

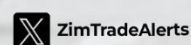


ZIMBABWE-USA

TRADE BRIEF



Energising Zimbabwe's Export Growth



Zimbabwe - United States Market Brief

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Zimbabwe – United States of America Trade Brief

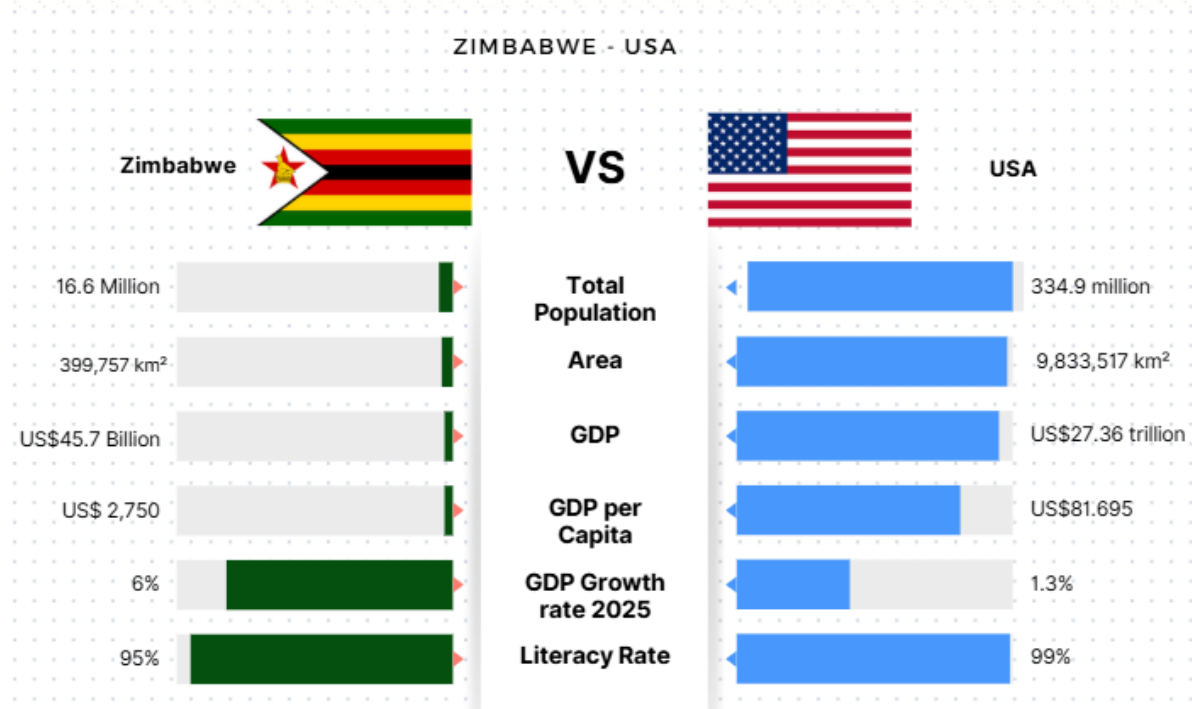
1. USA Overview

With a GDP of approximately US\$27.36 trillion in 2023, the United States of America is the world's largest economy, accounting for approximately 25% of global GDP. It has a diverse and dynamic economy, driven by services, technology, and consumer spending. It is a federal union of 50 states and a federal district (Washington, D.C). The 48 contiguous states, border Canada to the north and Mexico to the south, with the states of Alaska to the northwest and the archipelagic Hawaii in the Pacific Ocean. The United States also asserts sovereignty over five major island territories and various uninhabited islands.

The country has the world's third-largest land area, largest exclusive economic zone, and third-largest population, exceeding 334 million.

2. Key Economic Indicators

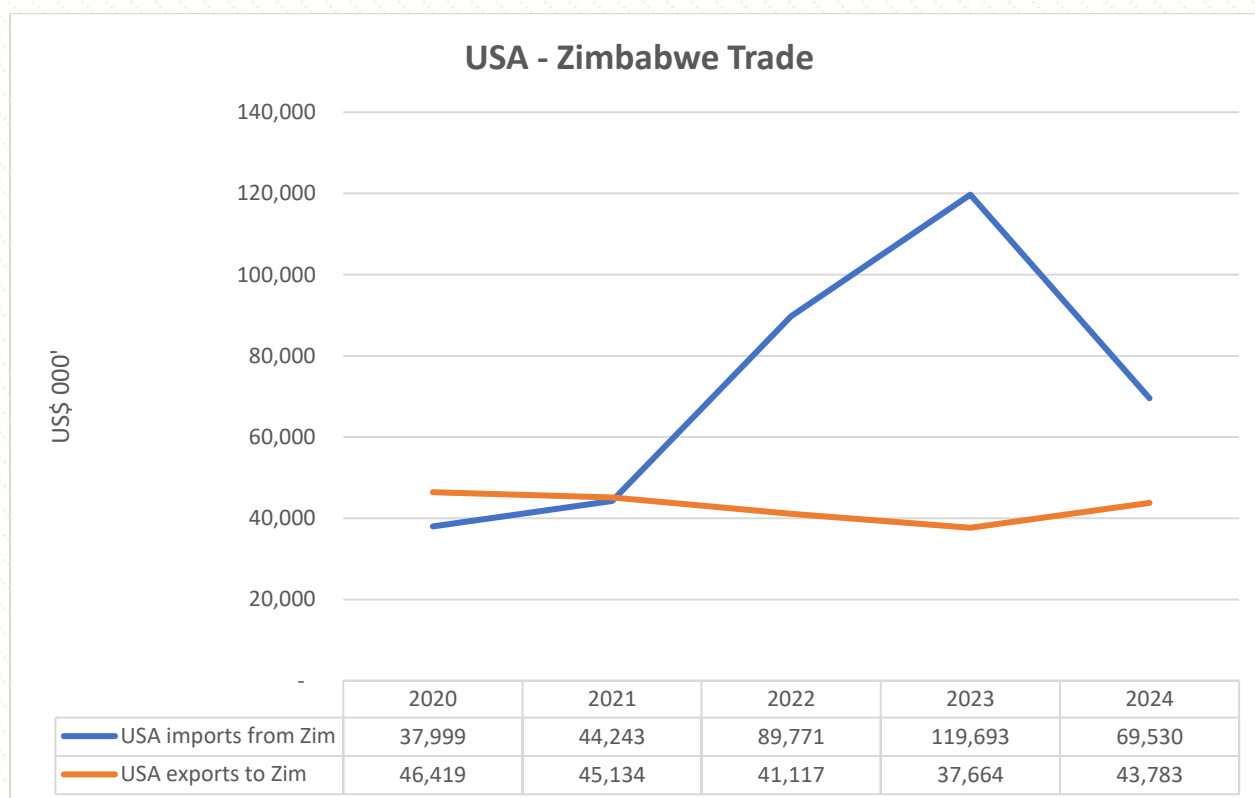
- **GDP:** US\$27.36 trillion (2023)
- **GDP per capita:** US\$81,695 (2023)
- **Population:** 334.9 million
- **Major Industries:** Technology, manufacturing, agriculture, and services
- **Currency:** United States of America dollar (US\$)
- **Key Trade Partners:** Canada, Mexico, China, Japan, and Germany



3. Zimbabwe – USA Trade

USA imported products worth US\$69.5 million from Zimbabwe in 2024 down from US\$119 million recorded in 2023. USA imports from Zimbabwe include tobacco US\$42, sugar US\$14 million, Coffee, tea, maté and spices US\$5 million and Works of art, collectors' pieces and antiques US\$2 million. (Refer to Annex 1)

USA exports to Zimbabwe amounted to US\$43 million in 2024 a marginal increase from US\$37.6 million recorded in 2023. USA major exports to Zimbabwe are machinery and mechanical appliances. (Refer to Annex 2)

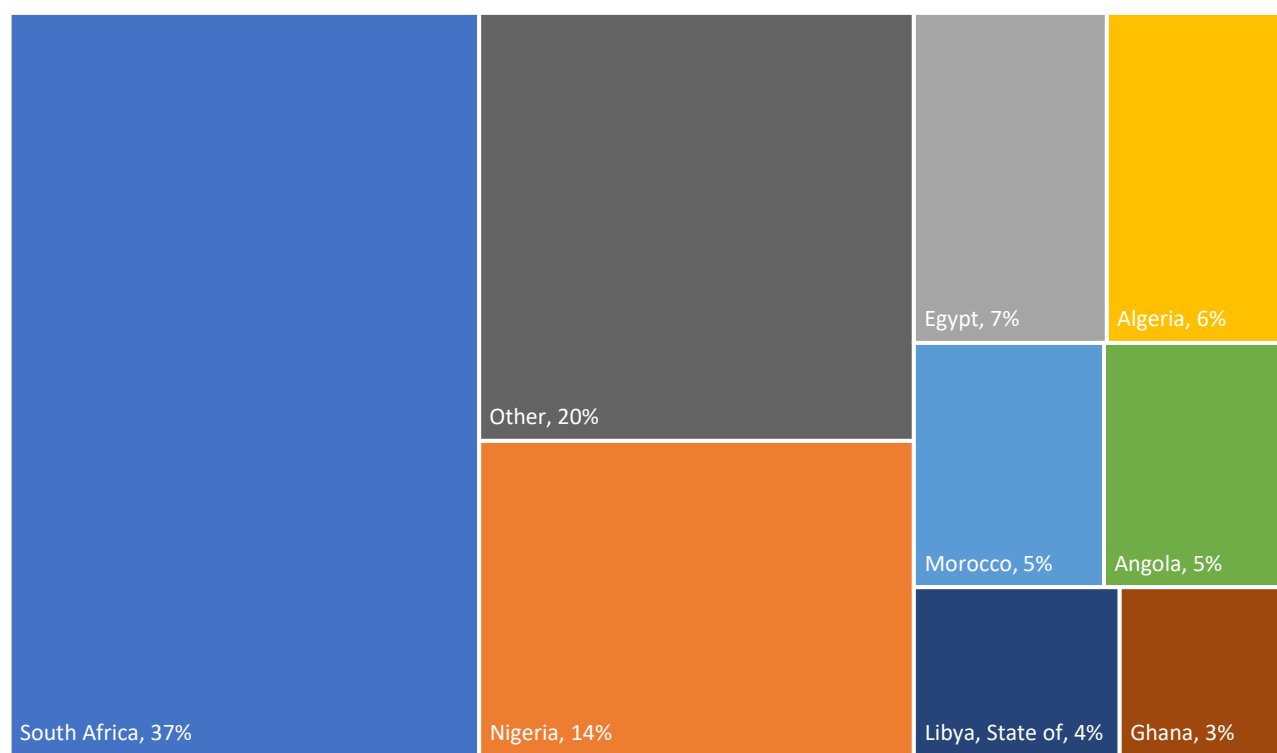


4. USA Imports from SADC by Country

USA imports from SADC countries amounted to US\$40.6 billion in 2024 up from US\$24.4 billion in 2020 translating to a compound annual growth rate of 10.7%. This also mean that Zimbabwe is supplying less than 1% to USA out of their total requirements from SADC. This may be a result of Zimbabwe not being a beneficiary of the African Growth and Opportunity Act (AGOA) trade agreement which is a market access agreement.

From the SADC countries, South Africa is the major exporter to the USA with 37% amounting to US\$14.9 billion followed by Nigeria with 14% amounting to US\$5.8 billion. Meanwhile SADC only supplies 1% of USA total imports. (Refer to Annex 3)

USA Source Markets in Africa



Source: Trademap

5. USA Imports from SADC by Product

Product label	United States of America's imports from Southern African Development Community (SADC)				
	Value in 2020	Value in 2021	Value in 2022	Value in 2023	Value in 2024
			US\$ 000'		
All products	13,907,293	19,576,116	19,688,648	18,439,331	19,846,709
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	8,226,278	11,132,046	9,439,773	9,014,651	9,731,625
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	592,142	880,513	1,441,926	1,900,250	2,269,636
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	579,610	1,094,251	1,637,096	1,323,059	1,873,524
Ores, slag and ash	444,974	400,419	628,206	428,991	573,324
Iron and steel	395,992	651,546	927,209	575,576	532,950
Aluminium and articles thereof	327,860	529,336	491,263	572,407	401,182
Articles of apparel and clothing accessories, knitted or crocheted	323,787	417,857	507,329	389,181	364,226
Copper and articles thereof	10,404	355,322	118,067	143,345	337,523
Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	371,898	484,059	627,642	492,319	299,448
Articles of apparel and clothing accessories, not knitted or crocheted	293,309	302,365	353,080	289,676	293,202
Edible fruit and nuts; peel of citrus fruit or melons	219,110	224,475	304,423	258,062	272,880
Organic chemicals	224,043	305,875	345,940	286,788	228,854

Source: Trademap

Minerals constitute 49% of USA's imports from SADC, followed by vehicles and parts amounting to US\$2.2 billion which is 11% of their total imports from SADC. USA is

also a major importer of clothing from SADC countries with a combined figure of over US\$657 million, while imports of edible fruit and nuts including peel of citrus fruit or melons from SADC countries amounted to US\$272 million. Imports of coffee, tea, maté and spices from SADC countries amounted to US\$18 million, highlighting a huge market that Zimbabwe can also tap into.

6. Zimbabwe Products with Potential in USA

a. Iron and Steel:

Trend: USA imports iron and steel worth over US\$33 billion per year and of that amount SADC countries supply US\$575 million. This shows that there is an opportunity to supply iron and steel into USA.

Opportunity: Zimbabwe is in the process of developing a largest iron and steel plant in Africa in Manhize under the Dinson Iron and Steel Company. Phase one production has started with a capacity of 600,000 tonnes per year, while phase two production will begin in 2025 with a production capacity of planned expansion to produce 1.2 million tonnes annually. The final phase has a planned production capacity of 5 million tonnes annually, focusing on a variety of steel products hence these products will require extensive markets such as the USA.

b. Edible fruits, vegetables and nuts:

Trend: USA imports over US\$24 billion of edible fruits and vegetables, US\$258 million of which is from SADC countries. Currently, Zimbabwe is exporting macadamia nuts to Asia, and this presents an opportunity to diversify the markets.

Opportunity: Zimbabwe can competitively supply to the USA as the country is currently supplying markets in Europe and China. There are new citrus plantations in Zimbabwe such as Dodhill, Bishopstone Estate, Nottingham Estate and Tineo which can effectively tap into the US market. The clusters being developed by ZimTrade can also tap into the market.

c. Garments

Trend: USA imports articles of apparel and clothing accessories worth over US\$678 million from SADC countries out of total imports amounting to US\$81 billion.

Opportunity: Zimbabwe has a growing industry of garments. Companies actively looking for export markets include Paramount Garments, Tripple Tee Footwear and Tiplong Trading. Leather companies can also export leather related apparels.

d. Coffee, Tea, Maté, and Spices

Trend: USA imports of coffee, tea, maté, and spices from SADC amounted to US\$218 million in 2023 out of total import bill of US\$10.5 billion.



Opportunity: Zimbabwe has been introducing new ranges of indigenous offerings like Zumbani and Moringa which could capture interest within this niche. Given the emergence of demand for new, health-oriented teas and herbal products, positioning these as immune-boosting and wellness-enhancing alternatives can differentiate Zimbabwean exports from common products like black tea. Strategic partnerships with specialty tea importers or direct-to-consumer branding can boost their appeal in the herbal tea segment.

e. Industrial Hemp

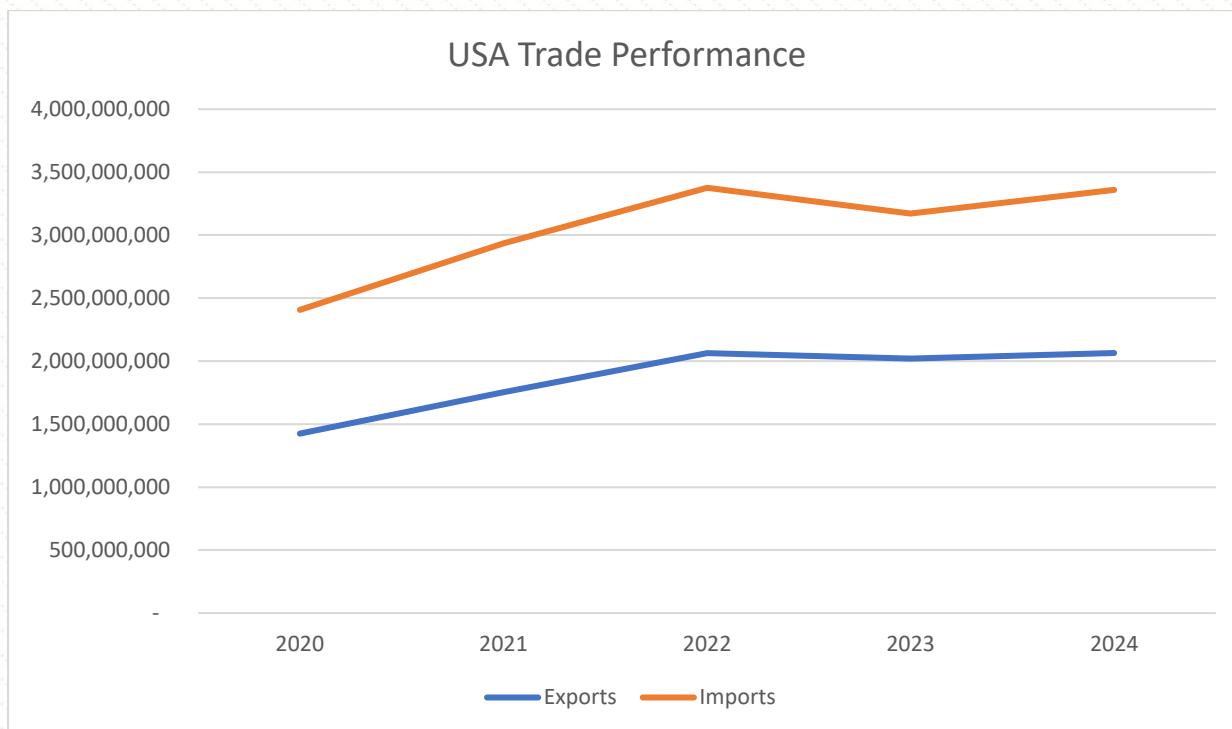
USA introduced the Farm Bill in 2018 which legalized the cultivation of industrial hemp at the federal level, removing it from the Controlled Substances Act. This has opened new opportunities for farmers and businesses. Zimbabwe also legalized the cultivation of industrial hemp, recognizing its potential for economic growth and diversification. Zimbabwe can tap into the USA value chains of the products below:

- **Hemp Fiber:** Used in textiles, paper, and construction materials.
- **Hemp Seed:** A nutritious food source rich in protein and omega-3 fatty acids.
- **Hemp Oil:** Used in cosmetics, food, and medicine.
- **Cannabidiol (CBD) Oil:** A non-psychoactive compound with potential medicinal benefits. There is also scope increase tobacco exports currently being done from Zimbabwe and encourage exports of medicinal tobacco.)
(Refer to Annex 4)

7. USA Trade Performance

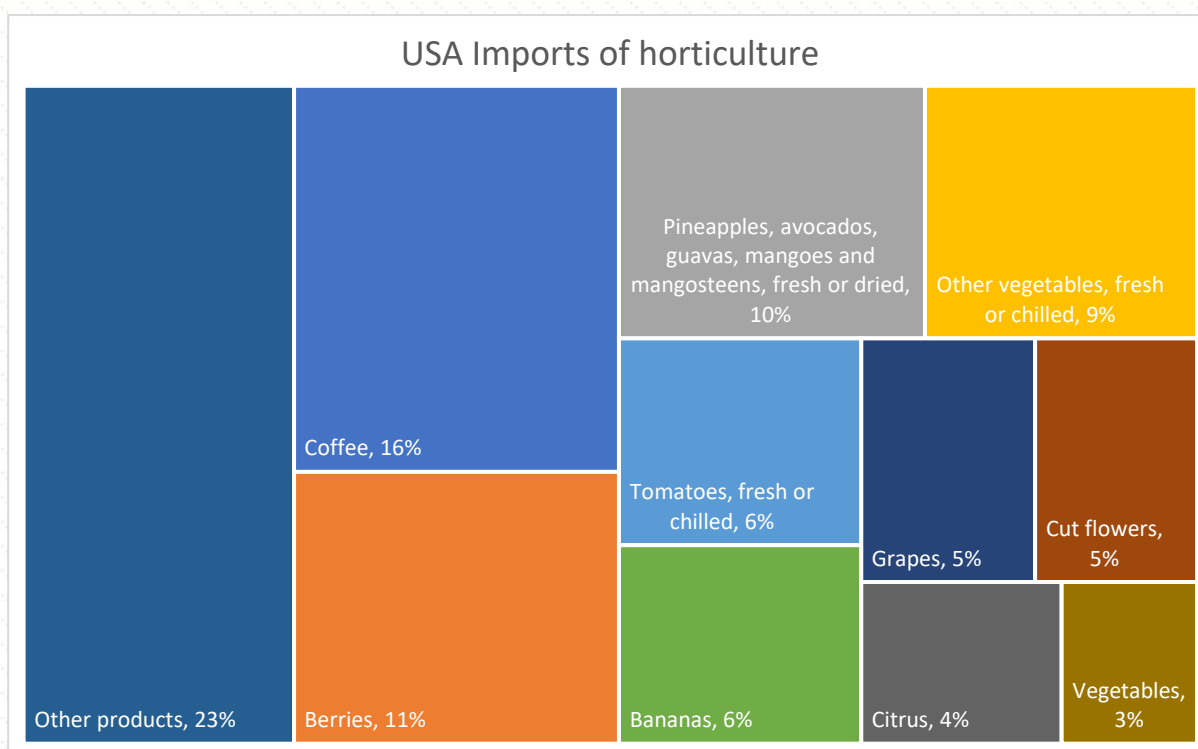
USA exported products worth US\$2.06 trillion in 2024 against an import bill of US\$3.36 trillion. Major imported products include electrical machinery and equipment - US\$531 billion, vehicles and parts - US\$391 billion, mineral fuels and oils - US\$251 billion and pharmaceutical products - US\$212 billion. (Refer to Annex 5)

Meanwhile, major exports include petroleum products (*crude and refined*) - over US\$323 billion combined, motor vehicles - US\$152 billion, medical and biotech products - US\$90 billion, electronic integrated circuits - US\$43 billion, aircraft and parts -US\$124 billion. (Refer to Annex 6)



8. USA imports of Horticulture

The country imports over US\$50 billion of horticultural products. Major imported products include coffee, berries, citrus, pineapples, avocados and bananas. Zimbabwe is in a good position to be supplying some of these products as we have comparative advantage in producing them. *(Refer to Annex 7)*



9. Issues to consider

- **AGOA:** Zimbabwe is not benefiting from the trade agreement and if opportunity avails, it will be essential for the country to also benefit under the trade agreement.
- **Shift in Trade Relations with South Africa:** USA has been sourcing much of their products from South Africa and during the past few months there are signs that the relations may shift and this presents opportunities for Zimbabwe to supply the market as well.
- **Enhance Diplomatic Relations:** Strengthen diplomatic ties and establish regular communication channels between the two governments.
- **Promote Business-to-Business Cooperation:** Facilitate business-to-business interactions through trade fairs, conferences, and matchmaking events.
- **Improve Export led Infrastructure:** Invest in transportation and logistics infrastructure to facilitate trade and investment flows.

10. Conclusion

By addressing these challenges and capitalizing on the opportunities, Zimbabwe and United States of America can forge strong economic ties and contribute to mutual prosperity. Issues to tackle include Government-to-Government Cooperation which can foster stronger diplomatic ties and high-level visits. Private Sector Engagement can lead to business-to-business interactions and joint ventures between companies from both countries which can foster enhanced trade.

11. Annexes

Annex 1 – USA imports from Zimbabwe

Product label	United States of America's imports from Zimbabwe				
	Value in 2020	Value in 2021	Value in 2022	Value in 2023	Value in 2024
			US\$ 000'		
All products	37,999	44,243	89,771	119,693	69,530
Tobacco and manufactured tobacco substitutes; products, whether or not containing nicotine, ...	9,127	15,473	17,001	26,169	42,005
Sugars and sugar confectionery	10,102	7,730	12,131	14,468	13,992
Coffee, tea, maté and spices	4,421	3,930	4,574	5,015	5,078
Works of art, collectors' pieces and antiques	416	2,992	1,139	800	2,001
Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage	1,461	1,343	724	1,125	1,042
Raw hides and skins (other than furskins) and leather	531	1,011	1,138	1,269	1,005
Commodities not elsewhere specified	146	633	383	1,106	850
Salt; sulphur; earths and stone; plastering materials, lime and cement	-	159	1,031	1,942	688
Printed books, newspapers, pictures and other products of the printing industry; manuscripts, ...	32	16	35	963	446
Toys, games and sports requisites; parts and accessories thereof	905	1,368	1,309	699	436

Source: Trademap

Annex 2: – USA Exports to Zimbabwe

Product label	United States of America's exports to Zimbabwe				
	Value in 2020	Value in 2021	Value in 2022	Value in 2023	Value in 2024
			US\$ 000'		
All products	46,419	45,134	41,117	37,664	43,783
Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	13,246	10,242	12,701	11,453	11,150
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	2,379	2,035	2,354	1,298	6,015
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	9,186	7,150	5,592	7,520	5,660
Cereals	7,103	5,595	31	522	4,275
Aircraft, spacecraft, and parts thereof	766	1,027	3,359	4,202	2,171
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	1,232	1,602	2,554	2,033	2,120
Edible vegetables and certain roots and tubers	3,321	1,313	1,542	817	1,434
Plastics and articles thereof	340	245	154	194	1,368
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal ...	530	533	737	235	1,331
Products of the milling industry; malt; starches; inulin; wheat gluten	138	615	1,297	1,407	1,235
Animal, vegetable or microbial fats and oils and their cleavage products; prepared edible fats; ...	61	3,547	2,092	2,990	1,118

Source: Trade Map

Annex 3: USA Source Markets in SADC

Exporters	Imported value in 2020	Imported value in 2021	Imported value in 2022	Imported value in 2023	Imported value in 2024
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			US\$ 000'		
Africa Aggregation	24,425,692	38,655,699	43,155,294	40,021,609	40,600,184
South Africa	11,527,704	15,944,152	14,871,628	14,267,144	14,922,759
Nigeria	1,555,194	3,538,841	4,881,249	5,849,858	5,868,415
Egypt	2,303,853	3,504,420	3,043,202	2,540,762	2,718,287
Algeria	502,717	1,970,364	3,166,407	3,150,866	2,540,862
Morocco	1,095,837	1,337,509	1,798,591	1,771,826	1,983,154
Angola	497,346	1,069,637	1,639,692	1,205,191	1,912,507
Libya, State of	224,895	2,239,657	2,245,819	1,568,565	1,492,247
Ghana	759,937	1,778,609	2,836,769	1,738,332	1,211,926
Tunisia	591,428	748,663	789,476	891,916	1,154,277
Côte d'Ivoire	914,243	1,273,509	1,113,446	1,003,404	1,052,957
Kenya	584,434	709,758	924,678	918,515	758,904

Annex 4: Zimbabwe Export Potential



The products with the greatest export potential from Zimbabwe to the United States are gold, unwrought, for non-monetary purposes, ferro-chromium, >=4% carbon, and jewellery of precious metal, n.e.s.. Gold, unwrought, for non-monetary purposes shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth US\$43 million.

Annex 5: USA Major Imports (US\$ 000')

Product label	Imported value in 2020	Imported value in 2021	Imported value in 2022	Imported value in 2023	Imported value in 2024
All products	2,406,931,650	2,935,314,152	3,375,948,186	3,172,533,052	3,359,310,385
Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	361,173,660	427,918,555	475,932,653	459,195,220	531,154,957

Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	343,401,025	415,442,291	477,145,907	463,363,545	485,884,987
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	254,386,528	282,898,550	329,648,232	381,037,566	391,462,301
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	130,630,108	225,121,448	322,698,860	266,592,032	251,121,694
Pharmaceutical products	139,430,771	149,410,420	164,993,417	177,848,476	212,666,782
Commodities not elsewhere specified	102,479,372	120,523,238	117,234,923	124,977,171	127,984,846
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	90,552,472	105,979,496	115,032,958	118,320,238	124,832,822
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	106,986,724	95,969,683	96,960,127	89,549,261	89,699,052
Plastics and articles thereof	62,342,457	82,383,519	89,879,630	72,346,644	78,233,930
Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	65,457,994	81,318,355	86,736,616	69,006,761	72,635,503
Organic chemicals	56,420,109	64,624,866	75,919,212	66,588,583	71,055,174
Articles of iron or steel	35,987,330	47,929,454	61,174,666	53,264,867	52,653,192
Articles of apparel and clothing accessories, knitted or crocheted	38,254,141	52,249,668	60,784,841	45,244,512	47,374,919
Toys, games and sports requisites; parts and accessories thereof	36,344,231	51,736,985	55,201,125	44,448,292	43,410,020

Annex 6: USA Major Exports (US\$ 000')

Product label	Exported value in 2020	Exported value in 2021	Exported value in 2022	Exported value in 2023	Exported value in 2024
All products	1,424,934,919	1,754,300,368	2,062,937,261	2,019,159,665	2,064,516,772
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	151,164,069	240,348,491	378,564,312	323,170,542	320,138,685
Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	182,709,808	209,410,339	229,594,065	233,009,959	252,426,810
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	162,785,012	185,778,022	197,748,997	200,654,689	213,920,378
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	105,560,729	122,827,854	134,886,249	152,826,672	143,765,553
Aircraft, spacecraft, and parts thereof	81,293,548	89,518,426	102,849,540	124,909,470	134,237,061
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	83,222,109	91,627,571	99,053,192	105,107,609	106,294,951
Pharmaceutical products	53,749,642	77,849,066	83,492,755	90,308,213	94,386,914
Plastics and articles thereof	60,205,864	74,313,449	83,283,461	77,796,411	80,078,263
Commodities not elsewhere specified	40,973,897	49,130,835	62,957,556	67,359,995	79,230,474
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	59,817,926	82,367,398	92,470,876	76,672,348	73,783,455
Organic chemicals	33,567,334	43,083,944	51,063,345	51,730,963	51,878,425
Miscellaneous chemical products	31,256,429	36,893,596	41,189,143	38,635,587	37,254,250
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal ...	30,833,296	33,042,608	40,194,577	33,904,016	29,984,981
Cereals	19,338,911	30,352,567	31,578,972	23,343,580	24,368,455
Articles of iron or steel	16,026,527	19,291,439	22,006,888	22,722,824	23,002,771
Meat and edible meat offal	18,147,642	22,124,262	23,344,302	21,807,421	22,660,477

Annex 7: USA Imports of Horticulture (US\$)

Product label	Imported value in 2020	Imported value in 2021	Imported value in 2022	Imported value in 2023	Imported value in 2024
			US\$ 000'		
Horticulture Products	39,585,322	44,952,664	51,109,864	50,659,708	54,526,567
Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes ...	5,675,614	6,915,244	9,786,287	8,201,729	8,991,204

Fresh strawberries, raspberries, blackberries, back, white or red currants, gooseberries and ...	4,195,434	5,012,969	5,513,785	5,782,005	6,288,512
Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	4,088,688	4,902,434	5,279,480	5,052,647	6,065,352
Other vegetables, fresh or chilled (excl. potatoes, tomatoes, alliaceous vegetables, edible ...	4,092,606	4,278,787	4,337,592	4,496,213	4,956,302
Tomatoes, fresh or chilled	2,918,067	2,911,523	2,998,594	3,279,274	3,759,525
Bananas, incl. plantains, fresh or dried	2,799,876	2,802,852	2,892,436	3,147,860	3,231,650
Cut flowers and flower buds of a kind suitable for bouquets or for ornamental purposes, fresh, ...	1,535,291	2,162,344	2,464,317	2,578,511	2,702,589
Grapes, fresh or dried	1,918,481	2,017,497	2,492,183	2,771,884	2,612,752
Citrus fruit, fresh or dried	1,552,077	1,810,208	2,041,768	2,122,090	2,312,519
Cucumbers and gherkins, fresh or chilled	958,088	1,045,147	1,188,366	1,378,458	1,507,842
Vegetables, uncooked or cooked by steaming or boiling in water, frozen	1,268,556	1,263,292	1,403,800	1,432,964	1,455,987
Coconuts, Brazil nuts and cashew nuts, fresh or dried, whether or not shelled or peeled	1,271,872	1,486,824	1,272,641	1,022,844	1,308,746
Melons, incl. watermelons, and papaws "papayas", fresh	833,461	906,248	982,689	1,174,069	1,114,830

Annex 8: USA Growing Source Markets from SADC

Exporters	Imported value in 2019	Imported value in 2023	% Change
	US\$ 000'		
(SADC) Aggregation	11,480,461	18,439,331	61%
DRC	22,034	279,851	1170%
Zimbabwe	48,743	119,693	146%
Eswatini	16,241	31,299	93%
Zambia	84,353	157,185	86%
South Africa	7,980,866	14,267,144	79%
Botswana	280,393	501,238	79%
Comoros	2,088	3,348	60%
Mozambique	139,794	214,289	53%
Tanzania, United Republic of	133,460	197,975	48%
Angola	984,169	1,205,191	22%

Annex 9: Indicative Growing Window Periods - Zimbabwe

Product	Window Period
Blueberries	May – Oct
Citrus (Lemons, oranges)	Mar – Aug
Avocadoes	Nov – Jun
Macadamia nuts	Oct – May
Cucumbers, bananas	Sep – May
Mange tout, mushrooms	May – Oct
Peas, sugar snaps,	Jun – Sep
Onions	May – Jul; Oct – Dec
Pineapples	Nov – Feb, Jun - Jul
Butternuts	May - Sep

Zimbabwe has been developing its horticulture sector with a target of US\$1 billion exports by 2030. This ambitious target requires concerted efforts to open new markets and linkages.

Annex 10: Current Zimbabwe Horticulture Production capacity

Below is information received from the Horticultural Development Council pertaining to the production capacities for the export of various products.

Crop	2023 Volume (Tonnes)	2024 Volume (Tonnes)	Seasonality
Citrus	69,552	64,949	May - September
Tea	12,633	10,856	All year
Avocadoes	7,723	5,108	November - June
Macadamia nuts	7,495	5,213	March - June
Berries	4,582	5,172	April - September
Produce	7,482	5,110	May - September
Seed & Beans	1,220	2,483	April - September
Flowers	2,033	1,324	May - September
Spices	702	604	All year
Flower Cuttings	319	261	May - September
Essential Oils	203	203	All year
Coffee	119	203	All year
Deciduous Fruits	149	55	April - September
Jams	297	0	All year
Potatoes	15	23	April - September