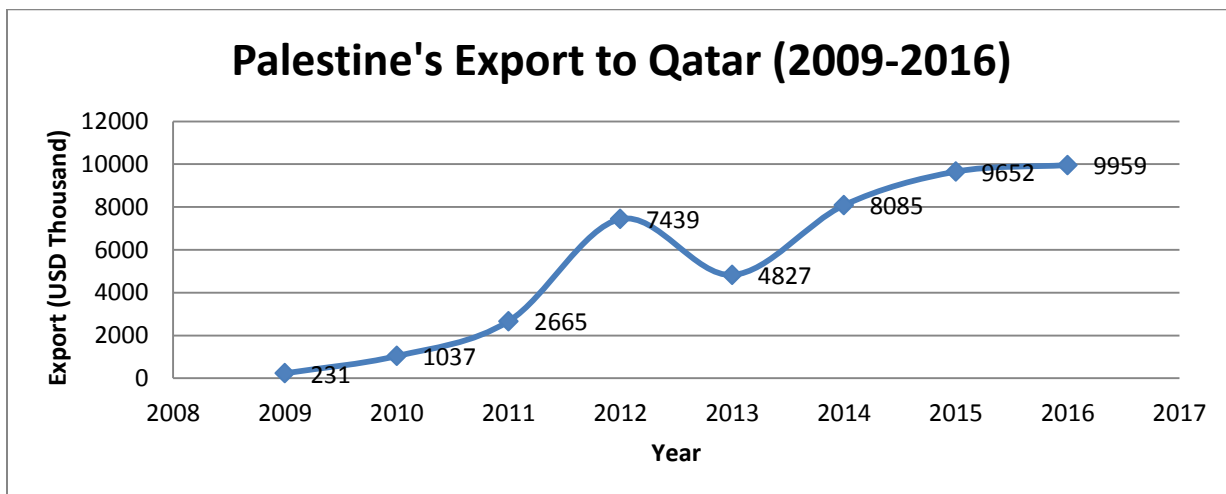




## Qatar Market – Factsheet

The study was developed under the framework of the FAO project “Building Marketing Capacities and Promoting Sustainable and Feasible Access to Markets for Farmers and Women’s Cooperatives/Associations and Their Umbrella Companies in the West Bank”, and thanks to generous funding by the Government of Canada.

The Qatari market have proven to be a steadily growing market for Palestinian exports, ever since Palestine’s modest beginnings in the Qatari market in 2009 where it exported no more than USD 231 thousand to Qatar. However, the following year (2010), Palestine exported USD 1 million to Qatar, mostly in the form of olive oil, cheese, and stone and marble. In 2012, exports increased to reach USD 7.4 million and then declined again to USD 4.8 million in 2013. However, the following years (2013-2016) saw Palestinian exports increase at a steady pace from USD 4.8 million to USD 9.9 million in 2016, signifying a growing potential for Palestinian exports to Qatar.



Source: Trademap.org

Moreover, our growing exports to the Qatari market are also accompanied by growth in the Qatari economy and its food and beverage sector. Between the years 2017 and 2018 the Qatari economy, in terms of GDP, grew by 1.7% and is forecasted to continue growing, despite the blockade by Gulf countries, as it prepares for the World Cup 2022 and other infrastructure investments over US\$100 billion. As a result of the blockade imposed by the Gulf, Qatar was forced to seek to new sources to maintain its food security which presents a unique opportunity for Palestine to increase its food exports to the market.

## Food Market in Qatar

The Qatar Food and Beverage sector accounted for 2,950 operational outlets with an estimated cumulative revenue of QAR 6,993 million (i.e. USD 1,920 million) in 2016. The future growth of the sector is directly linked to the development of the entertainment, hospitality and tourism sectors of Qatar which is poised to make a great leap forward given the various developments in the country such as FIFA 2022, Doha Metro as well as construction of new malls, hotels and master developments such as Lusail and Musheireb<sup>1</sup>. The market is forecasted to increase to QAR 14,261 million (i.e. USD 3,916 million) by 2026.

With the advent of the Gulf countries blockade on Qatar on June 2017, the country was forced to immediately find alternative suppliers for its food in order to keep the economy and social situation in the country stable. The result was a complete re-shift from suppliers in the Gulf to new suppliers in countries such as Turkey, Iran and the rest of the world. This presents an opportunity for Palestinian packaged food and other food products to capture a new market share, which has been vacated by the Gulf countries.

At the same time, Qatar's population is growing and stood at 2.7 million in 2017 and is anticipated to reach 3.7 million by 2030. While consumer expenditure on food is rising with the majority spent on meat products and followed by fruits and vegetables, and in third place is their expenditure on catering and eating out signifying a high standard of living. Qataris also tend to orient more towards traditional shopping and retailing and less so on online shopping despite the convenience and low prices of internet retail sites, mega-malls continue to be the shopping venue of choice amongst Qataris as they not only offer a large and diverse range of shops but they also offer a wide range of dining, entertainment, accommodation and kid-friendly activity opportunities.

Below you will find more details about the various segments of the Qatari food market:

### Fruits

The market size for fruits in Qatar stood at 72.2 thousand tons in 2018 in terms of volume, which represents a growth from the previous year's volume which registered 68 thousand tons. The Qatari fruits has been growing steadily since 2013 which recorded a volume of 46.5 thousand tons and continued to increase reaching 56.6 thousand tons in 2015. Despite the blockade by the Gulf countries, Qatar's market size for fruits continued its rise.

### Vegetables

The market size for vegetables in Qatar stood at 154.1 thousand tons in 2018 in terms of volume, which represents a growth from the previous values which registered 140.8 thousand tons. The Qatari market for vegetables is growing steadily on a year-by-year basis, as it registered only 89.2 thousand tons in 2013 and almost doubled to 154.1 thousand tons in 2018.

### Edible Oils

The market size for Edible Oils in Qatar stood at 33.7 million liters in 2018 in terms of volume, which represents a growth from the previous year's volume which registered at 32.2 million liters. The Qatari edible oils market has been growing steadily since 2013 which recorded a volume of 22.2 million liters and continued to increase reaching 28.2 million liters in 2015.

### Packaged Foods

With the advent of the Gulf countries blockade on Qatar on June 2017, the country was forced to immediately find alternative suppliers for its food in order to keep the economy and social situation in the country stable. The result was a complete re-shift from suppliers in the Gulf to new suppliers in countries such as Turkey, Iran and the rest of the world. This presents an opportunity for Palestinian packaged food and other food products to capture a new market share, which has been vacated by the Gulf countries.

In terms of Qatar's market size for the packaged food products, the market is increasing at a steady pace despite the blockade. In 2013 the market size stood at 3903.4 QAR Million (i.e. 1072 USD Million), and increased to reach 5114.4 QAR Million (i.e. 1404 USD Million) in 2015, and finally the market size reached 6494.3 QAR million (i.e. 1783 USD Million) in 2018.

---

<sup>1</sup> [https://www.qdb.qa/en/Documents/Food\\_and\\_Beverages\\_Sector.pdf](https://www.qdb.qa/en/Documents/Food_and_Beverages_Sector.pdf)