



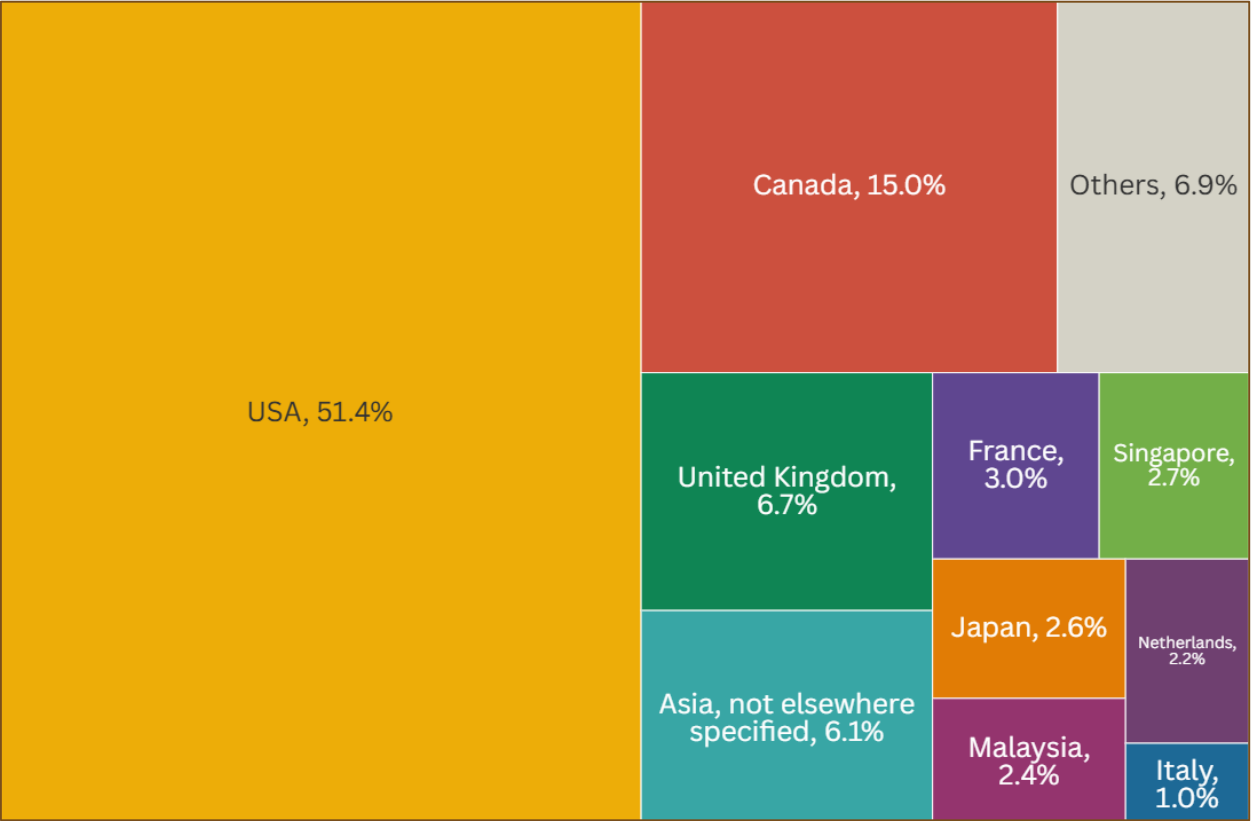
Yams Imports from African Countries

Exploring Trade Opportunities in the Global Market

January, 2025

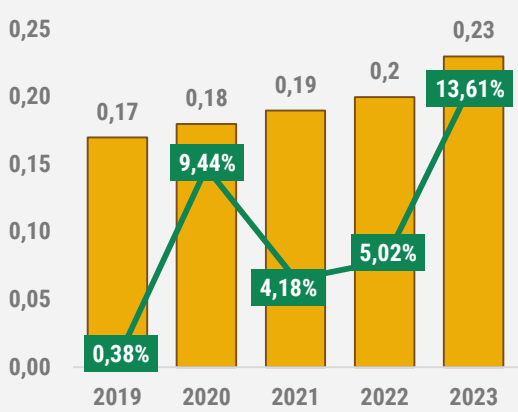
Largest Importers of Yams in 2019 – 2024

Shares of Top-10 Importers of Yams in 2023

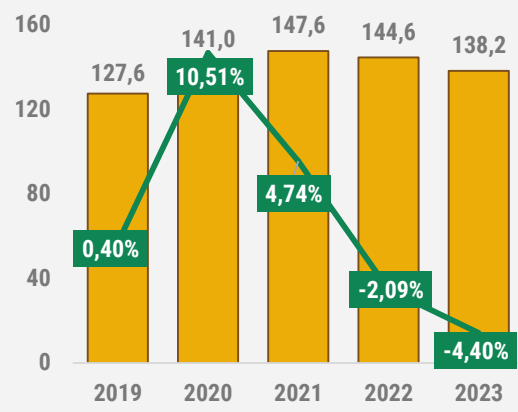


Yams refer to a specific type of batata ("sweet potato") derived from various species within the *Dioscorea* genus, including *Dioscorea alata* (white yama), *Dioscorea bulbifera* (potato yama), *Dioscorea cayenensis* (yellow yama), *Dioscorea esculenta* (Asian yama), and *Dioscorea batatas* (Chinese yama). These are classified under HS Code 071430, which is the focus of the analysis in this report. Additionally, there is a separate category for "sweet potatoes" under HS Code 071420, which is not included in the scope of this study

Global Imports, B \$



Global Imports, k tons



Imports of Top-9 Consumers, 2024

Country	Value Imports (M \$)	Imports Growth Rate (\$)	Volume Imports (k tons)	Imports Growth Rate (t)	Period, 2024
USA	85.54	2.30%	43.77	0.68%	01.2024-09.2024
Canada	21.08	-1.03%	10.83	-5.65%	01.2024-08.2024
United Kingdom	12.97	30.61%	12.74	32.74%	01.2024-08.2024
France	1.40	91.78%	1.19	76.75%	01.2024-02.2024
Singapore	1.58	-10.73%	1.01	8.78%	01.2024-03.2024
Japan	6.13	44.24%	1.01	34.25%	01.2024-08.2024
Malaysia	3.07	-9.07%	2.77	-9.46%	01.2024-07.2024
Netherlands	5.34	32.84%	3.38	34.17%	01.2024-10.2024
Italy	0.95	-36.67%	0.73	-34.65%	01.2024-09.2024

Yams Imports from African countries in 2023 – 2024

In 2023 -2024, **African countries** have supplied yams to Top-3 largest importers: **USA** (51.4% of global yams imports), **Canada** (15.0% of global yams imports) and the **United Kingdom** (6.7% of global yams imports).

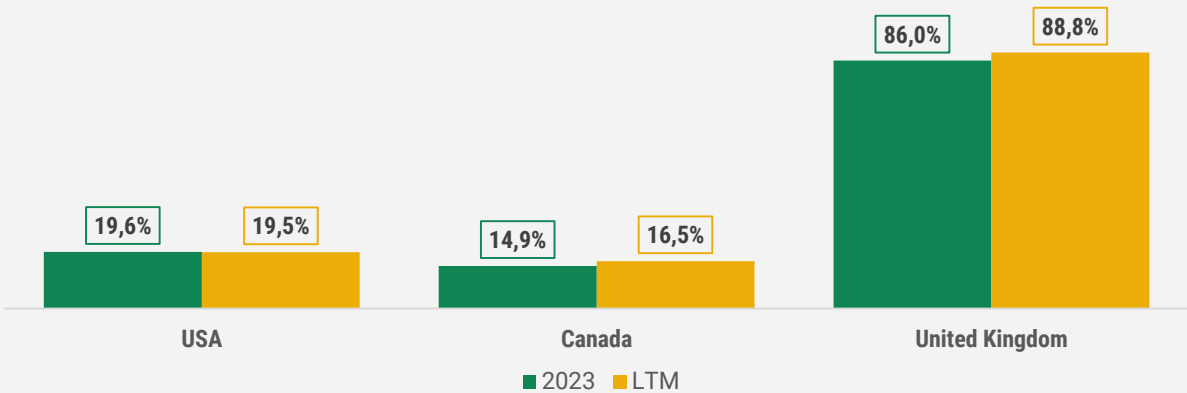
Imports from African Countries, LTM (K \$)

Country	USA	Canada	United Kingdom
LTM period	10.2023-09.2024	09.2023-08.2024	09.2023-08.2024
Cameroon	8.41	NO TRADE	NO TRADE
Central African Rep.	NO TRADE	2.95	NO TRADE
Côte d'Ivoire	NO TRADE	9.79	NO TRADE
Ethiopia	NO TRADE	3.46	NO TRADE
Ghana	23,146.6	5,541.2	16,198.2
Nigeria	113.64	62.15	54.11
Togo	NO TRADE	3.05	NO TRADE
Uganda	6.29	3.76	10.07

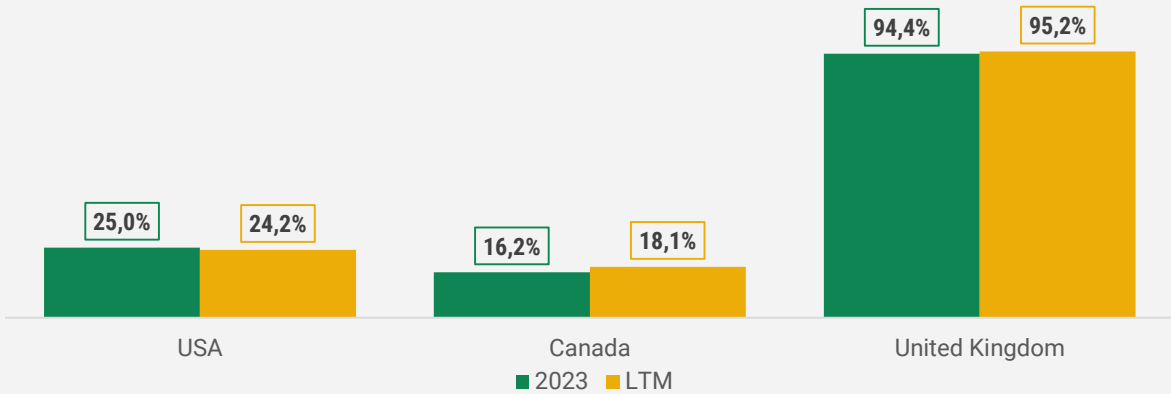
Imports from African Countries, LTM (tons)

Country	USA	Canada	United Kingdom
LTM period	10.2023-09.2024	09.2023-08.2024	09.2023-08.2024
Cameroon	11.08	NO TRADE	NO TRADE
Central African Rep.	NO TRADE	1.78	NO TRADE
Côte d'Ivoire	NO TRADE	8.15	NO TRADE
Ethiopia	NO TRADE	2.55	NO TRADE
Ghana	14,053.90	3,164.3	17,463.6
Nigeria	50.43	32.15	30.54
Togo	NO TRADE	1.22	NO TRADE
Uganda	3.45	1.35	4.58

Recent Change of Ghana’s Share in the Total Imports of Top-3 Yams Consumers, \$



Recent Change of Ghana’s Share in the Total Imports of Top-3 Yams Consumers, tons



Conclusions

- The yams market remains **a niche segment**, with **total global imports valued at \$230 million**, offering a competitive advantage to exporters. Notably, the leading importing countries— **the United States (51%), Canada (15%), and the United Kingdom (7%)**— are **primarily English-speaking**.
- There is a **significant disparity in yams consumption across developed countries**. For instance, Italy's consumption of yams is six times lower than that of the United Kingdom. This difference presents an opportunity for exporters and exporting countries to expand their market reach, particularly if exports are supported by active and systematic promotion of yams as a new product in target markets.
- As yams have gained popularity in developed countries such as the USA, Canada, the United Kingdom, and France, **there is significant potential for similar success in other developed nations, including Germany, Belgium, and Spain**. With the right strategies, there are strong opportunities to boost yams sales and global trade, especially if supported by targeted marketing and promotional efforts in these markets.
- Considering the African supplying countries, **Ghana is the dominant supplier to the largest global markets**. In 2024, Ghana accounted for **88.8% of the United Kingdom's yams imports, 19.5% of the United States' imports, and 16.5% of Canada's imports**. This highlights Ghana's significant role in meeting the demand for yams in these key markets.
- Notably, yams compete with other types of batata, such as sweet potatoes. According to data from the UK, sweet potatoes are often sold alongside yams, with yams accounting for approximately 12% of the total sweet potato imports. Additionally, **the sales of sweet potatoes have been increasing recently, highlighting a growing demand for both products in these markets**.

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