

The World Market for Sunflower Seeds: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for sunflower seeds. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for sunflower seeds for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Sunflower seeds' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'sunflower seeds' is 2224.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: SUNFLOWER SEEDS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SUNFLOWER SEEDS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 EGYPT

3.1.4 KENYA

3.1.5 MALAWI

3.1.6 SOUTH AFRICA

3.1.7 TANZANIA

3.1.8 TUNISIA

3.2 ASIA: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 INDIA

3.2.4 JAPAN

3.2.5 MACAU

3.2.6 MALAYSIA

3.2.7 TAIWAN

3.2.8 THE PHILIPPINES

3.2.9 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 AUSTRIA

3.3.4 BELARUS

- 3.3.5 BELGIUM
- 3.3.6 BOSNIA AND HERZEGOVINA
- 3.3.7 BULGARIA
- 3.3.8 CROATIA
- 3.3.9 DENMARK
- 3.3.10 ESTONIA
- 3.3.11 FINLAND
- 3.3.12 FRANCE
- 3.3.13 GEORGIA
- 3.3.14 GERMANY
- 3.3.15 GREECE
- 3.3.16 HUNGARY
- 3.3.17 IRELAND
- 3.3.18 ITALY
- 3.3.19 KAZAKHSTAN
- 3.3.20 LATVIA
- 3.3.21 LITHUANIA
- 3.3.22 LUXEMBOURG
- 3.3.23 MACEDONIA
- 3.3.24 MALTA
- 3.3.25 MOLDOVA
- 3.3.26 POLAND
- 3.3.27 PORTUGAL
- 3.3.28 ROMANIA
- 3.3.29 RUSSIA
- 3.3.30 SLOVAKIA
- 3.3.31 SLOVENIA
- 3.3.32 SPAIN
- 3.3.33 SWEDEN
- 3.3.34 SWITZERLAND
- 3.3.35 THE CZECH REPUBLIC
- 3.3.36 THE NETHERLANDS
- 3.3.37 THE UNITED KINGDOM
- 3.3.38 UKRAINE
- 3.4 LATIN AMERICA: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024
 - 3.4.1 EXECUTIVE SUMMARY
 - 3.4.2 ARGENTINA
 - 3.4.3 BOLIVIA
 - 3.4.4 CHILE

3.4.5 COSTA RICA

3.4.6 GUATEMALA

3.4.7 URUGUAY

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 ANTIGUA AND BARBUDA

3.5.3 CANADA

3.5.4 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF SUNFLOWER SEEDS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 IRAN

3.7.3 ISRAEL

3.7.4 KYRGYZSTAN

3.7.5 LEBANON

3.7.6 SYRIA

3.7.7 THE UNITED ARAB EMIRATES

3.7.8 TURKEY

3.7.9 UZBEKISTAN

4 IMPORTS

4.1 AFRICA: SUNFLOWER SEEDS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 BURKINA FASO

4.1.5 EGYPT

4.1.6 MALAWI

4.1.7 MAURITIUS

4.1.8 MOROCCO

4.1.9 MOZAMBIQUE

4.1.10 NAMIBIA

4.1.11 SENEGAL

4.1.12 SOUTH AFRICA

4.1.13 TANZANIA

4.1.14 UGANDA

4.1.15 ZAMBIA

4.2 ASIA: SUNFLOWER SEEDS IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 CHINA

4.2.3 HONG KONG

4.2.4 INDIA

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MALAYSIA

4.2.8 NEPAL

4.2.9 SINGAPORE

4.2.10 SOUTH KOREA

4.2.11 TAIWAN

4.2.12 THAILAND

4.2.13 THE PHILIPPINES

4.2.14 VIETNAM

4.3 EUROPE: SUNFLOWER SEEDS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 AUSTRIA

4.3.4 BELARUS

4.3.5 BELGIUM

4.3.6 BOSNIA AND HERZEGOVINA

4.3.7 BULGARIA

4.3.8 CROATIA

4.3.9 CYPRUS

4.3.10 DENMARK

4.3.11 ESTONIA

4.3.12 FINLAND

4.3.13 FRANCE

4.3.14 GEORGIA

4.3.15 GERMANY

4.3.16 GREECE

4.3.17 HUNGARY

4.3.18 ICELAND

4.3.19 IRELAND

4.3.20 ITALY

4.3.21 KAZAKHSTAN

- 4.3.22 LATVIA
- 4.3.23 LITHUANIA
- 4.3.24 LUXEMBOURG
- 4.3.25 MACEDONIA
- 4.3.26 MALTA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE
- 4.4 LATIN AMERICA: SUNFLOWER SEEDS IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 ARGENTINA
 - 4.4.3 BOLIVIA
 - 4.4.4 BRAZIL
 - 4.4.5 CHILE
 - 4.4.6 COLOMBIA
 - 4.4.7 ECUADOR
 - 4.4.8 EL SALVADOR
 - 4.4.9 GUATEMALA
 - 4.4.10 HONDURAS
 - 4.4.11 MEXICO
 - 4.4.12 NICARAGUA
 - 4.4.13 PANAMA
 - 4.4.14 PARAGUAY
 - 4.4.15 PERU
 - 4.4.16 SURINAME
 - 4.4.17 URUGUAY
- 4.5 NORTH AMERICA & THE CARIBBEAN: SUNFLOWER SEEDS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 BARBADOS
- 4.5.3 CANADA
- 4.5.4 JAMAICA
- 4.5.5 THE DOMINICAN REPUBLIC
- 4.5.6 THE UNITED STATES
- 4.6 OCEANIA: SUNFLOWER SEEDS IMPORTS IN 2024
 - 4.6.1 EXECUTIVE SUMMARY
 - 4.6.2 AUSTRALIA
 - 4.6.3 NEW ZEALAND
- 4.7 THE MIDDLE EAST: SUNFLOWER SEEDS IMPORTS IN 2024
 - 4.7.1 EXECUTIVE SUMMARY
 - 4.7.2 ARMENIA
 - 4.7.3 AZERBAIJAN
 - 4.7.4 BAHRAIN
 - 4.7.5 ISRAEL
 - 4.7.6 JORDAN
 - 4.7.7 KUWAIT
 - 4.7.8 LEBANON
 - 4.7.9 OMAN
 - 4.7.10 PAKISTAN
 - 4.7.11 QATAR
 - 4.7.12 TURKEY

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- 5.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS

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