



HEIA
جمعية تنمية وتطوير الصادرات البستانية
Horticultural Export Improvement Association



International Marketing Promotions

Khaled El-Haggan

March 15, 2023





Agenda

- International Market Consumption Sizing
- The issues
- Proposed Solutions



International Market Consumption Sizing

- **Production Issue**

- Palm Trees Plantation

- Egypt: 5M, Morocco: 5M, Far East, Australia, etc...

→ Over Production ????

- How is related to Market Size and demands?

- Lack of Market sizing, very few analysis

→ Problem Continues



International Market Consumption Sizing

Annual Growth Rate:
3.39%

**Including Date
consumption
growth rate &
Palm Tree
death rate**


Date Market Size

The global date market expanded to \$X in 2021, rising by 3.7% against the previous year. The market value increased at an average annual rate of +2.7% from 2012 to 2021; the trend pattern remained consistent, with somewhat noticeable fluctuations in certain years. The pace of growth appeared the most rapid in 2018 with an increase of 7.3%. Over the period under review, the global market hit record highs in 2021 and is likely to continue growth in the immediate term.



The date fruit market is expected to grow at a compound annual growth rate (CAGR) of 5.1% during 2021–2026. This statistic reflects the growing demand for date

MarketWatch

Press Release

**Global Date Fruit Market
Expected to Reach USD
14934.93 million in 2022
and Compound Annual
Growth Rate (CAGR of
3.39% | Forecast Period
2023-2028**

Published: Jan. 23, 2023 at 2:36 a.m. ET



HEIRA
جمعية تنمية وتطوير الصادرات البستانية
Horticultural Export Improvement Association


المجلس التصديري للحاصلات الزراعية
AGRICULTURAL EXPORT COUNCIL



International Market Consumption Sizing

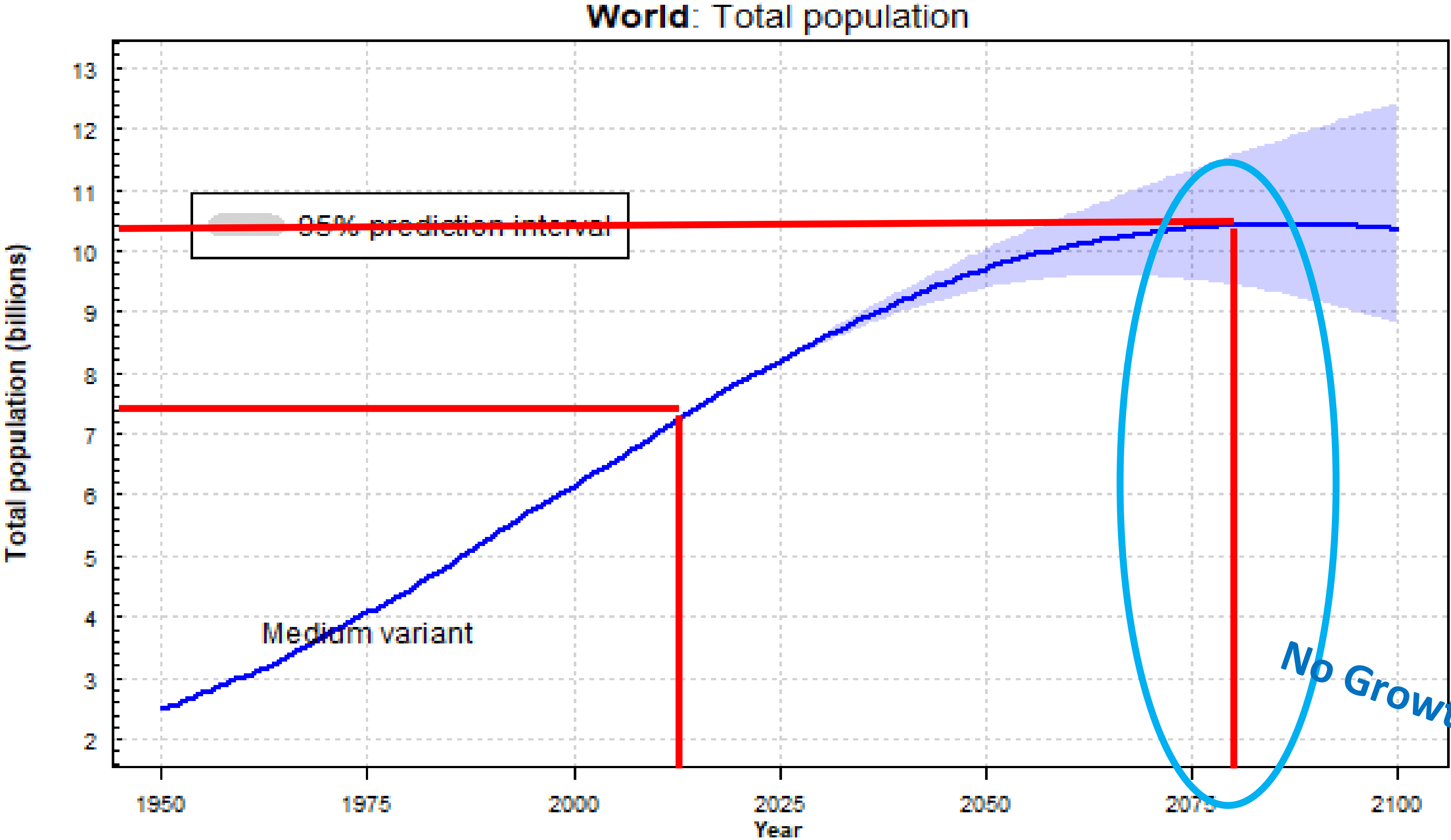


HEIRA

جمعية تنمية وتطوير الصادرات البستانية
Horticultural Export Improvement Association



المجلس التصديري للحاصلات الزراعية
AGRICULTURAL EXPORT COUNCIL



© 2022 United Nations, DESA, Population Division. Licensed under Creative Commons license CC BY 3.0 IGO.
United Nations, DESA, Population Division. *World Population Prospects 2022*. <http://population.un.org/wpp/>

Population Growth Rate till 2077: 0.8% yearly



International Market Consumption Sizing



- Factors affecting demand on Palm tree plantations:
 - World population:
 - Growth Rate 0.8% yearly of 7.7B
 - Date Palm Awareness growth Rate 2% yearly of 7.7B
 - Palm tree death rate
 - 1.2M hectare * 140 Palm/hectare → 170M Date Palm trees
 - Palm Tree Death Rate: 3% yearly
- Conservative Growth demands on Palm tree: **1.3%** of 170M Palm tree



International Market Consumption Sizing



- **Total Date Palm Trees:**
- **Applying conservative Growth Rate. We need:**
 - In 5 Years: Additional **11.5M** Date Palm tree
 - In 10 Years: Additional **23.5M** Date Palm tree
- **Applying FAO Growth Rate. We need:**
 - In 5 Years: Additional **30M** Date Palm tree
 - In 10 Years: Additional **67M** Date Palm tree



➔ the problem is not over-productivity, it is

Issue #1

Lack of penetration in new Markets & Market segments



International Market Consumption Sizing

- **Date Palm Trees Production:**

- **Average Date Palm production: 56Kg/ Palm Tree**
- **Assume Agri practices improve 25% tree Productivity**

- **We need:**

- **In 5 Years: Additional 23M Date Palm tree**
- **In 10 Years: Additional 50M Date Palm tree**

➔ **the problem is not over-productivity, it is**

Lack of penetration in new Markets & Market segments

Issue #1



International Market Consumption Sizing

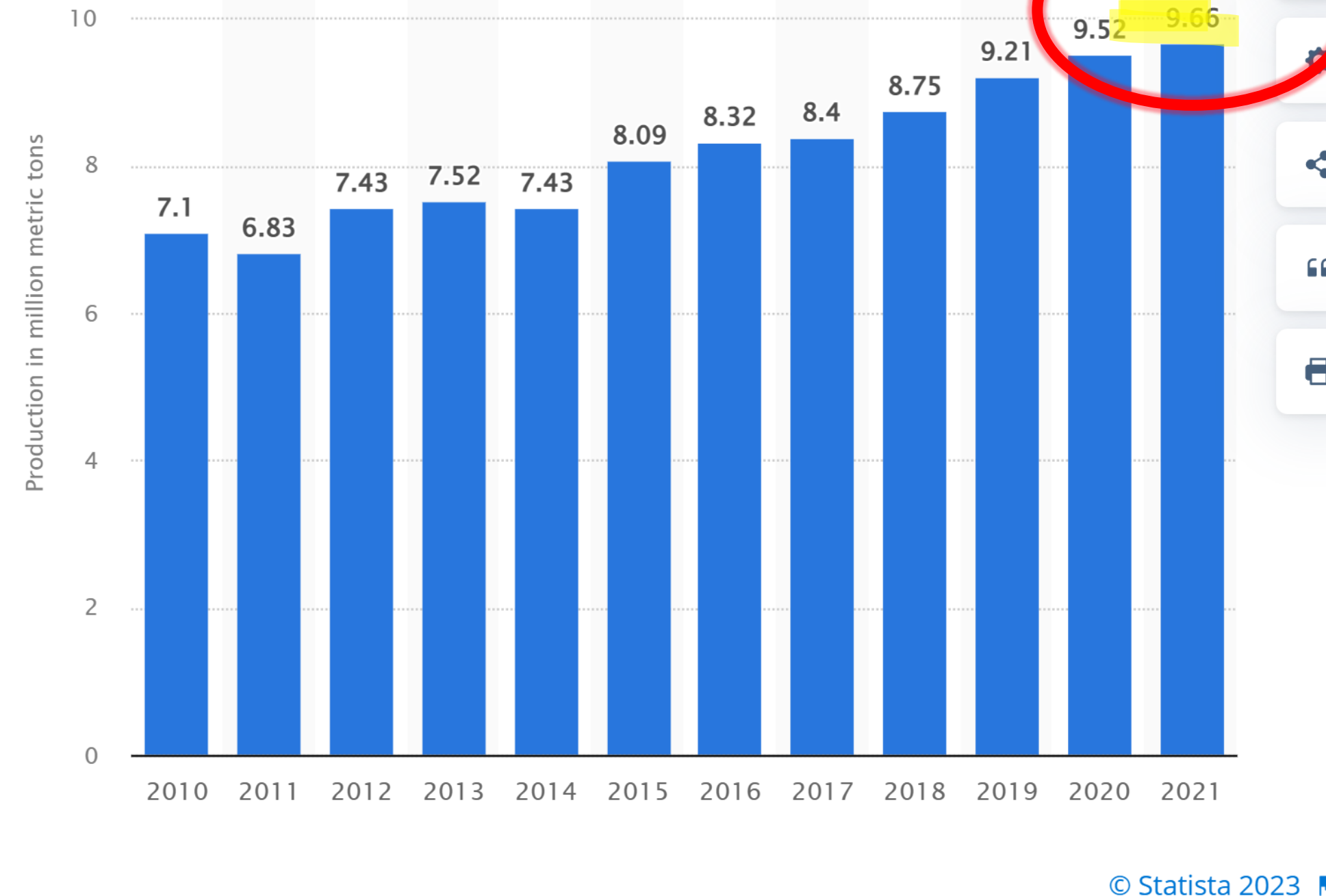


- **Regulating plantation:**
 - **Can you force Farmers/Growers to stop planting???**
- **Best bet is to:**
 - **Increase awareness**
 - **Request people to follow a plantation plan**
 - **Right variety at right location**



International Market Consumption Sizing

Date production – 2020 (tonnes)	
 Egypt	1,690,959
 Saudi Arabia	1,541,769
 Iran	1,283,499
 Algeria	1,151,909
 Iraq	735,353
 Pakistan	543,269
 Sudan	405,323
World	9,454,213
Source: UN Food and Agriculture Organization (FAO) ^[11]	



- **World consumption 9.5 M Tons**
- **Consumed by 7.7 M persons**
- **Average consumption per person:**

1.25 ton per year or 1 Date per 12 days

Global dates production 2010-2021

Published by [M. Shahbandeh](#), Jan 23, 2023



This statistic illustrates the production of dates worldwide from 2010 to 2021, in million metric tons. In 2021, the global production volume of dates amounted to about 9.66 million metric tons, up from 8.4 million metric tons in 2017.



HEIRA
جمعية تنمية وتطوير الصادرات البستانية
Horticultural Export Improvement Association



International Market Consumption Sizing



- Low consumption rate per person
 - 1 Date per 12 days
 - Health benefits demand 1-7 dates/day,
 - assume **3 dates/day**
- It becomes **Our responsibility** to the world population

Issue #2

- And **36** times increase in consumption for us



The issues

● Issue #1

- **Lack of penetration in new Markets & Market segments**

- 20-25 countries compared to 200+ countries
- Targeting high tier customers only

● Issue #2

- **Low consumption rate per person**

- Low awareness campaigns
- Low reach to all consumers



Proposed Solutions

1. Date health-based International awareness promotion campaign

- Targeting: Consumers, Supermarkets chains, Buyers, Importers, Wholesalers, and health stakeholders
- Viral thru social media
- Organized thru health benefits events in the world
- Special Dietician events
- Special Health articles in all health related magazines
- With analysis of most exported Date varieties
- Not thru private sector, not by country, but thru unbiased International organization



Proposed Solutions

2. Create an Unbiased International Marketing Unit

- Headed by Marketeers, not by Agronomists (culture change)
- As aid & marketing support to all Date Palm exporters
- Role:
 - Identify and prioritize new Markets
 - Work with Governments to facilitate the penetration of new Markets
- Consumer and demands Segmentation with:
 - Targets products/packages/offering high level specifications
 - Target pricing and quantities to address all consumers classes and market segments





HEIA
جمعية تنمية وتطوير الصادرات البستانية
Horticultural Export Improvement Association



THANK YOU

