



Analysis of Key Export Markets for **Ethiopian Coffee** **Roasters and Exporters** of Roasted Coffee



Integrating Landlocked

Commodity Dependent Developing Countries
into **Regional and Global Value Chains**



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ABSTRACT

Coffee exports play an important role in Ethiopia's economy, but international markets pose several challenges to coffee exporters from producing countries such as Ethiopia. These exporters face difficulties in diversifying their exports from green beans to roasted coffee, which would add value to their products. One of their main challenges is to identify key destination markets for their roasted coffee and understand how to access them. Examining the conditions of access to these markets of interest would thus help strengthen the export capacity of Ethiopian roasters. From this perspective, this report analyses consumer preferences, trends, distribution channels, logistics and transportation options for selected potential roasted coffee markets, namely the European Union, Saudi Arabia, South Africa, China and the Republic of Korea. The report also reviews good practices of interest for Ethiopian authorities, focusing on policies implemented by the Colombian government and that country's coffee roasters, who have successfully managed to expand Colombian exports of roasted coffee in recent years. Recommendations are provided to facilitate access of Ethiopian roasters to these five top destination markets.

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