



ZIMBABWE-BELARUS

TRADE BRIEF



Energising Zimbabwe's Export Growth



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Belarus Overview

Belarus, officially Republic of Belarus is a landlocked country located in eastern Europe, bordered by Russia to the east and northeast, Ukraine to the south, Poland to the west, and Lithuania and Latvia to the northwest.

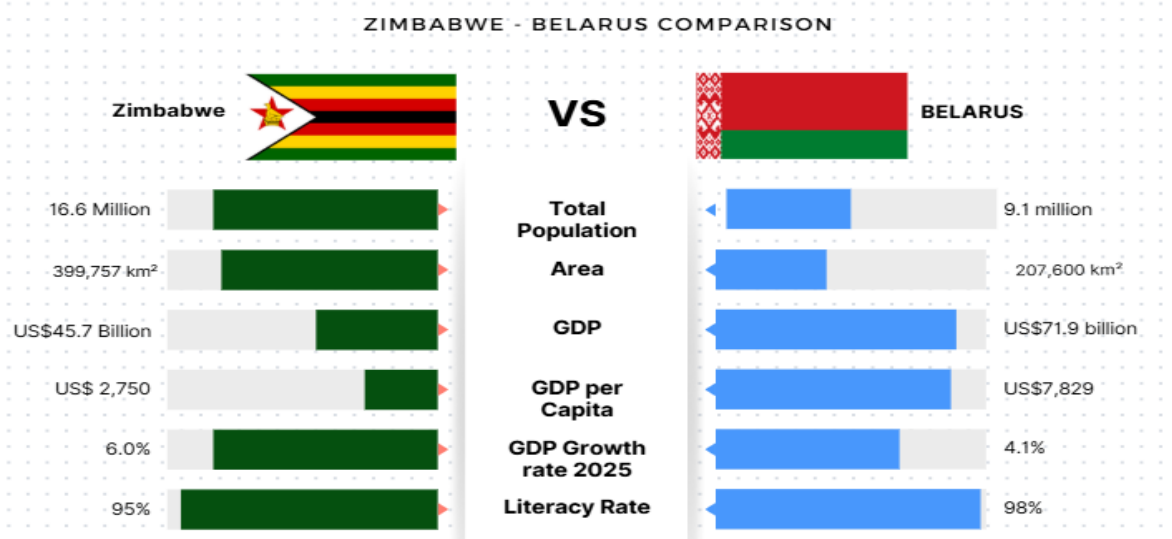
Its key economic sectors include manufacturing, agriculture, energy, information technology and telecommunications, operating under the Belarusian Ruble (BYN), and with an exchange rate of US\$1: BYN3.28. Belarus' major trading partners' list comprise of Russia, Poland, Germany,

China, Kazakhstan and Armenia. The country benefits from its key trade agreements such as, the Eurasian Economic Union (EAEU), which is a regional trade bloc, CIS Free Trade Area and other bilateral agreements with several countries.

The country's export performance is driven by machinery and equipment, including vehicles, fertilizers and oil products such as, refined petroleum products.

Key Economic Indicators

- **Belarus' GDP:** US\$71.9 billion in 2024
- **GDP Per Capita:** US\$7,829 (2024)
- **Population:** 9.1 million
- **Major Industries:** Manufacturing, Agriculture, Energy, IT and Telecommunications
- **Currency:** Belarusian Ruble (BYN)
- **Key Trade Partners:** Russia, Poland, China, Kazakhstan, Armenia
- **Key Trade Agreements:** Eurasian Economic Union (EAEU), CIS FTA



Zimbabwe, with a population of 16.6 million, is significantly higher than Belarus' 9.1 million, indicating differing consumer base sizes and market potentials. Zimbabwe's GDP, at US\$35,9 billion, is overshadowed by Belarus' US\$75,3 billion, highlighting Belarus' more robust economic size and activity. Belarus' GDP grew by 3.9% in 2024, whilst Zimbabwe by 6%. Further growth is to be expected in 2025, because of

increase in agricultural output, energy generation and improvements in information technology. In terms of GDP per capita, Belarus leads with US\$8,666, compared to Zimbabwe's US\$2,113, reflecting a higher average income and possibly stronger purchasing power in Belarus. The geographic disparity, with Zimbabwe covering 399,757 km² against Belarus' 207,600 km² reflects differences in resource distribution.

Trade Balance overview between Belarus and Zimbabwe

Belarus' trade performance over the 2014–2024 period demonstrates fluctuating but generally robust trends, characterized by significant trade volumes. Total imports consistently exceeded exports, resulting in a persistent trade deficit. Notably, Belarus' imports peaked in 2021 at US\$38,3 billion, likely driven by industrial growth and rising consumer demand. Exports displayed a strong upward trend between 2016 and 2021, reaching a high of US\$33,7 billion in 2021.

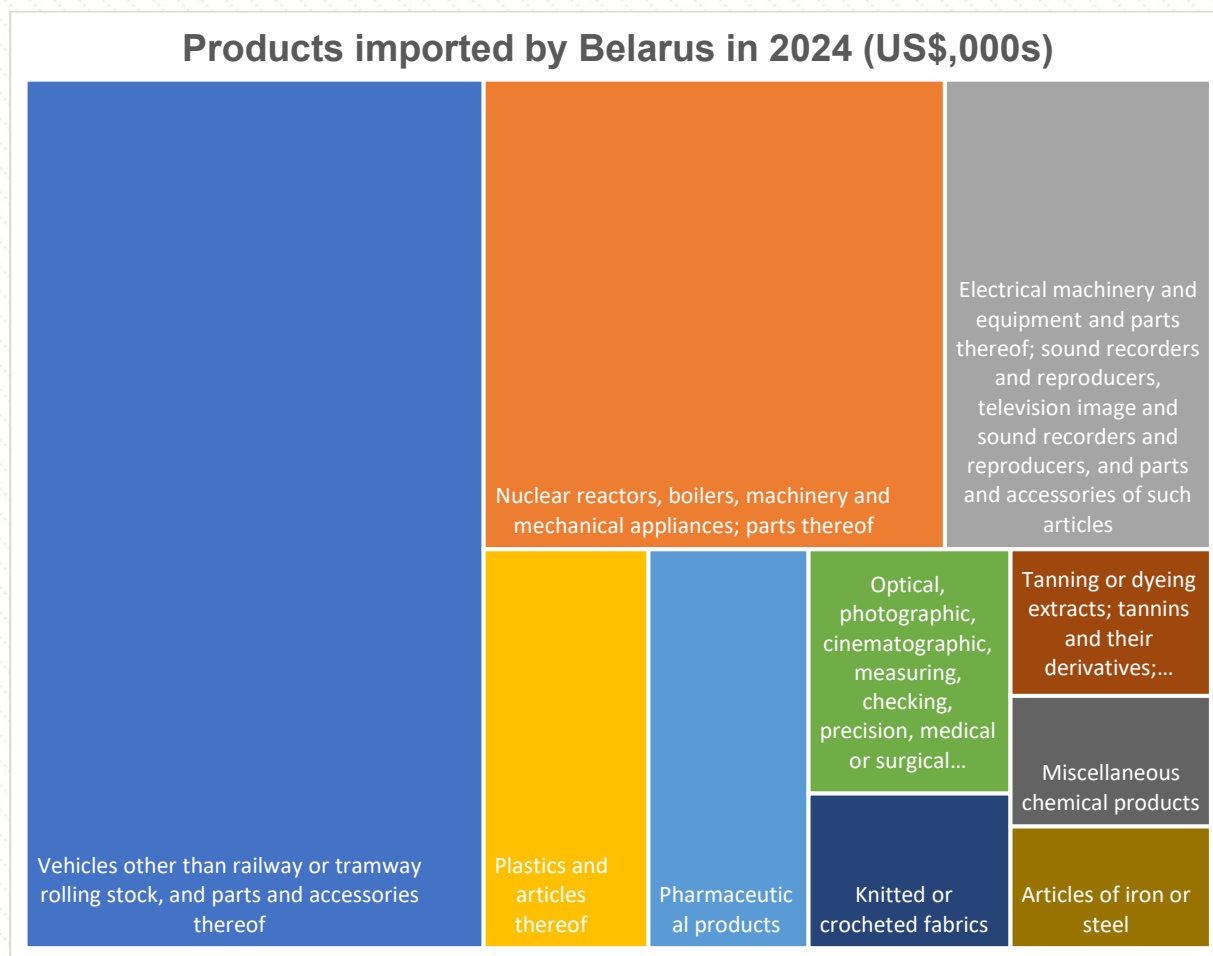
Zimbabwe, in contrast, displays smaller but steadily growing trade volumes, with exports more than doubling from US\$3,87 billion in 2014 to US\$7,23 billion

in 2023. The surge in exports from 2020 onward indicates the success of initiatives to boost exports. However, imports also increased, rising from US\$6,07 billion in 2014 to US\$9,2 billion in 2023, widening the trade deficit.

Zimbabwe's trade with Belarus over the 2014–2023 period reflects a sporadic and underdeveloped relationship, with exports remaining consistently low but showing recent growth. The consistent trade imbalance in favour of Belarus underscores the need for Zimbabwe to enhance the competitiveness and market penetration of its exports.

(Refer to Annexes 1 & 2)

Products Imported by Belarus from World (2024)



Source: Trade Map 2025

There has been a modest but uneven trend in Belarus' imports from Zimbabwe, with total imports increasing from US\$164,000 in 2019 to US\$486,000 in 2021. The notable spike in 2021 is primarily driven by the import of edible fruits and nuts, which accounted for US\$476,000 in 2021,

representing over 98% of Zimbabwe's total exports to Belarus in that year. Other categories such as live trees and cut flowers show trade activity, albeit with minimal contributions to total export.

(Refer to Annex 3)

Top Supplying Countries for Products Imported by Belarus

China is the leading supplier to Belarus as of 2024, accounting for 39% of imports, followed by Poland. Other countries such as Germany, Türkiye and Lithuania also significantly contribute.

Zimbabwe accounts for less than 1% of Belarus' imports. However, at peak in 2021, Zimbabwe exported goods worth US\$ 2.6 million to Belarus.

(Refer to Annex 4)

Zimbabwean products with export potential to Belarus

Cut flowers and live trees

- **Trend:** Belarus imported US\$100,4 million worth of cut flowers and live trees in 2024, while Zimbabwe exported US\$1,5 million in the same category, showcasing the immense potential that exist in Belarus market for Zimbabwe to satisfy.
- **Opportunity:** Zimbabwe can leverage on its good climate conditions in areas like Nyanga for example and knowledge dissemination programs through technical interventions to consolidate its international market share.

Cotton

- **Trend:** Belarus imported US\$59,6 million worth of cotton in 2024, while Zimbabwe exported US\$15,6 million. Belarus' demand for cotton aligns with its manufacturing sector's dominance in that country.
- **Opportunity:** Zimbabwe can expand its cotton exports to Belarus, focusing on supplying the clothing and apparel industry.

Edible Fruits and Nuts

- **Trend:** Belarus imported US\$220,9 million worth of fruits in 2024, while Zimbabwe exported US\$129,1 million in 2023. Zimbabwe's export capacity is growing, particularly for citrus fruits and nuts.
- **Opportunity:** Zimbabwe can expand its fruit exports to Belarus, focusing on fresh and processed fruits like citrus, avocados, and nuts, which align with Belarus' import preferences.

(Refer to annexes 5 & 6)

Belarus export performance

Belarus' export market destinations reveal a diversified yet fluctuating trade landscape over the past five years. Total exports peaked at US\$33,7 billion in 2021 with Russian Federation,

Poland, Ukraine and Germany being the top destinations.

(Refer to annexes 7,8 & 9)

Issues to Consider

Regulatory Barriers

- **Regulatory Standards:** Belarus is a member of the European Union. To supply this market, Zimbabwean suppliers should make sure they adhere to European Standards set by the European Commission and any other private standards required by buyers in Belarus. The European regulations are strict for products such as food, beverages, and pharmaceuticals. When exporting in that market, emphasis should be placed particularly on labelling, quality, and certification.
- **Customs Procedures:** Certain documentation is needed for customs clearance when a product, especially a food stuff enters the European borders. In adherence to Phytosanitary measures, documentation such as phytosanitary certificates should be presented at points of entry.

Logistical Challenges

- **Distance and Shipping Routes:** Both Zimbabwe and Belarus are land linked countries. vegetables, Zimbabwean exporters must ensure that Belarus' cold chain infrastructure is sufficient to maintain product quality.
- **Cold Chain Infrastructure:** For perishable goods like fruits or

Market Access and Consumer Preferences

- **Product Demand:** Exporters must ensure their products align with Belarus' import needs. Careful market research should be taken before supplying the market to avoid reduced sales and so forth.
- **Cultural and Taste Preferences:** Belarusian consumers may have specific preferences for packaging, flavour, or product presentation.
- For example, sugar products might need to cater to industrial use or specific consumer tastes.

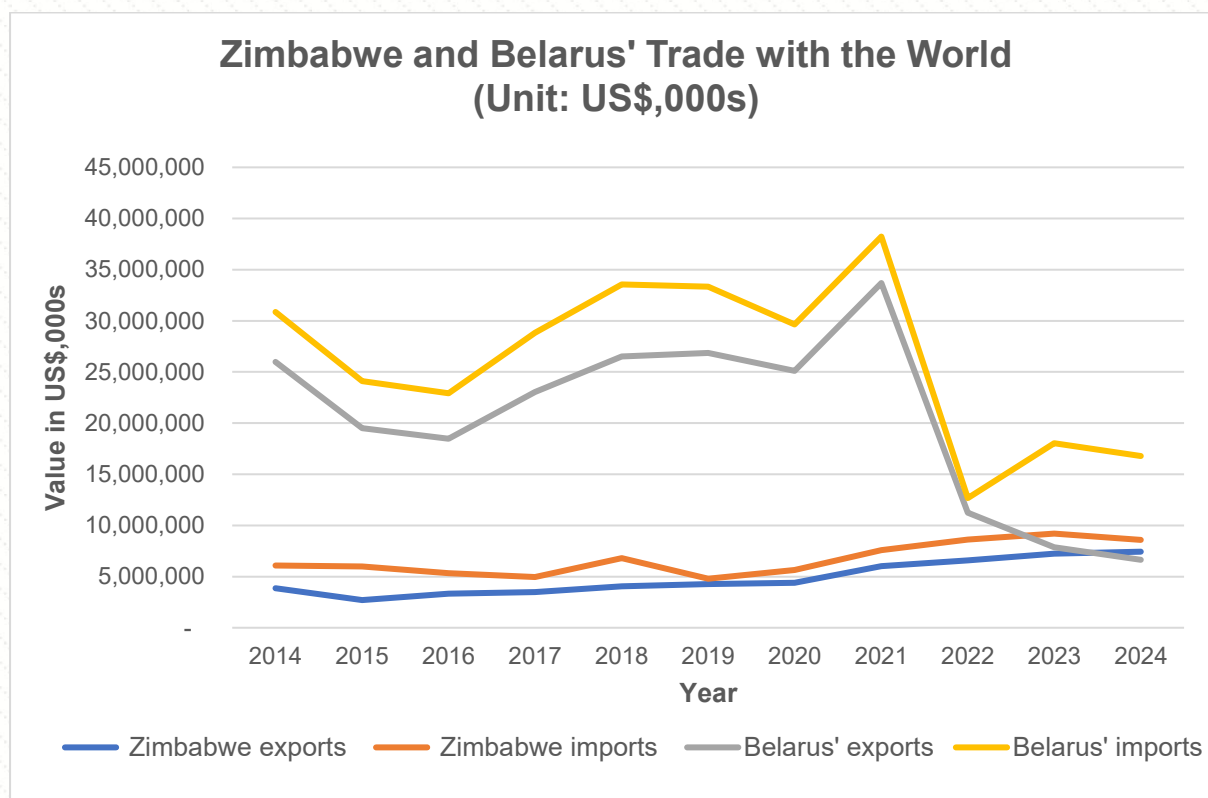
- **Competition:** Exporters face competition from local producers and global suppliers, including major trading partners like China and the EU.

Economic Stability

- **Economic Environment in Belarus:** Belarus' economy has been relatively stable, but exporters must monitor inflation, fiscal policies, and other factors.

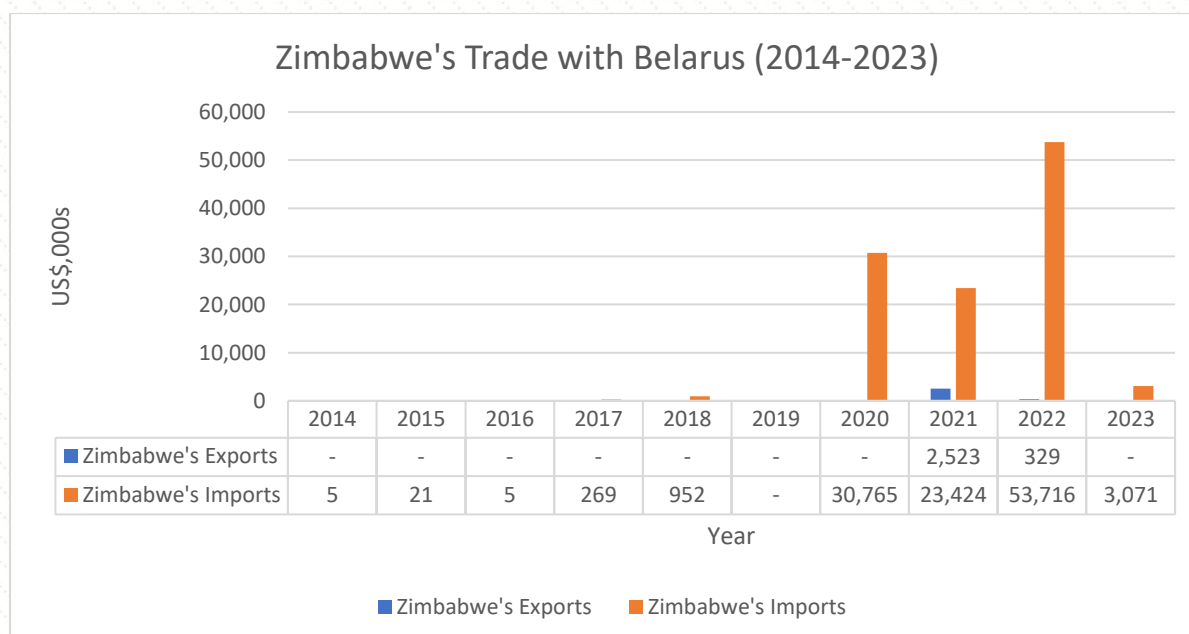
Annexes

Annex 1: Zimbabwe and Belarus Trade Performances



Source: Trade Map 2025

Annex 2: Zimbabwe's Trade Performance with Belarus



Source: Trade Map 2025

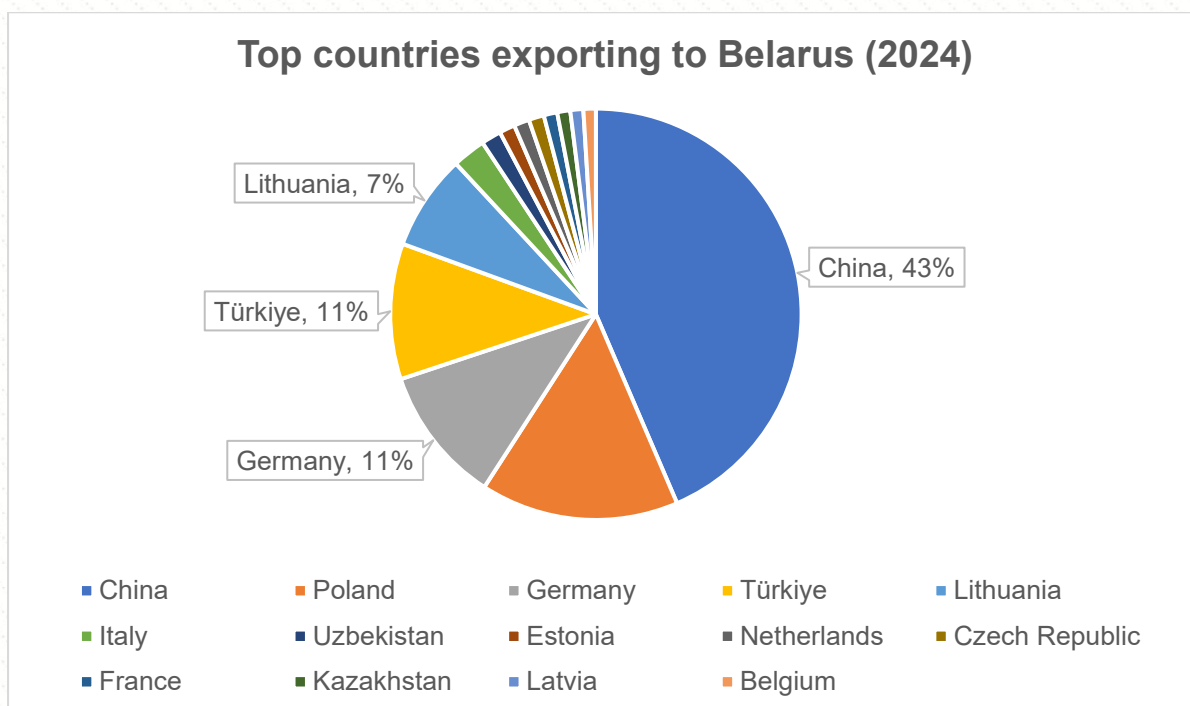
Annex 3: Belarus' imports from Zimbabwe (US\$.000)

Product label	Belarus's imports from Zimbabwe
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	Value in 2019	Value in 2020	Value in 2021	Value in 2022	Value in 2023
All products	164	111	486		
Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage	15	24	10		
Edible fruit and nuts; peel of citrus fruit or melons	149	86	476		
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal ...	-	1	-		

Source: Trade Map 2025

Annex 4: Top supplying countries to Belarus (2024)



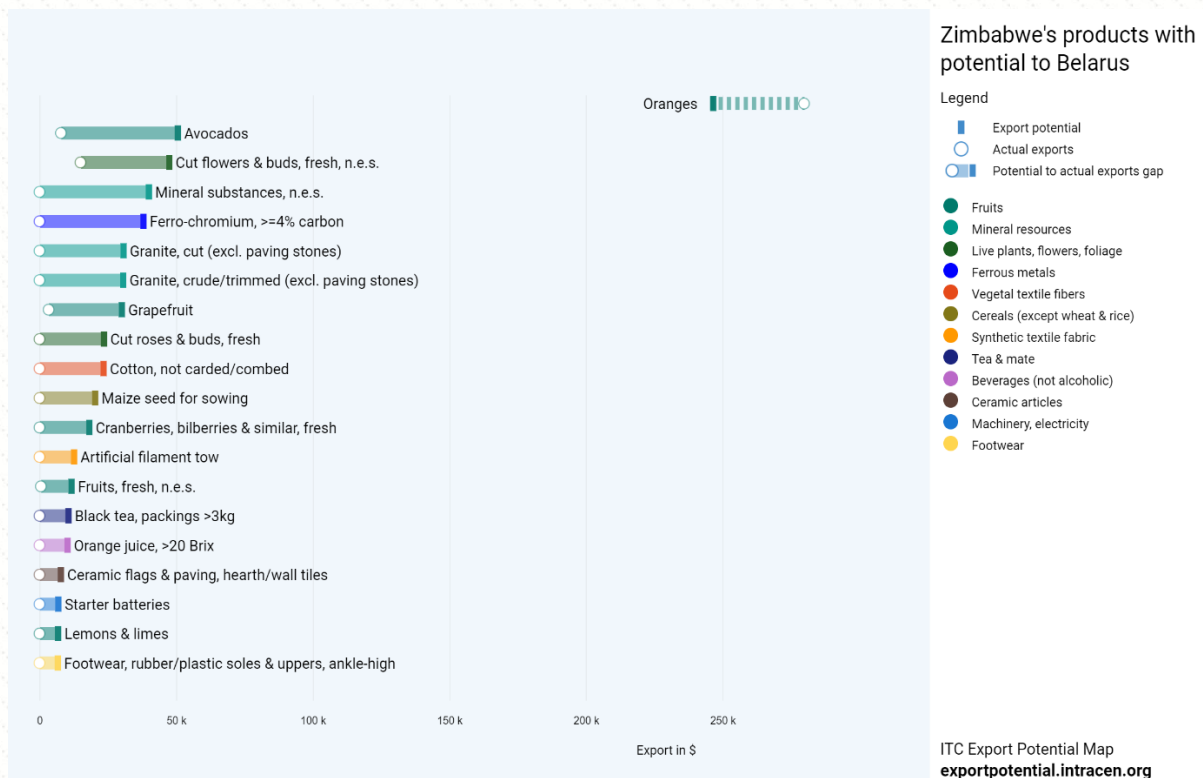
Source: Trade Map 2025

Annex 5: Zimbabwean products with export potential in Belarus

Product Category	Belarus' Import Value in 2024 (US\$,000s)	Zimbabwe's Export Value in 2024 (US\$,000s)
Cut flowers and live trees	100,487	1,536
Cotton	59,586	15,635
Edible fruits and nuts	220,835	129,085
Tea, coffee and spices	121,753	22,768
Essential oils and resinoids; perfumery	205,463	1,796
Footwear	133,513	10,287

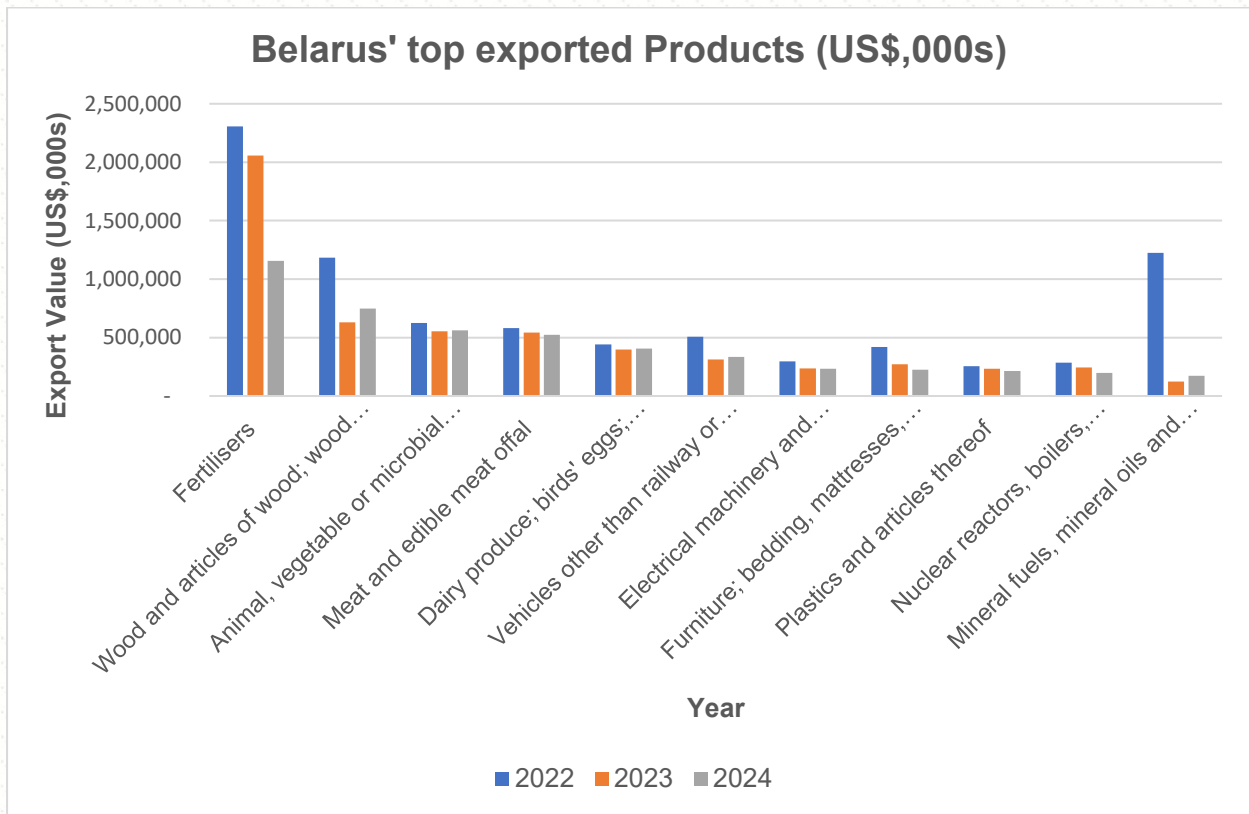
Source: Trade Map 2025

Annex 6: Export potential map - Zimbabwe's products with potential to Belarus



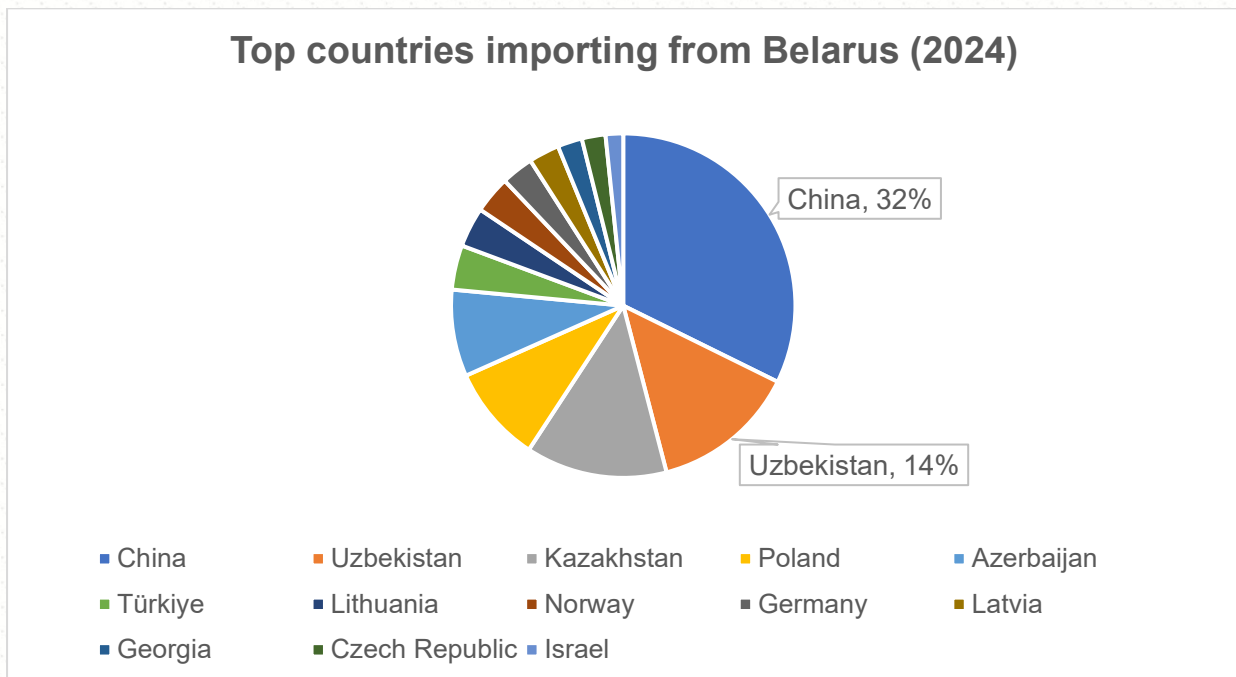
Source: Export Potential Map 2025

Annex 7: Belarus' top exported products (2022 – 2024).



Source: Trade Map 2025

Annex 8: Top export markets for Belarus (2024)



Source: Trade Map 2025

Annex 9: Zimbabwe's imports from Belarus (US\$,000s)

Product label	Zimbabwe's imports from Belarus				
	Value in 2017	Value in 2018	Value in 2019	Value in 2020	Value in 2021
All products	269	952	0	30,765	23,424
Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	0	204	0	11,020	12,891
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	0	214	0	19,221	9,416
Fertilisers	269	458	0	522	931
Rubber and articles thereof	0	20	0	0	186
Articles of iron or steel	0	23	0	0	1

Source: Trade Map 2025



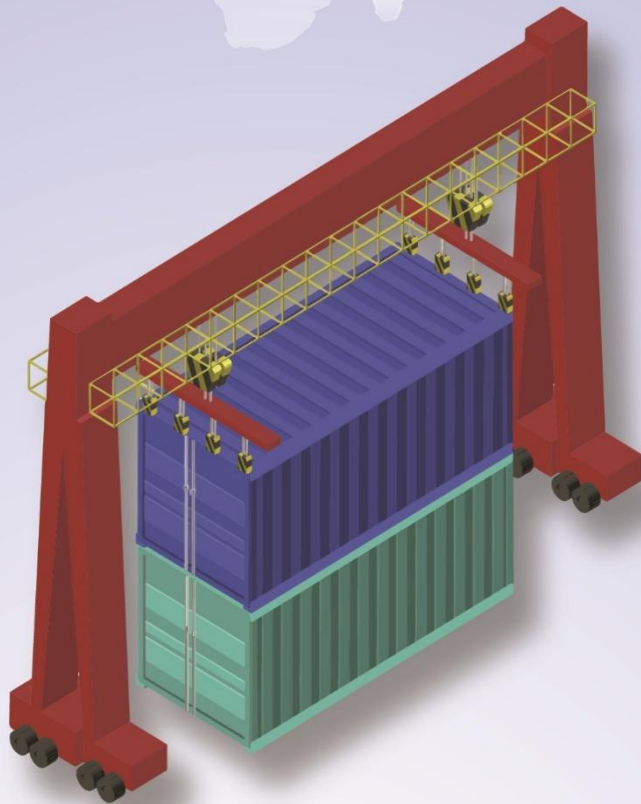
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