

# MAKERERE UNIVERSITY BUSINESS SCHOOL

## FACULTY GRADUATE STUDIES & RESEARCH

PRACTICE ASSIGNMENT ONE FOR THE DEGREE OF  
MASTER OF INTERNATIONAL BUSINESS  
OF MAKERERE UNIVERSITY, ACADEMIC YEAR 2025/26 | SEMESTER II

TRADE STATISTICS FOR INTERNATIONAL BUSINESS (MIB 7207)

Date: March 6th 2026.

### CONTEXT

## Rabobank: Avocado growth isn't over



Despite water availability challenges in some producing countries, avocado production and trade will continue to grow, according to a new [RaboResearch report](#) from Rabobank. The report said Latin America is the top exporter, while the U.S. continues to be the primary importer. Competition and margin pressures, especially in South America, are likely to move the market toward consolidation, the report said. Global avocado exports are expected to surpass 3 million metric tons by 2025, the report said, with Latin America at the forefront.

Mexico, Peru and Colombia will be the largest avocado exporters, according to Rabobank projections, while Brazil, Ecuador and other countries are emerging as global suppliers.

Demand growth in the European avocado market has spurred increased production in the European Union, mainly in Spain, the report said. However, water availability will limit large-scale expansion of avocado production, and further area expansion is not expected for European production, according to the report.

Africa is witnessing steady growth, notably in Kenya and Morocco. U.S. demand for avocados continues to climb, with 2023 imports at a record 1.26 million metric tons, up 11% from 2022. Mexico commands a 90% share of U.S. avocado imports. Europe’s demand for avocados is predicted to grow, though its reliance on imports will expand in the years ahead, the report said. Demand also is rising in other regions. “Opportunities abound in Asia and Latin America, with untapped markets poised for growth. South American countries, in particular, are ripe for increased consumption, pending promotional and marketing initiatives,” David Magaña, senior Rabobank analyst for fresh produce, said in the report. Asia’s imports have surged by 29% in 2023, led by China. While the hass variety now dominates global trade, Magaña said other avocado varieties will likely grow. “While hass avocados will continue to dominate, hass-like varieties will gradually gain ground, particularly those with higher yield potential,” Magaña said in the report. “The industry faces price pressures as global production volumes rise, with quality and size being pivotal in the American and European markets.”

Source: TOM KARST • June 13, 2024

## QUESTIONS

The above news article clearly indicates a growing demand for avocados. Using trade statistics from the International Trade Centre and UN Comtrade (<https://www.trademap.org>), address the following questions:

1. Under the Harmonized System (HS) product classification, what are the classifications for 'Avocados' under:
  - a) Chapter level : .....
  - b) Heading level : .....
  - c) Subheading level : .....
  
2. Analyze the global demand for Avocados (6-digit HS code) from 2016 to 2023. Include a line graph in your response to illustrate the trends among major world exporters and importers during this period.
  
3. Has the value of the world imports of 'Avacodo (6-digit HS code) declined, or staganted between 2019-2023? (choose one)
  - A. There has been neither growth nor decline. The rate is 0% p.a
  - B. It has grown by more than 10% p.a
  - C. It has grown by less than 10% p.a
  - D. It has declined by more than 10% p.a
  - E. It has declined by less than 10% p.a
  
3. Which countries in Europe were the three largest importers of 'Avocados (In value) in 2023? And what were their rankings and their respective market sizes in value terms?

4. Consider the following countries: USA, Canada, Spain, South Africa, Japan and China, and establish which of them;
  - a) Imports the most avocado in 2023 from the world, Africa and Kenya
  - b) Experienced the greatest growth in imported value between 2019 and 2023 (% p.a.) Growth in exported quantity between 2019 and 2023 (% p.a.) Growth in exported value between 2022 and 2023 (% p.a.)
  
5. In 2019, Kenya emerged as the leading exporter of avocados in Africa and the sixth-largest globally, although only 10 per cent of the total production was exported.
  - a) What was the quantity of avocados exported by Kenya in 2023 (measured in tons)?
  - b) Which were the top 20 destination markets for Kenya's avocados in 2023?, What percentage of Kenya's avocado exports did each market account for? Which of these markets imposes the highest tariffs on Kenyan avocados? And Which of the listed countries offers the highest unit value (USD) for Kenya's avocados?
  - c) Which of the countries mentioned above has experienced the highest growth in the following areas: Growth in exported value between 2019 and 2023 (% p.a.) Growth in exported quantity between 2019 and 2023 (% p.a.) Growth in exported value between 2022 and 2023 (% p.a.)
  - d) In which of the countries listed above does Kenya have the largest share of avocado imports?

Note: Present your answers in tabular and/or graphical format, accompanied by a brief description of each table or graph.

6. Analyze Uganda's avocado exports by examining the trends from 2019 to 2023. Address the following:
  - a) What are Uganda's top destination markets for avocados during this period?
  - b) Has the export value increased or decreased between 2019 and 2023?
  - c) Which destination market offers the highest unit value (USD) for Uganda's avocados?

Note: Present your answers in tabular and/or graphical format, accompanied by a brief description of each table or graph.

7. Prepare a data-driven policy brief (300 words) for the cabinet, highlighting the substantial benefits Uganda could gain from increased investment in avocado cultivation and exportation.

(Include relevant trends, statistics, and insights in tabular and/or graphical formats to support the argument.)