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Prepared By: Mohannad Al Shahwan

Approved By: Adam Klein

Report Highlights:

The exporter guide provides an economic and market overview, as well as demographic trends and practical tips for U.S. exporters on how to conduct business in Jordan. The report further describes three market sectors (food retail, food service, and food processing), recommendations for market entry, and recommendations for high-value product prospects - focusing on consumer-oriented products. Additional reports referenced herein can be found online at the following website: https://gain.fas.usda.gov/#/search.

Executive Summary:

Jordan is as an upper-middle-income economy with a GDP of $53.3 billion in 2024, ranking 89th globally. The U.S.-Jordan Free Trade Agreement (FTA) provides U.S. exporters with access to Jordan's growing demand for processed foods, dairy, meat, and premium agricultural products. U.S. agricultural exports face challenges such as high transportation costs and competition from regional suppliers, but there are opportunities for U.S. exports of dairy products, seafood, convenience foods, and health-conscious foods.

Consumer-Oriented Agricultural Imports:

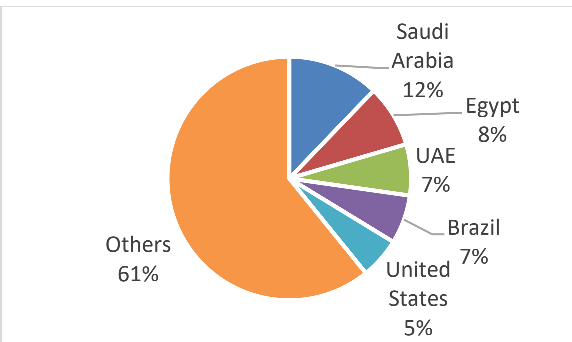

Chart 1: Top Exporting Countries to Jordan

Food Retail Industry: Jordan's food retail sales reached $10.8 billion in 2024. The growth forecast for 2025 follows the food industry trend at 2.6 percent expected growth. Major players like Hypermax, Safeway, and Cozmo dominate the market, with growth projected through both physical stores and online platforms. These chains offer a broad range of food products, and many are focusing on expanding their digital presence

Food Processing Industry: Jordan's food industry is comprised of 4,500 registered companies, 70% of which are small to medium size. Food processing sales (market size of $276 million) are a major focus in the domestic market. The demand for nutrient-rich ingredients is growing, driven by a more health-aware population.

Food Service Industry: Jordan's food service sales reached $323 million in 2023 and it is forecast to be $320 million in 2024. The growth forecast for 2025 is projected to slow slightly driven by a slowdown in hotel and restaurant expansion over the past year due to regional conflict.

Quick Facts CY 2024

Imports of Consumer-Oriented Products *(US $ 2.57 Billion)*

List of Top 10 Growth Products in Jordan

1) Dairy 2) Food Preparation
3) Bakery & Pasta 4) Beef
5) Rice 6) Vegetables
7) Nuts 8) Juices, Tea and Coffee
9) Poultry 10) Chocolate & Cocoa

Food Industry by Channels (U.S. billion)

Retail Food Industry	$10.8
Food Service-HRI	$0.3
Food Processing	$.276

Top 10 Host Country Retailers

- Hyper Max (Majid Al Futtaim)
- Safeway
- Sameh Mall
- JCC (Jordan Cooperative Corporation)
- JMCC (Jordan Military Cooperative Corporation)
- Cozmo
- C-Town
- Yasser Al Abadi Stores
- Centro Hypermarket
- Miles Hypermarket

GDP/Population

Population *(millions)*: 11.55 (2024)
GDP *(billions USD)*: 53.25
GDP per capita *(USD)*: 4.90

Sources: IMF, Euromoitor

Strengths/Weaknesses/Opportunities/Threats

Strengths	***Weaknesses***
- U.S.-Jordan Free Trade Agreement - Consumer confidence in U.S. Products - Growing E-commerce	- High Tariffs - Complex Import Regulations - Income Disparity -High transportation costs from United States
Opportunities	***Threats***
-Growing Demand for Processed Foods - Jordanian Dinar Pegged to U.S. Dollar - Convenience Products and Health Products are in growing demand	-Trade Competitors with Free Trade Agreements - Trade Competitors with Closer Proximity - Political and Economic Stability - Inflationary Pressures

Section I: Market Overview

Located at the crossroads of Asia, Africa, and Europe, the Hashemite Kingdom of Jordan (Jordan) shares borders with Israel, the West Bank, Iraq, Saudi Arabia, and Syria, while its only port, Aqaba, lies along a 26-kilometer coastline. With a GDP of US$53.3 billion in 2024, Jordan is classified as an upper-middle-income economy, with key sectors including phosphates, potash, and tourism. The country's economic growth has averaged just 2 percent annually since the Arab Spring in 2011,[1] although recent trends suggest steady growth in the food retail, food service, and food processing sectors. Jordan's population of approximately 11.5 million, largely concentrated in urban areas like its capital Amman, consists of a growing middle class. Consumption patterns are shifting toward premium, health-oriented, and convenience food products. The purchasing power of urban consumers remains relatively high, although inflation, high unemployment, and regional instability have put pressure on consumer behavior.

With food retail sales projected to reach $10.8 billion in 2024, and additional 2.6 percent growth forecast for 2025, the market is becoming increasingly concentrated in modern retail channels, including e-commerce. The food processing industry, valued at $276 million in 2024, continues to grow, supported by 4,500 registered companies, many of which are small to medium-sized enterprises. Meanwhile, the food service market saw $323 million in sales in 2023, though growth is expected to slow slightly in 2024 due to economic pressures and regional conflict.[2]

Business Climate: Jordan's overall business climate remains attractive due to liberal economic policies, a stable currency (the Jordanian Dinar is pegged to the U.S. dollar), and the U.S.-Jordan Free Trade Agreement (FTA), which eliminates tariffs on many U.S. goods. However, U.S. exporters face challenges such as high transportation costs, complex import regulations (particularly concerning genetically engineered {GE} products), and competition from regional suppliers like Turkey and Egypt. Despite these hurdles, the growing demand for processed foods, premium products, and innovative food solutions presents opportunities for U.S. exporters. The food retail sector, coupled with e-commerce growth and an expanding consumer base, particularly among the younger demographic, makes Jordan a promising market for U.S. agricultural exports. However, concerns like income disparity, high tariffs, high transportation costs, and inflationary pressures will need to be addressed for U.S. exporters to fully capitalize on the available opportunities.

Advantages and Challenges

Table 1: Advantages and Challenges Facing U.S. Suppliers

ADVANTAGES	CHALLENGES
U.S.-Jordan Free Trade Agreement (FTA): The FTA eliminates tariffs on many U.S. products, enhancing price competitiveness and market access.	High Tariffs on Some Products: While many products benefit from the FTA, some processed foods and specialized goods still face higher tariffs or non-tariff barriers.

[1] Jordan - United States Department of State
[2] Euromonitor International and FAS Amman research

Consumer Trust in U.S. Products: U.S. goods, particularly food and agricultural products, are recognized for their quality, safety, and innovation, making them desirable in Jordan’s growing market.	Complex Import Regulations: U.S. exporters must navigate complex regulations, particularly for GE products, which may require additional certifications or testing.
Established Distribution Channels: The presence of well-established retail networks, particularly in urban areas, enables smooth entry for U.S. products into major markets such as Amman and Irbid.	High Transportation Costs: Compared to regional competitors like Turkey or Egypt, U.S. exporters face higher shipping costs, making their products less price competitive.
Rising Demand for Processed Foods: Jordan's growing urban population, especially among younger consumers, is driving demand for convenient, processed, and premium food products.	Income Disparity and High Unemployment: With high unemployment (over 23 percent) and income disparity, the market for premium goods may be limited to higher-income consumers.
E-Commerce Growth: The rise of e-commerce is opening new sales channels for U.S. food products, allowing exporters to reach a tech-savvy, younger demographic.	Regional Competitors with Free Trade Agreements: Countries like Canada and the EU also have trade agreements with Jordan, allowing them to supply goods with reduced barriers and costs, creating stronger competition for U.S. products.
Currency Stability: The Jordanian dinar is pegged to the U.S. dollar, which ensures currency stability and minimizes the risk of exchange rate fluctuations for U.S. exporters.	Political and Economic Instability: Regional conflicts and inflationary pressures may create economic volatility, affecting consumer spending and market stability. Some U.S. brands and franchises have faced boycotts in Jordan.
Growing Middle Class: With the expansion of Jordan’s middle class, demand for higher-quality goods—such as organic and health-oriented foods—is rising, creating opportunities for U.S. exporters to meet these evolving preferences.	Competition from Regional Suppliers: Proximity to regional suppliers such as Turkey and Egypt provides these countries with a competitive edge in terms of lower logistics costs and faster delivery times.
Technological Expertise: U.S. food companies are leaders in food innovation, offering new plant-based, organic, and functional foods that align with Jordan’s growing consumer demand for health-conscious products.	Bureaucratic Delays: Some U.S. exporters may face delays in customs clearance or regulatory approval, especially for specialized products, due to Jordan’s sometimes complex import processes

Section II: Exporter Business Tips

Market Research: Jordan's food and agricultural sector relies heavily on imports, with increasing demand for processed foods, health-oriented products, and premium-quality goods. The country has a young and urbanized population, leading to rising consumption of convenience foods, organic products, and international brands. To access up-to-date market reports and trade data, exporters should consult:

- Agricultural Biotechnology Annual Report – Provides insights on policy and regulations pertaining to trade of GE products.
- FAIRS Country Report Annual – Provides updates on food import standards and regulations in Jordan.
- Jordanian Chamber of Commerce – Offers business insights, import trends, and economic

conditions.

- Jordan Department of Statistics – Provides official economic and trade data, including food imports.
- Jordan Hotels Association (JHA) – Provides official statistics and information about Jordan's hotel industry.
- Jordan Restaurant Association (JRA) – Provides official statistics and information about restaurants, entertainment, coffee shops, fast food, discos, and bars.
- Ministry of Investment – Provides an overview of Jordanian market and investment opportunities.

Local Business Customs and Trends:

- **Relationship-Based Business Culture:** Business transactions in Jordan rely heavily on trust and personal relationships. Face-to-face meetings and networking with local distributors or retailers are essential.
- **Retail & Distribution Preferences:** Major retail chains like Hypermax, Cozmo, and Safeway dominate the market, while smaller independent stores are also significant players.
- **Regulatory Considerations**: Import procedures involve strict labeling laws (Arabic labels required), Halal certification, and documentation requirements (see FAIRS Country Report Annual_Amman_Jordan_JO2024-0014).
- **Key Trade Shows**: Attending regional trade fairs and expos can help U.S. exporters connect with distributors and retailers. For additional information about in-country trade shows, refer to the links below.
  1. HORECA Jordan
  2. Jordan Food Expo
  3. Gulfood (Dubai)

General Consumer Tastes and Trends:

- **Health-Conscious and Organic Foods:** Increasing demand for gluten-free, low-calorie, and organic products, especially in urban areas and Gen Z.
- **Western and International Brands[3]:** U.S. food products are seen as premium quality, particularly dairy, snacks, frozen foods, and processed meats.
- **E-Commerce Growth:** Online grocery shopping is expanding, with platforms like Talabat, Careem and retailers' websites and apps, and local delivery services becoming popular.

Section III: Import Food Standards, Regulations and Procedures

Customs Clearance: Under Article 31 of the Customs Law of 1998 and its subsequent amendments, all customs declarations in Jordan must include the following documents, although the Jordan Customs Authority reserves the right to request additional documentation:

[3] Jordan has periodically experienced boycott movements, which have been influenced by a range of geopolitical, social, and economic factors. One of the more prominent examples has involved products originating from Israel as well as some Western brands. For more, see, e.g., https://www.npr.org/2024/03/13/1238387783/in-jordan-american-companies-see-boycotts-sparked-by-the-u-s-s-support-for-israe and https://www.middleeastmonitor.com/20241105-facing-boycott-over-support-for-israel-carrefour-shuts-jordan-branches/.

- A maritime or airway bill of lading.
- A commercial invoice showing the value, weight, and freight (if applicable, EXW, FOB is also accepted). All invoices must be approved by Jordanian diplomatic or consular authorities. If such approval is unavailable, the Jordan Customs Director may accept certification from the Chamber of Commerce of the country of export.
- Packing list: a list of the content of the shipment, number of units and weight.
- A notarized certificate of origin issued by the competent authority in the export country.
- A value declaration form for shipments exceeding JOD 2,000 (~$2,817).
- Health certificate: notarized health certificate issued by local authority.

Customs Valuation: Jordan's Customs Law (1999), amended in March 2000, aligns with World Trade Organization (WTO) guidelines for customs valuation. Valuation is based on certified commercial invoices, with a transparent process to limit arbitrary valuation, although undervaluation remains a concern. The Jordan Customs Authority uses cost-insurance-freight (CIF) prices for valuation. Commercial invoice values are converted into Jordanian dinars using the official exchange rate. In some cases, exporter discounts may be factored into the valuation. Both imported and locally produced goods are subject to a 16 percent value-added tax (VAT), though agricultural and pharmaceutical products are exempt. The Jordan General Sales Tax Department levies a special sales tax on certain items, such as tobacco and alcoholic beverages, which are also subject to a 13 percent general sales tax. Non-basic foodstuffs are taxed at a 4 percent general sales tax rate.

Special Import Provisions: Certain commodities require pre-import clearance, which serves as an import license. Pre-import clearances are issued by the relevant ministries as follows:

- The Ministry of Agriculture (MoA) issues pre-import clearances for live animals, fresh/chilled/frozen beef, beef products, embalmed wild animals, frozen animal semen, and milk products.
- The Ministry of Industry, Trade, and Supply (MoITS) issues pre-import clearances for barley, rice, wheat, flour, sugar, and corn.
- The Ministry of Health (MoH) issues pre-import clearances for medications, antibiotics, athletic food supplements, potassium bromide, food dyes, ice cream, and baby food.

Appeals are allowed in the event of rejection.

Import Licenses: Import licenses are required for the following products:

- Non-commercial shipments exceeding JOD 2,000 (~$2,817);
- Poultry;
- Apples;
- Live cattle;
- Biscuits of all types;
- Mineral water;
- Dried milk for industrial use;
- Items requiring clearance from relevant authorities.

Inspection and Clearance: Jordan utilizes the ASYCUDA computerized customs clearance system, streamlining the clearance process. The Ministry of Agriculture, Jordan FDA, and the Jordan Customs Authority collaborate in inspecting inbound food and agricultural products. Goods under temporary entry, bonded goods, and those benefiting from investment promotion laws are exempt from import license requirements.

Imported food and agricultural products for human consumption are subject to inspection and testing, and nearly all prepared and mixed foods undergo border testing. If a product fails to meet technical standards or is deemed unsafe for consumption, it may be removed and destroyed. The Jordan FDA also inspects products at the wholesale and retail levels and has the authority to collect samples for further testing.

Country Language Labeling Requirements: Imported products must comply with labeling requirements set by the Jordan Standards and Metrology Organization (JSMO). It is advisable for U.S. suppliers to request an authenticated copy of the applicable Jordanian standard for the product to avoid rejection.

The JSMO regulates food additives, and permissible additives must align with Codex Alimentarius standards. Labels must include Arabic translations and must not have more than one date of manufacture or expiration. Alterations to labels, such as erasures or scratch-outs, are prohibited.

Nutritional labeling is mandatory for certain food categories, such as infant formula and dietary foods. Labels must include the product name, manufacturer details, net weight, fortifying agents, lot number, and best-before date. Shipments may be rejected if the labeling is unclear.

Export Certificates: Certain food products require an export certificate for entry into Jordan (see FAIRS Export Certificate Report Annual_Amman_Jordan_JO2024-0013 for additional information).

Tariffs and Free Trade Agreements (FTA): Jordan follows the international Harmonized System (HS) for product classification. The Jordan Customs Authority provides tariff tables, along with taxes for specific products. Since February 2013, Jordan has imposed special taxes ranging from 5 to 25 percent on luxury goods, such as pet food, which is taxed at a 20 percent rate.

Trademarks and Patents: Jordan's legal framework protects intellectual property, including patents, copyrights, and trademarks, in accordance with the WTO's Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement. Patents and trademarks are registered with the Ministry of Industry and Trade's Registrar of Patents and Trademarks, while copyrights are registered with the Culture's National Library. Jordan is also a member of WIPO and UPOV, and is seeking to become a contracting state to the Patent Cooperation Treaty and the Madrid Protocol for trademark registration.

Section IV: Market Sector Structure and Trends

Consumer Growth Trends: E-commerce is gaining traction, as more consumers opt for online grocery shopping. For food service, the industry is recovering from COVID-19 disruptions, driven by the return of both local and foreign tourists; however, since October 2023, this sector has sales drop dramatically due to regional conflict. In the food processing sector, local production and imports of specialized ingredients are on the rise, driven by changing consumer preferences toward convenience and health-oriented products.

There is a growing demand for plant-based and health-conscious menu options, especially among younger consumers, creating an opportunity for suppliers to focus on high-quality, sustainable ingredients. There is also increased interest in functional foods, including organic, gluten-free, and fortified options. As e-commerce continues to expand, demand for ready-to-eat meals, meal kits, and specialty foods is increasing. These trends present significant opportunities for businesses that can supply high-quality, health-conscious, and convenient products.

Best Market Opportunities for Market Entry:

Food Retail Sector: The food retail sector has seen rapid growth, especially in urban areas, with supermarkets and hypermarkets becoming increasingly popular. Major players like Hypermax, Safeway, and Cozmo dominate the market, with growth projected through both physical stores and online platforms. These chains offer a broad range of food products, and many are focusing on expanding their digital presence. The best market entry strategy for food retail is through partnerships with established chains or local distributors, taking advantage of their market presence.

Food Service Sector: The food service industry in Jordan, particularly in hotels, restaurants, and institutional dining, has faced substantial disruptions due to the regional geopolitical situation and the COVID-19 pandemic. However, as the tourism sector recovers, this industry is expected to see a resurgence. High-end hotels and restaurants, which are key players in the food service supply chain, are likely to grow as they regain their clientele, particularly from the Arab Gulf and European travelers. Luxury dining and international cuisine are gaining popularity, reflecting an increasing demand for diverse culinary experiences. The growth of delivery services and online platforms is also anticipated to further drive the sector, with consumers becoming more accustomed to food delivery options. As the Jordanian economy stabilizes, especially in urban areas like Amman and Aqaba, there will likely be increased competition for premium foodservice products and services, creating new opportunities for international suppliers.

Food Processing Sector: The food processing sector in Jordan is positioned for continued expansion as both local demand and export opportunities grow. There is a rising demand for processed food products, particularly those that cater to health-conscious consumers. The Jordanian food processing industry is supported by small and medium-sized enterprises (SMEs) that play a crucial role in supplying processed meats, dairy products, and packaged foods. Additionally, the demand for nutrient-rich ingredients is growing, driven by a more health-aware population. Partnering with local processors is an effective market entry approach.

Tourism Sector: The tourism sector in Jordan has historically been a vital component of the country's economy, but it has faced significant challenges due to geopolitical tensions in the region. Key tourist destinations such as Amman, Petra, and the Dead Sea have witnessed substantial fluctuations in visitor numbers, with Amman accounting for 31 percent of tourism, followed by Dead Sea (29 percent), and Petra (10 percent). The ongoing geopolitical events have led to a sharp decline in tourist arrivals. Petra has been especially impacted, with the closure of 36 hotels and a decline in tourism by more than 50 percent. Furthermore, the tourism distribution in Jordan is significantly affected by the global economic situation, with airfare costs rising, and Ryanair reducing its flights from 29 to only five. Despite these challenges, Jordan's hotel sector remains a large employer, with 631 hotels (33,000 hotel rooms) employing over 22,000 people.

Section V: Agricultural and Food Imports

Agricultural and Food Import Statistics

Jordan's import market continues to evolve, driven by changing consumer preferences, demographic trends, and shifting market dynamics.

Table 2: Comparison of the Value of U.S. Agricultural Product Exports to Jordan (2019-2023), 5-Year Average, and 5-Year Growth

HS	Product	United States (USD, 2019)	United States (USD, 2020)	United States (USD, 2021)	United States (USD, 2022)	United States (USD, 2023)	5 Year Average	5 Year Growth
All	Total - Agricultural and Related Products	$ 225,719,357	$ 201,936,071	$ 224,807,125	$ 215,311,576	$ 231,097,141	$ 219,774,254	2.4%
01	Live Animals	$ 341,066	0	$ 203,464	$ 1,006,410	$ 645,445	$ 439,277	89.2%
02	Meat And Edible Meat Offal	$ 9,767,355	$ 10,651,972	$ 14,985,363	$ 17,997,477	$ 9,826,034	$ 12,645,640	0.6%
03	Fish And Crustaceans, Molluscs And Other	$ 603,061	$ 813,278	$ 681,344	$ 315,481	$ 72,898	$ 497,212	-87.9%
04	Dairy Produce; Birds' Eggs; Natural Honey; Edible Products Of Animal Origin, Nesoi	$ 4,351,676	$ 3,118,367	$ 4,746,062	$ 6,150,108	$ 5,122,463	$ 4,697,735	17.7%
05	Products Of Animal Origin, Nesoi	$ 365,526	$ 254,276	$ 450,949	$ 485,614	$ 381,056	$ 387,484	4.2%
06	Live Trees And Other Plants; Bulbs, Roots And The Like; Cut Flowers And Ornamental Foliage	$ 336,628	$ 419,198	$ 503,798	$ 421,010	$ 314,962	$ 399,119	-6.4%
07	Edible Vegetables And Certain Roots And	$ 1,669,646	$ 1,223,769	$ 1,823,621	$ 883,495	$ 1,984,696	$ 1,517,045	18.9%
08	Edible Fruit And Nuts; Peel Of Citrus Fruit Or	$ 74,806,431	$ 60,626,969	$ 52,326,849	$ 99,636,491	$ 90,409,112	$ 75,561,170	20.9%
09	Coffee, Tea, Mate And Spices	$ 1,277,787	$ 1,547,800	$ 1,838,861	$ 1,415,362	$ 1,480,224	$ 1,512,007	15.8%
10	Cereals	$ 74,352,385	$ 74,552,401	$ 83,049,734	$ 21,358,488	$ 54,604,483	$ 61,583,498	-26.6%
11	Milling Industry Products; Malt; Starches;	$ 268,786	$ 254,753	$ 495,100	$ 291,153	$ 293,348	$ 320,628	9.1%
12	Oil Seeds And Oleaginous Fruits; Miscellaneous Grains, Seeds And Fruits;	$ 7,675,913	$ 6,665,797	$ 7,081,057	$ 6,263,311	$ 5,329,493	$ 6,603,114	-30.6%
13	Lac; Gums; Resins And Other Vegetable Saps	$ 33,687	$ 30,232	$ 41,334	$ 20,947	$ 63,975	$ 38,035	89.9%
14	Vegetable Plaiting Materials And Vegetable	$ 189,357	$ 36,630	$ 23,547	$ 16,857	$ 28,276	$ 58,933	-85.1%
15	Animal Or Vegetable Fats And Oils And Their Cleavage Products; Prepared Edible Fats;	$ 4,205,233	$ 3,510,344	$ 5,238,005	$ 3,355,360	$ 3,074,915	$ 3,876,771	-26.9%
16	Edible Preparations Of Meat, Fish, Crustaceans, Molluscs Or Other Aquatic	$ 127,845	$ 7,529	$ 59,428	$ 83,052	$ 396,527	$ 134,876	210.2%
17	Sugars And Sugar Confectionary	$ 1,660,701	$ 1,721,543	$ 2,625,114	$ 2,748,541	$ 3,259,466	$ 2,403,073	96.3%
18	Cocoa And Cocoa Preparations	$ 5,522,308	$ 3,083,336	$ 4,816,560	$ 4,974,576	$ 6,697,315	$ 5,018,819	21.3%
19	Preparations Of Cereals, Flour, Starch Or Milk;	$ 3,272,310	$ 3,048,238	$ 2,910,598	$ 2,969,556	$ 3,678,201	$ 3,175,781	12.4%
20	Preparations Of Vegetables, Fruit, Nuts, Or	$ 3,779,465	$ 3,807,028	$ 5,699,586	$ 3,790,466	$ 5,656,562	$ 4,546,621	49.7%
21	Miscellaneous Edible Preparations	$ 24,119,925	$ 20,371,252	$ 27,885,695	$ 31,952,245	$ 28,253,617	$ 26,516,547	17.1%
22	Beverages, Spirits And Vinegar	$ 2,375,522	$ 1,878,189	$ 1,710,317	$ 2,768,049	$ 3,240,714	$ 2,394,558	36.4%
23	Residues And Waste From The Food Industries;	$ 4,616,744	$ 4,313,170	$ 5,610,739	$ 6,407,527	$ 6,283,359	$ 5,446,308	36.1%

Source: Trade Data Monitor

Best High-Value, Consumer-Oriented Product Prospects

Below is a list of products with significant potential for the Jordanian market:

1- **Cheese Imports (4069.0900, 4063.0000):** The dairy sector continues to be a fast-growing import category in Jordan, with increasing demand for various cheese types. The increase in consumer preferences for foreign dairy products, especially natural cheeses, presents an opportunity for U.S. exporters to capture a larger share of this market.

2- **Milk and Dairy Products (4011.0000, 4021.0920):** With the growing demand for milk-based products, including powdered and granulated milk, U.S. exporters have opportunities, especially in supplying industrial inputs for food processing.

3- **Plant-Based Milk:** The demand for plant-based milk is steadily growing, making it a promising niche market with significant potential.
4- **Tuna (16.0414.000):** Seafood, especially tuna, shows steady demand. U.S. exporters can seize this opportunity by offering premium frozen fish varieties, capitalizing on the growing foodservice sector in Jordan.
5- **Shrimp (3061.7000):** Frozen shrimp imports are also on the rise. This sector holds promising opportunities for U.S. exporters, especially considering the rising demand for frozen seafood in the foodservice and retail sectors.
6- Processed and Packaged Foods: The growing demand for convenience food products is a significant trend in Jordan. With a busy, urbanized lifestyle, Jordanian consumers increasingly prefer ready-to-eat meals, processed snacks, and packaged foods. Frozen meals, snack foods, sauces, and seasoning are seeing demand.
7- **Health and Wellness Products:** Jordan's increasing focus on health and wellness is opening up opportunities for U.S. imports in categories like dietary supplements, functional foods, and sports nutrition. As the population becomes more health-conscious, the demand for vitamins, minerals, and supplements continues to rise.

Table 3: Top Ten Jordanian Imports of Consumer-Oriented Agricultural Products from the World

Ranking	Product	Calendar Year (Value: USD)					January-October		
		2019	2020	2021	2022	2023	2023	2024	% Growth
1	Dairy Products	$333,218,998	$ 362,139,223	$ 384,517,625	$ 436,155,867	$453,824,900	$385,061,001	$ 393,843,664	2.3
2	Soup & Other Food Preparations	$185,406,456	$ 177,692,863	$ 205,063,127	$ 236,929,363	$261,329,666	$226,142,417	$ 157,587,741	-30.3
3	Bakery Goods, Cereals, & Pasta	$137,520,873	$ 171,440,767	$ 180,449,219	$ 212,279,123	$213,088,825	$176,147,144	$ 167,785,449	-4.8
4	Beef & Beef Products	$150,336,085	$ 154,846,040	$ 194,576,700	$ 201,120,305	$189,905,013	$160,470,490	$ 203,663,333	26.9
5	Processed Vegetables	$142,107,337	$ 131,767,852	$ 136,901,815	$ 177,457,348	$187,472,565	$152,306,512	$ 179,131,199	17.6
6	Tree Nuts	$127,463,573	$ 152,507,952	$ 115,296,316	$ 151,328,515	$154,169,138	$128,148,173	$ 123,762,160	-3.4
7	Non-Alcoholic Bev. (ex. juices, coffee, tea)	$110,196,811	$ 132,575,672	$ 135,265,179	$ 122,698,178	$146,336,255	$120,283,381	$ 166,928,437	38.8
8	Fresh Fruit	$146,792,176	$ 167,861,154	$ 154,024,829	$ 156,149,598	$140,638,421	$115,619,287	$ 119,219,388	3.1
9	Poultry Meat & Prods. (ex. eggs)	$ 98,679,793	$ 87,401,392	$ 126,537,868	$ 164,361,810	$135,827,575	$116,253,094	$ 158,949,741	36.7
10	Chocolate & Cocoa Products	$ 88,896,458	$ 91,509,996	$ 100,663,586	$ 118,264,544	$106,516,161	$ 87,772,704	$ 86,243,003	-1.7

Source: Trade Data Monitor

Section VI: Key Contacts and Further Information

Government of Jordan Regulatory Agency Contacts:

Ministry of Agriculture
Veterinary Services Directorate and Plant Protection Directorate
Tel: (962-6) 568-6151 · Fax: (962-6) 568-6310 · Website: www.moa.gov.jo

Ministry of Environment
Tel: (962-6) 556-0113 · Fax: (962-6) 556-0288 · Website: www.moenv.gov.jo

Ministry of Industry, Trade and Supply
Tel: (962-6) 560-7191/566-3774 · Fax: (962-6) 560-4691 · Website: www.mit.gov.jo

Jordan Standards and Metrology Organization
Tel: (962-6) 568-0139 · Fax: (962-6) 568-1099 · Website: https://www.jsmo.gov.jo/default/en

Jordan Food and Drug Administration
Tel: (962-6) 461-2663 · Fax: (962-6) 461-2663 · Website: www.jfda.jo

Jordan Customs Authority
P.O. Box 90, Amman, Jordan
Tel: (962-6) 462-3186/8; 462-4394/6 · Fax: (962-6) 464-7791
E-mail: Customs@Customs.gov.jo · Website: www.customs.gov.jo

Aqaba Special Economic Zone Authority
P.O. Box 2565, Aqaba 77110, Jordan Tel: (962-6) 3 203 5757/8 · Fax: (962-6) 3 203-0912 · Website: https://www.aseza.jo/Default/En

Agricultural Affairs Office Physical Address: U.S. Embassy Amman, USDA-Foreign Agricultural Service (FAS) Office of Agricultural Affairs Physical Address: American Embassy, Abdoun, Al-Umawyeen Street, Amman, Jordan http://www.fas.usda.gov	Phone: +(962-6) 590-6056 Email: AgAmman@fas.usda.gov

Appendix I

Linking U.S. Agriculture FAS to the World

U.S. Exports of Agricultural & Related Products to *Jordan*
CY 2019 - 2023 and Year-to-Date Comparisons
(in millions of dollars+)

gats Global Agricultural Trade System Online

Export Market: *Jordan*

Product	Calendar Years (Jan-Dec) 2019	2020	2021	2022	2023	January - November Comparisons 2023	2024	%Chg
Bulk Total	77.0	76.3	87.6	22.0	58.3	47.9	61.8	29.2
Wheat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Corn	0.0	0.1	17.8	0.1	0.0	0.0	0.1	177.4
Coarse Grains (excl. corn)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Rice	73.0	73.2	64.3	21.0	54.2	44.5	57.7	29.6
Soybeans	0.0	0.0	0.0	0.0	1.2	0.6	1.3	134.4
Oilseeds (excl. soybean)	1.0	0.1	0.2	0.2	0.0	0.0	0.0 *	-58.6
Cotton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Pulses	1.0	0.8	1.1	0.3	1.3	1.2	1.2	-0.7
Tobacco	0.0	0.2	1.6	0.2	1.3	1.3	1.4	12.0
Other Bulk Commodities	1.0	2.0	2.5 *	0.3	0.3	0.3	0.1	-51.2
Intermediate Total	23.0	18.0	21.1	22.7	21.1	20.0	16.3	-18.2
Milled Grains & Products	0.0	0.2	0.2	0.1	0.1	0.1	0.2	16.5
Soybean Meal	0.0	0.0	0.0	0.9	0.1	0.1	0.0	-65.5
Soybean Oil	2.0	1.3	2.6	2.1	2.5	2.3	2.2	-4.9
Vegetable Oils (excl. soybean)	2.0	2.1	2.4	1.1	0.6	0.6	0.7	6.6
Animal Fats	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Live Animals	0.0	0.0	0.2	1.0	0.6	0.6	0.0	-
Hay	4.0	3.7	3.2	3.5	2.3	2.2	0.0	-
Distillers Grains	1.0 *	0.3	1.0	0.9	1.4	1.4	0.4	-73.1
Other Feeds, Meals & Fodders	3.0	2.9	3.8	3.6	3.9	3.8	3.4	-9.6
Ethanol (non-bev.)	0.0	0.0	0.1	0.1	0.0	0.0	0.0	27.7
Planting Seeds	3.0	1.8	1.9	2.3 *	2.5	2.3	2.8	20.2
Sugar, Sweeteners, Bev. Bases	0.0	0.6	0.5	0.9	0.7	0.6	0.6	4.0
Dextrins, Peptones, & Proteins	6.0	3.9	3.8	3.9	3.9	3.7	4.5	21.4
Essential Oils	1.0	0.7	0.7	1.3	1.8	1.5	1.1	-31.9
Other Intermediate Products	1.0	0.5	0.7	0.8	0.7	0.7	0.5	-21.4
Consumer Oriented Total	128.0	108.4	118.3	173.3	155.8	146.2	143.1	-2.1
Beef & Beef Products	6.0	5.3	6.7	6.9 *	5.1	4.8	6.9	43.9
Pork & Pork Products	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Poultry Meat & Prods. (excl. eggs)	4.0	5.4	8.1	10.1	4.3	2.9	5.5	89.5
Meat Products NESOI	0.0	0.0	0.2	1.2	0.8	0.8	0.6	-23.2
Eggs & Products	0.0	0.0	0.0	0.1	0.0	0.0	0.0	-
Dairy Products	5.0	4.3	5.5	7.1	6.4	5.6	6.5	16.1
Fresh Fruit	1.0	4.1	1.3	0.1	0.3	0.3	0.2	-25.0
Processed Fruit	2.0	1.8	2.9	1.9	2.8	2.6	1.5	-42.0
Fresh Vegetables	0.0	0.1	0.1	0.0	0.0	0.0	0.1	110.5
Processed Vegetables	1.0	1.5	1.7	1.2	1.4	1.3	0.6	-50.8
Fruit & Vegetable Juices	0.0	0.2	0.2	0.1	0.2	0.2	0.2	-6.2
Tree Nuts	73.0	55.8	51.8	99.4	90.0	85.9	89.1	3.7
Confectionery	1.0	0.8	1.7	1.7 *	1.9	1.7	0.6	-62.8
Chocolate & Cocoa Products	6.0	3.1	4.8	5.0	6.7	6.4	3.4	-46.2
Bakery Goods, Cereals, & Pasta	3.0	2.8	2.8	2.7	3.5 *	3.4	2.0	-42.5
Food Preparations	8.0	5.4	10.0	10.4	6.7	6.4	6.2	-3.6
Condiments & Sauces	11.0	10.8	13.9	17.2 *	17.1	15.6	12.4	-20.7
Non-Alcoholic Bev. (excl. juice)	1.0	1.0	1.0	1.4 *	2.2	2.0	0.7	-66.4
Beer	0.0	0.1	0.2	0.1	0.1 *	0.1	0.1	17.0
Wine & Related Products	0.0	0.1	0.0	0.3	0.1	0.1	0.1	-47.5
Distilled Spirits	1.0	1.1	0.8	1.2 *	1.4	1.4	0.8	-44.2
Nursery Products & Cut Flowers	0.0	0.4	0.5	0.4	0.3 *	0.3	0.3	9.5
Dog & Cat Food	1.0	1.2	0.8	1.0	0.9	0.9	1.0	14.4
Other Consumer Oriented	3.0 *	3.3	3.2	3.5	3.5	3.3	4.2	28.1
Agricultural Related Products	5.0	4.0	3.7	3.0	2.3	2.1	2.4	10.9
Biodiesel & Blends > B30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Forest Products	4.0	3.1	2.8	2.6	2.2 *	2.0	2.3	15.1
Seafood Products	1.0	0.9	0.9	0.5	0.1	0.1	0.0	-68.3
Agricultural Products	227.0	202.8	226.9	218.0	235.2	214.0	221.3	3.4
Agricultural & Related Products	232.0	206.7	230.6	221.0	237.5	216.2	223.6	3.5

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA
Source: U.S. Census Bureau Trade Data

* Denote Highest Export Levels Since at Least CY 1970

www.fas.usda.gov/GATS
GATSHelp@fas.usda.gov

Biodiesel aggregate includes only higher-level and pure biodiesel HTS chapter 38 codes; biodiesel blends below 30% by volume (aka. petroleum oils containing biodiesel) found in chapter 27 are excluded.

Attachments:

No Attachments