

## Export Opportunities

( Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen )



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## 1. Summary of product and market identification

Product identified	Articles of natural or cultured pearls
Criteria for identification	<i>Export from UAE is growing at the same time world import is growing(<b>Champion product</b>)</i>
Benefit to the exporter from Dubai	<i>Companies can broaden the supply capacity and diversify products</i>
Economic impact	<i>Economic sustainability</i>
Current exports +re-exports from Dubai	<i>About 2.13 mn AED in 2017 according to Dubai Customs data</i>
Current top export markets share in UAE exports according to ITC	<i>KSA(31.3%),Oman(29.8%)</i>
Number of high potential markets	8
Potential markets(with size and tariff)	China(12.3 mn US\$,7%),Hong Kong(7.1mnUS\$,0%),Singapore(3.4 mn,0% US\$),Taipie (3.1 mn,0% US\$),Republic of Korea(2.5 Mn US\$,7%),USA(1.3 mn US\$,0%),Malaysia(2.2mnUS\$,0%),Japan(2.0 mnUS\$,0%),

Untapped potential market size for all 8 markets	<i>Around 34 mn US\$</i>
# of Markets with zero import tariff	<i>4 markets</i>

**1- Preamble**

- *The purpose of the Product& Market identification series is to identify promising products that are performing in export market at a growth rate higher than the world average, these are called “Champions”*
- *Exporters of “Champions” have proven their international competitiveness over the period. Trade promotion efforts for Champion products cannot be controversial as they are national successes. Promotional efforts might include awareness to exporters of the extra opportunities in order to broaden the supply capacity and diversify products. Further ,these products are important for sustaining economic growth*

- *The other category of products which we intend to cover in the series in a subsequent phase, are products **declining in a growing market**, they are hence named “decliners in a growing market”, These category can represent an alert for policy makers to identify opportunities for trade promotion and other efforts, reasons for underperformance may be diverse and include supply-side capacity constraints, product quality issues ,market access barriers, need for export credit guarantee in the target markets and logistics connectivity*
- *The source of information for these analyses is ITC Trade Map with validation by WITS if necessary as well as Dubai Customs data*

## **2- Product Identification**

- *The growth rate of UAE exports of **Beauty or make-up preparations and preparations for the care of the skin** between 2013-2017 was 17% annually*
- *Trade balance in 2017 was negative i.e. imports exceeded exports from UAE according to ITC Trade Map. That means UAE import is high ,which has the advantage of supporting a good economy of scale of production for both local and export market*
- *World imports of Beauty or make-up preparations and preparations for the care of the skin between 2013-2017 grew at 8% annually ,that means the prospects of the market demand are good.*
- *Hence the product can be classified as “Champion product. as export from UAE is increasing and world import is also increasing*
- *UAE ranked #27in world export of the product, indicating good export capability for UAE*

- *The concentration of the importing countries was 0.23 , that means the importers are low concentrated, meaning larger number of countries are importing the product, the diversified markets give advantage to small business exporters.*

*Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen is a UAE Champion Product*

*UAE Exports and World Imports of Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen*

**List of products at 6 digits level exported by United Arab Emirates in 2017 (Mirror)**

detailed products in the following category: 3304 Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen or ...

Code	Product label	Select your indicators										
		Value exported in 2017 (USD thousand)	Trade balance 2017 (USD thousand)	Annual growth in value between 2013-2017 (% , p.a.)	Annual growth in quantity between 2013-2017 (% , p.a.)	Annual growth in value between 2016-2017 (% , p.a.)	Annual growth of world imports between 2013-2017 (% , p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries	
TOTAL	All products	169,650,018	-34,692,622	-9		12	-3	1	28	4,835	0.06	
330499	Beauty or make-up preparations and preparations for the care of the skin (other than	137,614	-369,638	17	12	8	8	0.4	27	1,532	0.23	

medicaments), ...												
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### **3- UAE/Dubai Foreign Trade**

#### Dubai Trade Beauty or make-up preparations & preparations for the care of the skin

Exports from Dubai for the make-up preparations & preparations for the care of the skin reached nearly 300,000 dirhams in 2017 ,but re-exports were very much higher at 1.8 million AED.

	AED
EXPORT	283,463,527
IMPORT	4,326,739,321
RE-EXPORT	1,858,099,297
<b>Grand Total</b>	<b>6,468,302,145</b>

#### UAE current export markets for skin care

- ***KSA and Oman*** are the leading markets, together they account for 61.1% of UAE exports of skin care products
- *All top 5 markets do not impose custom duties on imports of these products exported from UAE*

List of Top importing markets for the product exported by United Arab Emirates in 2017 (Mirror)

Product: 3304 Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen or ...

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

Importers	Value exported in 2017 (USD thousand)	Trade balance 2017 (USD thousand)	Share in United Arab Emirates's exports (%)	Total imports growth in value of partner countries between 2013-2017 (% p.a.)	Average distance between partner countries and all their supplying markets (km)	Concentration of all supplying countries of partner countries	Average tariff (estimated) faced by United Arab Emirates (%)
Total	167,580	-542,785	100	8			
Saudi Arabia	52,431	48,697	31.3	4	5,109	0.08	0
Oman	50,010	49,955	29.8	3	1,344	0.66	0
Kuwait	15,159	14,076	9	6	5,097	0.08	0
United Kingdom	11,880	-19,697	7.1	3	3,666	0.11	0
Egypt	5,644	2,407	3.4	7	3,359	0.2	0

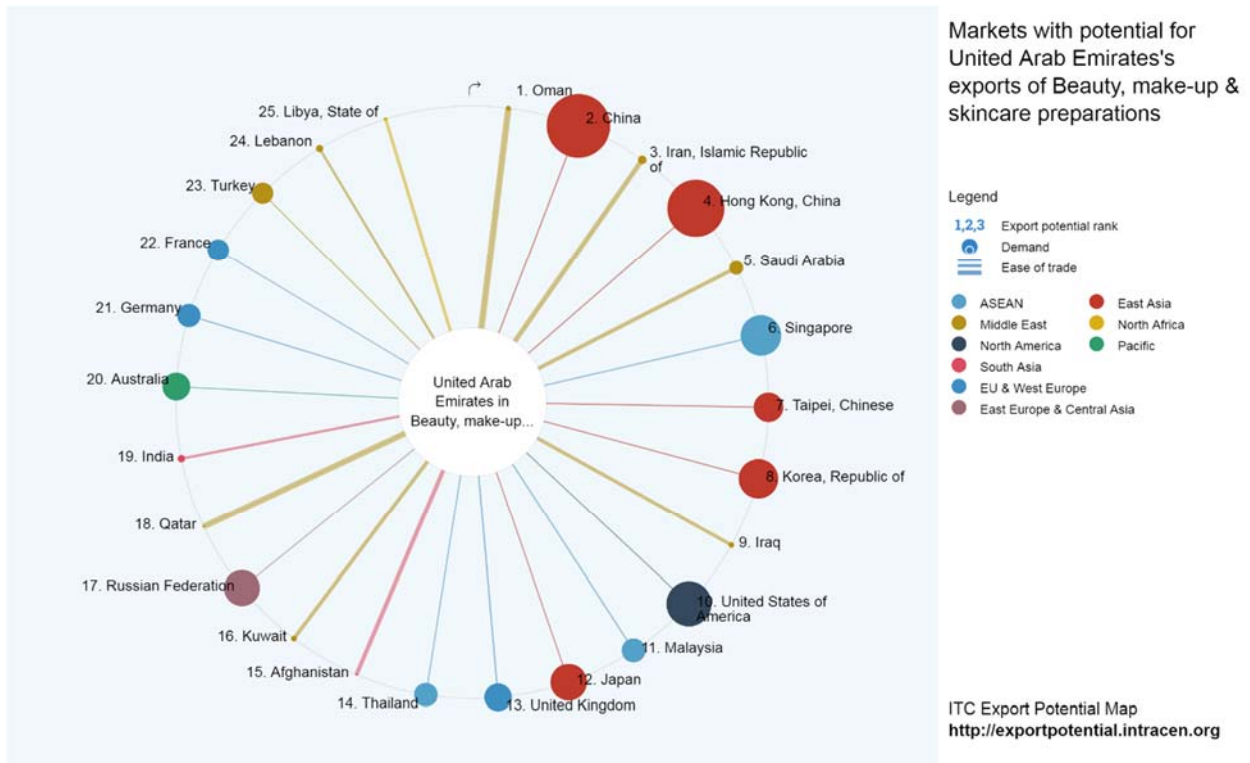
## 4- Potential Markets

### Key findings

- The markets with greatest export potential for export of Skin Care from UAE are numbered in the diagram below starting with #1, the greatest potential

- The markets with greatest untapped export potential for United Arab Emirates's exports of 330499 Beauty, make-up & skincare preparations by value of export potential and applied import tariff for imports from UAE are:

China(12.3 mn US\$,7%),Hong Kong(7.1mnUS\$,0%),Singapore(3.4 mn,0% US\$),Taipie (3.1 mn,0% US\$),Republic of Korea(2.5 Mn US\$,7%),USA(1.3 mn US\$,0%),Malaysia(2.2mnUS\$,0%),Japan(2.0 mnUS\$,0%),Thailand(1.6 mn US\$,30%)





**Sources of information : Dubai Customs ,ITC**