt's exports of 200570 Olives, prepared/preserved are United States, Russian Federation and Saudi Arabia. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$50 mn.

Source: ITC (Export Potential Map)

EXPORT POTENTIAL OF EGYPT ACROSS TOP COUNTRIES UNDER HS CODE 200570

Country	Export Potential	MFN Duty Applied	Preferential Tarrif
 USA	\$62 mn	5.4 cents/kg AVE 2.22%	GSP 0%
 Russian Federation	\$22 mn	10%	GSP 7.5%
 Saudi Arabia	\$21 mn	5%	League Of Arab States 0%

Note: Preferential tariffs for Generalized System of Preferences (GSP) countries were set at 0%, but currently, the GSP program is discontinued.



USA Market



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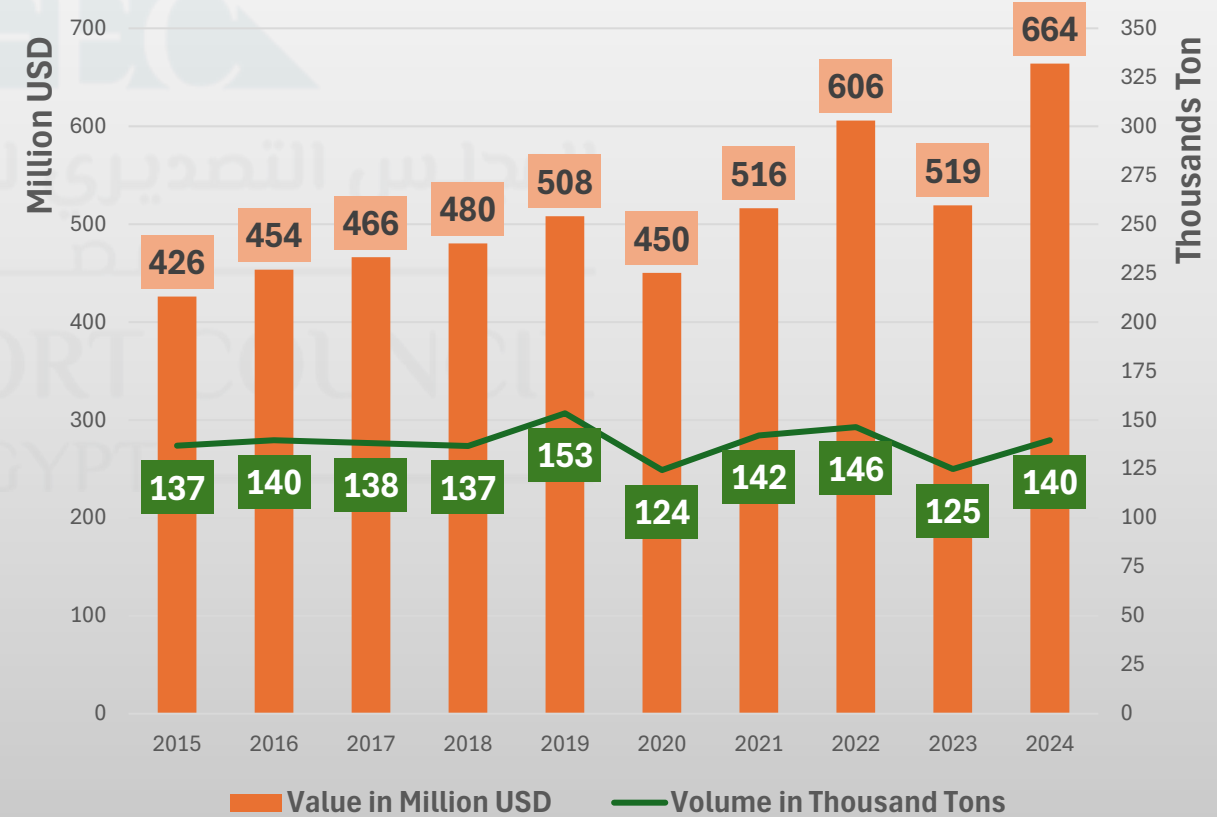
Overview of USA's Import Performance in 2024 (Trade Map)

- USA's imports represent 23%.
- Its ranking in world imports is 1st.
- Total Imports: 664 million USD
- Import Quantity: 140 thousands tons
- Unit Value(USD/unit): 4,753

Annual Growth Analysis

- Annual Growth Value (2020-2024): 8%
- Annual Growth Quantity (2020-2024): 1%
- Annual Growth Value (2023-2024): 28%

USA Table Olive: Volume and Value Trends (2015-2024)





USA Market

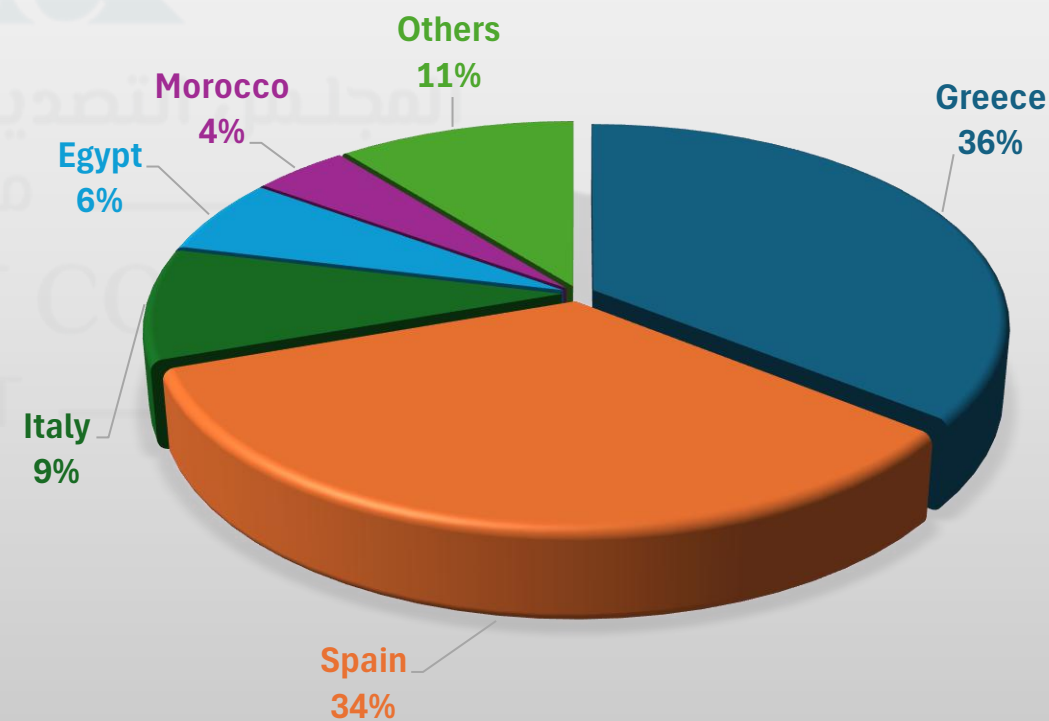


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Top Exporters to USA by Share in Imports: Import Value, Volume, and Unit Value in 2024 based on available data

Rank	Exporters	Imported Value in Million USD	Imported Volume in thousand tons	Share in USA's Import	Annual Growth in Value (2020-2024) %	Annual Growth in Volume (2020-2024) %	Annual Growth in Value (2023-2024) %	Unit value (USD/un it)
1.	Greece	237	40	36%	8%	3%	32%	5,855
2.	Spain	225	46	34%	6%	-3%	24%	4,855
3.	Italy	61	10	9%	15%	10%	15%	6,334
4.	Egypt	41	15	6%	31%	23%	67%	2,823
5.	Morocco	29	9	4%	-9%	-14%	-3%	3,158

TOP EXPORTERS TO USA BY SHARE IN IMPORTS



Source: ITC (Trade Map)

To explore the market access conditions in USA: [Market Access Map](#) There, you can find comprehensive information about the market entry requirements and regulations in USA.

Challenges and Solutions in Recommended Markets

USA Market:

- Challenge: Pesticide control hindering market expansion.
- Solution: Acquire Pesticide Analysis Machines; implement awareness programs for responsible pesticide usage; tighten control systems for pesticide sales.

Saudi Market:

- Challenge: SFDA registration hurdles.
- Solution: Advocate for support from National Food Safety Authority; streamline registration process.

Russian Market:

- Challenge: Supply chain optimization needed.
- Solution: Enhance communication with printing and packaging facilities; increase tin suppliers; streamline production inputs release.

Conclusion

- The global demand for table olives under HS Code 200570 reached **\$2.9 billion** in 2024, with **982 thousand tons** traded. From 2020 to 2024, import values increased at an annual rate of **8%**, while import quantities remained flat. Notably, there was a **19% year-on-year increase in value between 2023 and 2024**, with an average unit value of **\$2,953**. In 2024, Egypt's table olive exports were valued at **\$184 million**, marking a significant increase from approximately **\$127 million in 2023**. This represents a **45% growth**, according to data from GOEIC under HS Code 200570.
- **Major Importing Markets:** Key importing markets such as the **USA, France, Italy, Germany, and the UK** collectively accounted for approximately **50% of global imports in 2024**. The **USA led with a 23% share**, followed by **France and Italy at 7%**, and **Germany and the UK at 6%** each.
- **Leading Exporting Countries:** **Spain, Greece, Türkiye, Egypt, and Morocco** were the top exporting countries, collectively representing **80% of the global market in 2024**. **Spain held the highest share at 35%**, followed by **Greece at 26%**, **Türkiye at 7%**, **Egypt at 6%**, and **Morocco at 6%**. Egypt ranked **4th globally** in exports under HS Code 200570.
- **Export Potential:** The markets with the greatest potential for Egypt's exports of olives under HS Code 200570 are the **United States, Russian Federation, and Saudi Arabia**. The **United States shows the largest absolute gap between potential and actual exports**, leaving room to realize **additional exports worth \$50 million**.

Recommendations

1. Strategic Market Targeting

Focus export efforts on key markets with the highest potential: the USA, Saudi Arabia, and the Russian Federation. The USA leads with an export value of \$50 million, accounting for 23% of the global processed olive market and 6% of Egypt's total exports in 2024. Russian federation and Saudi Arabia follow with \$21 million and \$20 million respectively. Prioritizing these markets will maximize export opportunities and capitalize on their significant demand.

2. Introduce New Olive Varieties

Collaborate with the Ministry of Agriculture to introduce new olive varieties such as **Ojoblanca**, known for its distinctive characteristics and flavor. This diversification will enhance product offerings, attract new consumer segments, and adapt to evolving market preferences.

3. Promote Value-Added, Branded, and Packaged Products

Support local producers in transitioning from bulk exports to value-added, branded, and retail-ready packaged products. This shift will improve competitiveness, meet modern consumer expectations, and increase profitability. Key actions include capacity building, design and packaging development, and marketing support.

References

General Organization for Export and Import Control (GOEIC)

ITC (International Trade Centre)

TradeMap

Market Access Map

Export Potential Map

FAO

International Olive Council



FEC Market Intelligence Unit :

For more details, please check our website: www.feceg.com

Facebook Page: Food Export Council

Email: foodexportcouncil@feceg.com

Thank you
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