The competitiveness of Tanzania's coffee exports to African Countries and Non-African Countries

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ABSTRACT

Coffee exports in Tanzania significantly contribute to foreign exchange earnings, employment and livelihood of smallholder farmers. However, Tanzania accounts for less than 1% of the world coffee exports and evidence of the extent to which its export competitiveness differs between African and non-African markets is limited. The purpose of this study was to compare Tanzania's coffee export competitiveness between the two export destination market groupings using the Revealed Comparative Advantage (RCA) theory by Balassa in 1965. Secondary data regarding coffee exports (HS Code 0901) for the period 2005 to 2024 was gathered from the United Nations Comtrade database and International Trade Centre (ITC). Consistent with the RCA theory conceptualization, comparative advantages between African and non-African countries' markets have separately been computed by calculating RCA for coffee exports between African and non-African markets and to demonstrate Tanzania's relative export specialty and competitiveness. Tanzania coffee export shows poor and sporadic and highly fluctuation competitiveness on African markets (only limited number of countries such Kenya, South Africa, Morocco, Uganda sustained comparative advantage), on contrary strong and broader and sustained competitiveness on non-African markets, especially Europe, North America, Asian and Oceanian countries have shown better trend for Tanzania with RCA above a unit in majority of non-African countries. Findings imply that Tanzanian coffee exports mostly rely on its traditional international market, but a lot of opportunities in the African regional markets have not been exploited. The study concludes that Tanzanian coffee export competitiveness needs to be boosted on African continent market and sustained for non-African for achieving a more diversified and resilient coffee export sector**.** The study recommends trade facilitation measures to streamline export procedures, value addition and certification initiatives, improved compliance with international quality standards and harnessing the opportunities offered by the AfCFTA to penetrate regional markets are also suggested.

Keywords: Coffee exports, Revealed Comparative Advantage (RCA), African markets, Non-African markets, Tanzania

I. INTRODUCTION

Coffee is a world high-value agricultural commodity and plays a pivotal role in developing economies. It is an important source of foreign exchange earnings and employment, income to millions of farming households engaged in cultivation, processing, marketing, and export (Pancsira, 2022; Yana et al., 2026). The global coffee exports were valued at over USD 30 billion annually, where more than 70 producing countries were engaged in the trade (ICO, 2022). Despite the size of the global coffee market, there is intense competition, fluctuations in prices, changes in consumption preference, increasing stringent quality standards that have implications for the Competitiveness and export performance of the coffee exporting countries (FAO, 2021).

Tanzania's coffee is one of the country's major traditional export commodities and continues to play a significant role in the economy. The sector generates 5%-10% of the country's export proceeds, and more than 300,000 households (most of which small holders) rely on it for their livelihood. Smallholders are the source of over 90% of Tanzania's annual production of approximately 68,000 tonnes, consisting of about 70%Arabica and 30% Robusta coffee, while the remainder is from large commercial estates (primarily in Arusha, Kilimanjaro and Mbeya). Annual export value of the coffee crop is estimated at USD 100 million and offers employment opportunities throughout the value chain - through farming, processing, transport, marketing and export. However, Tanzania's share of total world coffee exports is less than one percent, with the country competing with the leading exporters such as Brazil, Vietnam and Colombia (ICO, 2022).

To date, the destination for Tanzania's coffee exports have primarily been the developed markets, predominantly Europe and subsequently Asia and North America, which represent the largest consumers of coffee globally and provide stable demand and long-established trade relations (Ponte, 2022; TCB, 2024). Nevertheless, increased focus on the

African Continental Free Trade Area (AfCFTA), rapidly growing urban centers, rising household incomes and increasing regional trade integration are increasing the role of African markets as viable destinations for coffee exports ([UNCTAD], 2021). The coffee consumption trends in several African countries are creating additional export opportunities to market diversification.

The challenges in world coffee market mean that coffee-exporting countries must continually remain competitive to retain their market shares and improve their export performance. The competitiveness of an exporting country is its ability to supply products to export markets that satisfy the demands of international markets and maintain or expand its presence in those markets (Goodwin & Pierola, 2015). Therefore, an important step in addressing Tanzania's export performance in this regard is to assess the country's Competitiveness across the diverse destination markets.

1.1 Problem statement

Coffee represents one of key cash export commodities in Tanzania. The export sector contributes substantially to foreign exchange generation, employment creation and incomes for many smallholder farmers. Following the various governmental intervention programs and strategies aimed at improving coffee production and quality for strengthened global export, coffee continues to play a significant role (Montagnon, 2025; FAO, 2021). Nevertheless, Tanzania's coffee exports accounts for less than one percent of global coffee exports, implying limited international export competitiveness relative to major coffee-exporting countries like Brazil, Vietnam and Colombia.

Literature hitherto on coffee sector in Tanzania mainly focused on production constraints, productivity enhancement, value chain dynamics, price volatility, market participation as well as factors determining exports (Ponte, 2002; Temu and Temu, 2005). Though a significant contribution to factors driving production and export, these researches analyze export performance in aggregate manner while failing to differentiate among destination types-African and non-African destinations (Baffes, 2005; FAO, 2021). Little attention is given to comparative evidence, if Tanzania's coffee has stronger export competitiveness in African or non-African (classic, non-African) regions (ITC, 2019).

Knowledge gap is more important given recent trade integration development. Trade development, African Continental Free trade Area (AfCFTA) implementation; increased urbanization; rising African coffee demand, enhancedintra-African trade implies that now there are greater opportunities to increase Tanzania's coffee exports into non-traditional international markets. However, empirical comparison on whether or not Tanzania's coffee exports hold comparative export advantage between African and non-African destinations does not help much with information relevant to policymakers, exporter to determine the priorities among markets and adopt export promotional strategies.

Besides exports have different values at different markets due to varieties, prices, traders' preferences and policy constraints. Comparing Tanzanian coffee export competitiveness by taking account of a relevant indicator into different group of markets is thus important for defining the country's position in the global coffee market.

Taking account of the lack of data based comparative knowledge about Tanzania coffee export competitiveness for African and non-African destinations, there is an important need to thoroughly analyze Tanzania's revealed comparative advantage for African and non-African destinations that would assist exporters, policymakers and other relevant stakeholders better understand the relative importance of different international markets for strengthening country's competitiveness.

1.2 Research objectives

i. To examine the competitiveness of Tanzania coffee exports to African Countries
ii. To examine the competitiveness of Tanzania coffee exports to non-African countries

II. LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Revealed Comparative Advantage Theory

The theoretical foundation of this study is the Revealed Comparative Advantage (RCA) theory, developed by Balassa (1965), which explains comparative advantage through a country's observed trade patterns. The theory assumes that the relative importance of a commodity in a country's exports, compared with its importance in world exports, reveals the country's degree of export specialisation. An RCA value greater than one indicates that the country has a revealed comparative advantage in the commodity, while a value below one indicates a revealed comparative disadvantage (Balassa, 1965). Vollrath (1991) further demonstrated the usefulness of revealed comparative advantage measures in analysing patterns of trade specialisation. In this study, the RCA framework is applied to Tanzania's coffee exports to determine the extent to which coffee is relatively specialised in African and non-African markets.

The RCA approach is particularly relevant because export competitiveness depends not only on production capacity but also on the conditions governing access to and participation in export markets. Factors such as market

demand, trade facilitation, infrastructure, institutional conditions and participation in global value chains can influence a country's ability to sustain competitiveness (Vollrath, 1991; Goodwin & Pierola, 2015). Therefore, differences in Tanzania are observed export specialisation across African and non-African destinations may reflect differences in market characteristics, trading relationships and the broader conditions under which coffee are exported. This makes the RCA framework suitable for a comparative assessment of Tanzania's coffee competitiveness across the two market groups.

However, RCA measures revealed competitiveness rather than underlying comparative advantage, meaning that the index reflects observed trade outcomes and does not directly measure production efficiency or relative production costs. Moreover, bilateral RCA measures can generate exceptionally high values when export volumes to a particular destination are small but coffee represents a large share of Tanzania's exports to that market. Accordingly, this study focuses on the consistency and persistence of RCA values over time rather than isolated extreme observations. Despite these limitations, RCA remains a simple, transparent and widely applied measure for assessing export specialisation and provides an appropriate theoretical basis for comparing Tanzania's coffee competitiveness in African and non-African markets.

2.2 Empirical Review

Regarding empirical literature related to coffee exports, the analysis indicated that exporting specialization of a country together with its capacity to adapt to changes in the international market is a determinant of export competitiveness. Pancsira (2022) suggested that, an increasingly competitive global coffee market with evolving consumer's preferences and chain structures emphasizes the growing importance of quality of products, market access and efficient export system for the exporting countries. This case indicated that the comparative advantage does not guarantee strong export performance.

Boansi and Crentsil (2013) who used Revealed Comparative Advantage (RCA) and Revealed Symmetric Comparative Advantage (RSCA) revealed that Ethiopia has comparative advantage in the export of coffee but did not exploit that well in the global market because of the vulnerability to price risk, the high transaction costs of exporting, poor quality management, the unproductiveness of farmers and inefficient supply-chain operations.

Similarly Meaza and Emagne (2018) indicated that Ethiopia maintained comparative advantage in the export of coffee, but export competitiveness has influenced by the levels of domestic consumption, the levels of domestic production, the level of world market prices of coffee and the exchange rate. These result shows that a country could have a comparative advantage in coffee and this could not result to good performance in exports due to different structural constraints in both domestic and international context.

Similar observations have been made about comparative advantage for coffees in East and Central Africa. For example, Ndayitwayeko et al. (2014) observed significant variations in levels of comparative advantage among coffee-exporting African countries in the region depending on export specialization and market performance, showing that production capabilities alone do not account for comparative advantage within the region, and thus export outcomes depend on trade flows and access to international markets. Recently, additional comparative evidence fromUganda and Ethiopia strongly indicates significant variations in coffee export patterns and performance across different export markets, further emphasizing the value of looking at where coffee goes, instead of examining competitiveness at the national level (Ecel et al. 2025). This is especially relevant for Tanzania; although close to other African markets, this proximity is not sufficient to ensure good export performance due to transport costs, market information, trade facilitation and regional trade agreements that determine exporters' ability to access adjacent markets.

Specific studies on Tanzania's coffee sector add to the evidence on the conditional nature of coffee competitiveness. Baffes (2005) explored the constraints limiting Tanzania's coffee exports in structural and institutional terms, suggesting that competitive advantages relate to much more than merely efficient production of coffee products but rather a smooth marketing and export process. More recently, the comparative advantage of Tanzania in the European Union (EU) market under the Everything but Arms (EBA) trading arrangement has been considered by Paul et al. (2022).

These authors find that despite a comparative advantage in coffee, its degree of specialisation fell under EBA, attributed partly to underutilisation of trade preferences and difficulty withrules of origin. This finding suggests that preferential trading arrangements may not automatically enhance export competitiveness when market access is blocked by other constraints. Studies conducted more recently for the period 1991-2024 have reported similar observations about Tanzania's exports with a positive impact of exchange rate, but limitations on account of weak price transmission and some institutional constraints having also a negative effect on export performance (Kalinga and Mzimbiri, 2025). Taking these findings together implies that competitiveness of Tanzania's coffee production depends on a medley of factors ranging from production circumstances, to trade policies, exchange rate situations, market access mechanisms as well as institutional effectiveness.

There is also evidence suggesting that export competitiveness may vary widely between the local African markets and developed overseas markets. For a long time Tanzania coffee export has been concentrated in European Union, Asia and North America markets, and stable demand with established relationship has given market participation continued existence. Contrary, new expansion into African markets is an opportunity for export diversification within the regional integration programs such as AfCFTA, but, existing constraints on logitistics, infrastructure, market information, market demand, market requirements on quality, and non-tariffs barrier.This is therefore an implication that Tanzania coffee export competitiveness must have to analyze by destination markets since market competitive factors driving participation in developed and mature international markets may be different to those being able to contribute to the promotion of exports and sustainable entry into Africa.

Despite the existing wealth of empirical research concerning export competitiveness of coffee, an empirical gap can still be observed on export competitiveness of the Tanzanian coffee industry. While a majority of past studies have been undertaken to study the overall performance of the Tanzanian coffee industry, impact on coffee export and comparative advantage (on individual markets and regions, i.e. European Union or regional markets respectively), Tanzanian revealed comparative advantage between the African versus non-Africa destinations over a certain period has been under-researched. This study tries to address this empirical problem using data on bilateral export of coffee between Tanzania and respective non-African and African partner country markets and employing separate estimation for RCA index based on this destination data across the period 2005-2024, aiming to demonstrate on where does Tanzania have strong revealed comparative advantage over the study period on destinations other than within Africa on the one hand and on the African destination markets on the other hand thus giving information on diversification opportunities and potential role of the Africa regional market on the future development of Tanzania's coffee exports.

III. METHODOLOGY

3.1 Analytical Framework

This study employs the Revealed Comparative Advantage (RCA) index, originally developed by Balassa (1965), to assess the competitiveness of Tanzania's coffee exports in African and non-African markets. The RCA index is a widely used measure in international trade analysis, as it captures a country's relative export specialization in a given product by comparing its export structure with that of the world. The index provides an indirect measure of competitiveness based on observed trade patterns rather than theoretical cost advantages (Balassa, 1965; Vollrath, 1991).

The choice of the RCA index is justified by its simplicity, transparency, and extensive application in studies examining agricultural and commodity export competitiveness, particularly in developing countries. By distinguishing export destinations into African and non-African markets, the study allows for a comparative assessment of Tanzania's competitiveness across different market blocks.

3.2 Data Sources and Coverage

This analysis employs secondary data on coffee exports, sourced from established international trade databases, including the UN Comtrade Database and the International Trade Centre (ITC). Export values, denominated in U.S. dollars, are categorized under the Harmonized System (HS) code 0901. This classification encompasses green and roasted coffee (including decaffeinated), coffee husks and skins, as well as coffee substitutes containing any proportion of coffee. To maintain methodological consistency, total export values for both Tanzania and the global market are derived from these same primary sources.

The study covers a multi-year from 2005 to 2024 creating a panel data following for the examination of trends in export competitiveness over time. Export destinations are categorized into African and non-African markets based on geographical classification, enabling a comparative analysis of regional versus global competitiveness

3.3 Model Specification.

To examine regional differences in competitiveness, separate RCA indices are computed for African and non-African destination markets.

The RCA index for African countries is specified as:

$$RCA_t^{Af} = \frac{\left(\frac{X_{TZA,j}^{Af}}{X_{TZA,Total}^{Af}}\right)}{\left(\frac{X_{World,j}^{Af}}{X_{World,Total}^{Af}}\right)} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{(i)}$$

From the equation, RCA_t^{Af} is the RCA of Tanzania in coffee exports to African countries in year *t*, $X_{TZA,j}^{Af}$ is Tanzania's coffee exports to African countries, $X_{TZA,Total}^{Af}$ is Tanzania's total exports to African countries, $X_{World,j}^{Af}$ is World coffee exports to African countries and $X_{World,Total}^{Af}$ is Total world exports to African countries.

RCA for Non-African Countries is specified as:

$$RCA_t^{NAf} = \frac{\left(\frac{X_{TZA,j}^{NAf}}{X_{TZA,Total}^{NAf}}\right)}{\left(\frac{X_{World,j}^{NAf}}{X_{World,Total}^{NAf}}\right)} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{(ii)}$$

From the equation, RCA_t^{nAf} is the RCA of Tanzania in coffee exports to Non-African countries in year *t*, $X_{TZA,j}^{NAf}$ is Tanzania's coffee exports to Non-African countries, $X_{TZA,Total}^{NAf}$ is Tanzania's total exports to Non-African countries, $X_{World,j}^{NAf}$ is World coffee exports to Non-African countries and $X_{World,Total}^{NAf}$ is Total world exports to Non-African countries.

3.4 Interpretation of the RCA Index

An RCA value greater than one (RCA > 1) indicates that Tanzania has a revealed comparative advantage in coffee exports, implying relative specialization and competitiveness in the respective market compared to the world average. Conversely, an RCA value less than one (RCA < 1) suggests a revealed comparative disadvantage. Changes in the RCA index over time reflect shifts in Tanzania's export performance and competitiveness across African and non-African markets.

IV. FINDIGS & DISCUSSION

4.1 Revealed Comparative Advantage of Tanzania's Coffee Exports to African Countries

The Revealed Comparative Advantage (RCA) results presented in Table 1 reveal that Tanzania's coffee export competitiveness in African markets is generally limited, highly uneven, and characterized by considerable temporal fluctuations. Most African destination countries recorded RCA values below unity or zero during the study period, indicating that Tanzania lacked a sustained comparative advantage in these markets. This finding suggests that Tanzania has not yet established a stable competitive position within the regional coffee market despite its geographical proximity to many African trading partners. The prevalence of low RCA values implies that Tanzania's coffee exports remain concentrated in a relatively small number of African destinations rather than being broadly distributed across the continent.

Nevertheless, several African countries exhibited exceptionally high RCA values during specific years. Eritrea, Niger, Chad, Tunisia, Eswatini, and Seychelles recorded extremely high indices, while countries such as Kenya, Morocco, South Africa, and Uganda maintained RCA values above unity more consistently over the study period. These results indicate that although Tanzania has demonstrated strong competitiveness in selected African markets, such competitiveness has generally been episodic rather than sustained. The exceptionally large RCA values are largely attributable to the nature of the bilateral RCA index, where relatively small export volumes combined with limited total exports to particular destinations can generate unusually high index values. Therefore, these extreme values should be interpreted as evidence of temporary export concentration rather than durable market dominance.

The relatively stable competitiveness observed in Kenya, Morocco, South Africa, and Uganda may be explained by stronger regional trade relationships, relatively established commercial networks, and sustained demand for Tanzanian coffee. Kenya, for example, serves not only as a consumer market but also as an important regional coffee trading hub through the Nairobi Coffee Exchange, facilitating cross-border coffee trade within East Africa. Similarly, South Africa and Morocco possess relatively larger consumer markets and more developed import systems than many other African countries, creating more consistent export opportunities for Tanzanian coffee.

Conversely, the persistent absence of comparative advantage in countries such as Angola, Comoros, Djibouti, Libya, Sudan, and São Tomé and Príncipe reflects Tanzania's limited penetration into many African markets. Several factors may explain this pattern, including relatively low coffee consumption in some countries, inadequate regional market integration, high transportation and logistics costs, limited market information, and the continued existence of non-tariff barriers despite regional trade agreements. These constraints reduce Tanzania's ability to exploit its geographical proximity and compete effectively within the African market.

The findings are consistent with previous studies reporting that coffee export competitiveness in many African countries remains constrained by weak regional value chains, inadequate trade facilitation, limited market diversification, and structural inefficiencies (Ndayitwayeko et al., 2014). They also support the argument that

comparative advantage is influenced not only by production capacity but also by market access, trade infrastructure, institutional quality, and the efficiency of export systems (Balassa, 1965; Vollrath, 1991). Overall, the evidence suggests that Tanzania's coffee export competitiveness within Africa remains narrowly concentrated and insufficiently diversified, indicating considerable untapped potential for expanding regional exports through improved trade facilitation, stronger regional integration, and enhanced market development.

Table1

The Revealed Comparative Advantage (RCA) Results for Tanzania's Coffee Exports to African Countries

	Year																			
Country's Name	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Algeria	2.2	0.0		0.0	0.0	16.9	0.0	0.0	623.8	0.0	0.0	0.0	0.0	0.0	40.7	5.8	0.0	0.0	0.0	0.0
Angola	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burundi	0.0	1.3	172.9	641.1	33.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chad	0.0	0.0	2332.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Comoros	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Congo	0.0	0.0	0.0	0.0	0.0	0.0	1.1	408.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Djibouti	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egypt	0.0	25.8	5.5	2.0	43.4	65.9	354.5	21.6	58.3	0.0	0.0	4.7	0.0	2.1	2.0	0.2	1.3	3.9	4.9	0.0
Eritrea	3176.7	992.6	2745.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	642158.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eswatini	0.0	34.2	0.0	0.0	6.1	2318.2	0.0	0.0	47.6	0.0	947.0	12442.6	3619.7	317.2	0.0	0.0	0.0	0.0	265.0	0.0
Ethiopia	0.0	4.6	979.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gambia	0.0	0.0	0.0	0.0	6489.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ghana	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3010.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0
Kenya	61.2	80.5	9.8	7.8	18.6	6.2	4.8	30.0	52.7	22.6	5.5	18.1	12.5	8.2	10.8	4.4	1.8	4.4	8.4	7.2
Libya	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madagascar	0.0	45.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	513.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malawi	168.1	94.9	0.0	150.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mauritius	0.0	0.0	72.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.0	8.7	42.8	0.0	0.0
Morocco	768.9	282.2	172.7	96.9	0.0	103.5	88.4	122.6	237.9	145.1	100.7	200.6	188.9	156.3	249.3	253.3	134.4	175.8	101.0	26.6
Mozambique	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	18.1
Namibia	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Niger	0.0	75899.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1284.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rwanda	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sao Tome and Principe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seychelles	201.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3467.2	0.0	0.0	0.0	0.0	0.0	298.6
Somalia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	133.5	0.0
South Africa	0.0	0.2	0.7	0.2	1.2	1.0	1.2	0.5	1.5	2.7	3.3	2.2	2.0	3.8	4.5	2.3	5.3	5.9	3.1	1.2
Sudan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tanzania	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunisia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1622.9	2610.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uganda	0.0	4.5	0.0	16.9	22.4	1.1	1.0	9.7	5.7	0.3	0.1	0.3	0.2	0.2	0.4	0.0	0.0	0.0	2.4	2.3
Zambia	0.0	0.0	0.0	0.9	0.0	0.0	0.2	0.0	0.0	0.0	10.3	0.0	3.3	3.5	0.0	0.0	0.0	0.0	0.0	0.0

4.2 Revealed Comparative Advantage of Tanzania's Coffee Exports to Non-African Countries

As seen in Table 2 below, the Revealed Comparative Advantage (RCA) results confirm that Tanzania's coffee has much better sustained competitiveness in non-African markets than in African markets. Most non-African market countries generally consistently have the RCA index value greater than unity throughout the entire period of the study, meaning that Tanzania has the stable comparative advantage in these markets. The non-African analysis shows greater wider market spread of the competitive export performance and deeper integration to the world coffee trade, compared to the African market where only limited number of countries enjoyed the comparative advantage.

The strongest comparative advantages were found in a number of European, Asian and North American countries, i.e. Germany, Italy, Finland, Sweden, Japan, USA, Australia, Israel and Canada, where these markets showed consistent RCA indices well above 1 and several were even over 100. These strong consistent RCA in these markets suggest that Tanzanian coffee has secured stable position in them which is a reflection of stable and long-term relationships and the stable demand for the Arabic coffee by those, coupled with integration into global specialty market where consumers highly pay attention on quality and originality and provenance.

In some isolated years exceptionally high RCA values were obtained for Iran, Ireland, Singapore, Estonia, Latvia, North Korea, and Sri Lanka. Similar to the results for African markets, these anomalous high RCA values arise because of the bilateral RCA method. Relatively small export volumes to very small and specialized markets may result in high RCA values (since the commodity may represent a high portion of an export basket to this destination for Tanzania, whilst the market represents a relatively small fraction of world exports). These observations therefore represent episodes of export concentration rather than evidence of permanent competitive strength.

In view of the greater and more stable revealed comparative advantage in non-African markets, the following are some underlying structural reasons: First, Europe, parts of North America and of Asia possess strong coffee consuming societies and hence a persistently strong import demand. Second, most of these markets possess processing capabilities and a 'specialty' coffee sector with a demand for high quality Arabica, one of Tanzania's main exports. Third, and linked to the first two points, Tanzania has built up strong and long-established relationships with numerous and diverse international customers, ensuring access to markets, contractually secure trading arrangements and consistent exports. These characteristics present an environment more conducive to maintaining revealed comparative advantages than presently exists for many markets in Africa.

Table 2

Revealed Comparative Advantage of Tanzania's Coffee Exports to Non-African Countries

	Year																			
Country's Name	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Albania	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	211.0	0.0	0.0	0.0	0.0	0.0	169.0	231.3	0.0	0.0	0.0
Armenia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	159.0
Australia	44.5	38.6	80.4	43.4	56.0	74.1	30.9	69.9	45.5	8.3	156.6	71.8	139.0	254.0	246.7	248.9	354.3	245.0	337.8	335.4
Austria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	86.9	0.0	0.0	0.0	0.0	0.0	64.9	0.0	210.6	58.9	40.6	0.0
Bahrain	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.4
Belgium	68.0	86.8	144.6	49.9	30.0	25.6	41.8	44.2	61.3	47.2	32.7	15.8	13.1	13.5	21.4	29.4	54.4	13.5	22.6	17.7
Brazil	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	428.5	0.0	0.0
Bulgaria	22.9	436.7	163.4	0.0	71.2	30.8	0.0	272.5	0.0	0.0	0.0	0.0	0.0	0.0	15.5	0.0	0.0	0.0	1.5	27.0
Canada	2.0	38.1	132.0	23.8	14.1	49.1	42.5	14.3	75.9	101.4	78.8	147.3	207.8	99.6	178.8	259.1	122.1	66.0	157.8	57.4
China	231.6	0.0	0.0	0.0	16.8	2.0	6.7	1.1	3.1	0.9	6.4	3.6	38.4	39.2	19.1	59.4	34.7	14.2	21.0	59.4
Colombia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	913.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costa Rica	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croatia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	380.2	0.0
Cyprus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Czech Republic	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	406.8
Denmark	2.8	66.5	20.0	57.4	80.7	56.7	10.7	56.1	36.2	20.7	92.3	246.3	214.3	160.1	74.9	36.6	22.4	10.9	46.6	94.8
Dominica	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
El Salvador	0.0	0.0	0.0	0.0	3552.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Estonia	0.0	0.0	284.3	211.5	181.2	198.5	0.0	0.0	550.2	456.6	0.0	0.0	0.0	0.0	0.0	421.5	0.0	437.3	331.0	87.8
Finland	347.2	361.0	285.9	184.8	203.5	222.6	124.8	215.6	283.6	257.3	194.1	207.5	225.0	294.1	185.8	252.8	77.0	27.5	120.7	210.2
France	88.5	30.8	23.9	8.0	22.1	13.2	7.2	15.4	8.2	9.5	12.8	14.2	25.4	7.3	7.8	5.4	7.1	2.5	97.9	116.6
Germany	107.8	84.1	180.2	134.7	82.2	32.0	17.3	19.5	63.7	19.1	24.1	41.6	91.0	172.9	183.6	192.4	244.5	126.1	133.2	139.0
Greece	17.3	23.3	82.6	17.7	25.9	32.7	15.7	12.6	30.7	17.9	27.8	9.3	17.5	19.3	12.2	43.9	30.6	37.7	39.9	21.6
Grenada	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hungary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland	67.1	313.5	0.0	0.0	33.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

India	25.8	16.0	28.0	0.0	0.0	1.2	0.9	0.2	0.0	0.0	0.0	2.9	4.9	11.9	14.4	12.5	3.6	3.8	5.3	7.6
Indonesia	44.9	60.2	10.7	2.2	7.2	4.0	12.4	13.6	1.2	55.1	120.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iran	0.0	0.0	0.0	15833.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	378.1	1013.2	0.0	0.0	0.0	0.0	0.0
Iraq	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1001.7
Ireland	0.0	0.0	0.0	0.0	41.4	0.0	0.0	257.5	1054.6	1140.4	457.0	251.4	20.8	757.8	804.2	755.0	226.3	88.9	459.6	347.6
Israel	174.6	249.3	197.4	152.8	124.2	138.6	105.1	150.3	112.3	117.9	153.2	137.9	112.5	137.3	210.1	167.9	125.7	245.8	159.2	135.6
Italy	71.8	74.9	105.6	130.8	124.8	116.8	79.7	113.7	89.6	106.9	126.2	166.7	134.4	142.7	149.7	182.0	127.5	126.0	171.6	116.1
Japan	176.8	139.9	115.6	79.0	61.9	74.2	53.3	98.0	101.9	63.3	82.1	112.2	191.6	456.1	373.4	336.4	360.7	296.2	268.5	227.8
Jordan	0.0	0.0	0.0	0.0	32.3	0.0	0.0	127.4	0.0	184.5	141.0	48.0	89.1	4.0	6.7	2.1	0.0	11.1	3.0	12.1
North Korea	0.0	0.0	0.0	1479.2	0.0	27.2	164.3	264.1	2611.2	1246.3	1015.4	0.0	117.8	0.0	275.3	0.0	33.8	0.0	556.5	0.0
South Korea	396.8	122.4	186.2	81.9	432.0	564.4	680.0	219.4	551.2	370.1	183.8	43.5	90.5	78.2	149.9	73.2	183.8	105.5	86.6	47.9
Kuwait	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Latvia	0.0	0.0	398.4	396.3	330.8	266.4	238.2	285.2	334.3	0.0	0.0	0.0	0.0	207.4	52.1	141.2	63.0	183.0	260.6	240.6
Lebanon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	16.4	15.8	63.4	64.5	79.1	62.9
Lithuania	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.7	3.3	0.0
North Macedonia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	301.5	0.0	0.0	0.0	127.3	0.0	0.0	0.0
Malaysia	0.0	0.0	0.0	4.4	0.0	0.0	0.0	12.4	0.0	1.1	2.3	1.5	3.7	6.8	74.1	67.6	136.2	81.5	16.3	12.4
Mexico	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	570.3	0.0	0.0	0.0	186.8	375.8
Nauru	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	131.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherlands	37.1	34.4	49.7	5.4	21.0	17.9	5.0	6.8	1.3	0.9	1.6	5.7	2.8	1.5	11.7	2.1	12.4	7.5	22.7	31.8
New Zealand	0.0	0.0	0.0	8.8	22.1	72.3	365.3	60.0	29.1	22.1	71.4	44.5	36.4	95.8	451.1	256.3	498.7	430.0	388.5	326.3
Norway	214.5	187.1	104.4	50.1	92.9	184.0	130.2	4.7	54.1	22.6	176.0	4.2	7.3	5.7	28.4	105.2	29.0	0.0	0.0	0.0
Oman	0.0	0.0	152.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.7	1.4	0.0	8.3	5.5	0.2	0.0	1.5
Pakistan	0.0	643.9	0.0	0.0	292.4	77.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60.7	264.1	217.2	0.0	0.0	0.0
Philippines	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	56.7	0.0	0.0	0.0	0.0	0.0
Poland	85.2	196.0	194.8	127.4	68.6	22.4	131.3	0.0	0.0	0.0	0.0	2.6	1.9	3.5	6.1	8.9	43.2	3.2	1.7	23.5
Portugal	39.3	37.2	2.4	1.8	18.6	2.9	1.7	1.2	3.3	4.0	1.3	6.7	1.7	0.7	14.9	26.3	66.6	34.6	30.8	34.0
Qatar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	3.0	0.0	0.0
Romania	459.2	0.0	0.0	154.7	31.6	11.2	29.2	0.0	0.0	0.0	0.0	0.0	16.5	7.4	50.8	34.9	18.2	0.0	0.0	16.7

Russia	109.5	301.6	68.6	308.4	313.9	52.2	210.6	115.1	173.8	210.2	117.6	80.8	80.0	80.3	151.1	131.4	46.1	109.1	210.0	52.0
Saudi Arabia	0.0	0.0	0.0	0.0	1.5	0.0	0.0	38.3	5.9	6.9	3.8	0.1	1.2	21.9	0.1	0.0	2.5	0.0	8.3	6.9
Singapore	737.5	96.9	27.8	58.7	196.6	81.0	48.4	14.9	2.8	88.7	295.4	26.5	0.0	1194.9	178.5	13.3	0.0	2.0	5.7	271.6
Slovakia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.8
Slovenia	0.0	0.0	0.0	0.0	0.0	675.7	0.0	535.0	557.7	0.0	0.0	0.0	0.0	0.0	72.8	0.0	0.0	24.9	0.0	98.2
Spain	27.5	53.4	55.0	19.4	30.6	14.6	26.6	33.0	16.7	11.7	13.4	18.4	4.0	21.2	38.4	1.7	41.7	23.0	14.3	13.8
Sri Lanka	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	437.0	0.0	4327.0
Sweden	139.9	87.5	297.7	23.0	71.2	164.8	168.8	97.9	213.5	193.5	230.3	18.3	143.7	193.8	296.0	285.4	331.4	192.1	75.8	252.8
Switzerland	5.4	0.5	0.2	1.6	0.2	0.4	0.5	0.2	3.4	6.7	3.9	0.8	1.0	9.3	25.1	6.1	8.0	11.8	15.3	25.3
Syria	0.0	0.0	0.0	0.0	65.5	0.0	87.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.5
Thailand	639.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4	0.0	0.0
Turkey	0.0	0.0	0.0	57.4	108.5	0.0	139.5	61.8	0.0	0.0	0.0	24.7	17.3	37.5	0.0	12.2	118.0	138.2	128.8	30.1
Ukraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	10.6	0.0	0.0	0.0	0.0
United Arab Emirates	0.1	0.0	0.1	1.0	0.0	0.0	0.0	0.0	5.6	7.3	1.1	4.4	3.5	11.0	1.7	0.9	1.6	1.8	3.1	2.5
United Kingdom	16.1	20.5	52.9	12.7	25.3	23.4	34.8	66.1	45.4	27.2	70.6	27.0	23.3	30.5	51.4	26.1	55.2	39.7	49.3	43.2
United States	157.8	129.3	90.4	126.5	114.7	148.3	125.9	112.8	136.1	53.0	120.0	113.4	95.2	100.1	80.1	82.3	116.8	53.1	84.0	114.0
Vietnam	369.5	0.0	0.0	0.0	5.5	0.0	41.4	10.1	38.3	0.9	19.2	0.0	0.0	0.0	4.0	2.5	0.0	1.5	0.0	0.2

The findings are consistent with previous studies that identify developed economies as the principal markets for high-quality coffee exports due to their stronger purchasing power, established value chains, and increasing demand for differentiated coffee products (Ponte, 2022; Goodwin & Pierola, 2015). They also support the argument that export competitiveness depends not only on production capacity but also on market characteristics, consumer preferences, trade institutions, and the ability of exporters to satisfy increasingly stringent quality and sustainability requirements. Consequently, Tanzania's sustained competitiveness in non-African markets reflects both its comparative production advantages and its successful integration into international coffee value chains.

Nevertheless, although Tanzania demonstrates strong competitiveness across numerous non-African destinations, maintaining this advantage will require continuous investment in quality improvement, certification, traceability, value addition, and compliance with evolving international standards. Increasing competition from major coffee-exporting countries, changing consumer preferences, and the introduction of stricter environmental and sustainability regulations in major importing countries may pose future challenges to Tanzania's competitive position. Strengthening these areas will therefore be essential for preserving and expanding Tanzania's presence in global coffee markets

4.3 Comparative Discussion: Competitiveness of Tanzania's Coffee Exports in African and Non-African Markets

A comparative analysis of the Revealed Comparative Advantage (RCA) results reveals marked differences in the competitiveness of Tanzania's coffee exports between African and non-African markets. Overall, the findings demonstrate that Tanzania possesses a stronger, more diversified, and more sustained comparative advantage in non-African markets than in African markets. While competitiveness in African markets is concentrated in a limited number of countries and characterized by substantial year-to-year fluctuations, non-African markets exhibit consistently higher RCA values across a wider range of destination countries. This suggests that Tanzania's international coffee trade continues to rely predominantly on traditional overseas markets rather than regional African markets.

The observed differences in competitiveness can largely be attributed to structural characteristics of the two market groups. Non-African markets, particularly those in Europe, North America, and Asia, are characterized by mature coffee industries, higher per capita coffee consumption, stronger purchasing power, and well-developed value chains. These markets also exhibit sustained demand for specialty and premium-quality Arabica coffee, which constitutes the largest share of Tanzania's coffee production. Consequently, Tanzanian coffee exporters have been able to establish long-term commercial relationships and stable market access, contributing to persistent comparative advantage over time.

By contrast, many African markets remain relatively underdeveloped in terms of coffee consumption, processing capacity, and market integration. Although geographical proximity would normally reduce transportation costs and facilitate trade, regional exports continue to face several constraints, including inadequate transport infrastructure, high logistics costs, limited market information, inconsistent quality standards, and the persistence of non-tariff trade barriers. These factors reduce Tanzania's ability to capitalize on the opportunities created by regional integration initiatives such as the African Continental Free Trade Area (AfCFTA), thereby limiting the development of sustained comparative advantage within Africa.

The findings also demonstrate that exceptionally high RCA values observed in some African and non-African countries should be interpreted cautiously. Such values primarily reflect the mathematical properties of the bilateral RCA index rather than permanent export dominance. Because the RCA index is calculated using relative export shares, very small export volumes to niche markets can produce extremely large index values when coffee represents a substantial proportion of Tanzania's exports to those destinations. Consequently, greater emphasis should be placed on the persistence and consistency of RCA values over time rather than on isolated exceptionally high observations when evaluating export competitiveness.

These findings are consistent with international trade theory, which argues that revealed comparative advantage reflects both a country's production specialization and its ability to compete successfully under prevailing market conditions (Balassa, 1965). They also support previous studies showing that export competitiveness is influenced by factors extending beyond production capacity, including market demand, institutional quality, trade facilitation, infrastructure, and participation in global value chains (Vollrath, 1991; Goodwin & Pierola, 2015). The stronger competitiveness observed in non-African markets therefore reflects not only Tanzania's production capabilities but also the advantages associated with established international trade networks and access to high-value markets.

Overall, the comparative evidence suggests that Tanzania has considerable potential to strengthen its competitiveness within African markets while maintaining its established position in non-African destinations. Achieving

this objective will require complementary strategies that preserve competitiveness in traditional export markets while simultaneously addressing the structural constraints that continue to limit regional market integration. Expanding exports to African markets would not only diversify Tanzania's export portfolio but also reduce dependence on a relatively small number of traditional overseas markets, thereby enhancing the resilience and long-term sustainability of the country's coffee export sector.

V. CONCLUSION & RECOMMENDATIONS

5.1 Conclusion

The paper analyzed the competitive performance of coffee exports of Tanzania vis-à-vis African and non-African markets using the Revealed Comparative Advantage (RCA) index for the period 2005–2024. By separately calculating these two RCAs for two market groups, this study compares export specialization and competitiveness of Tanzania within regional and international destination markets.

The study finds that Tanzania exhibits significant differential export competitiveness across regional (African) and international (non-African) destinations. Competitiveness in African market destinations is poor, varied, unevenly distributed over time and generally weak. Tanzania shows a high RCA in some African markets such as Kenya, Morocco, South Africa, and Uganda; otherwise the competitive advantage in other African markets is marginal and highly skewed to these handfuls of destinations. This finding implies that although there is an increasing pace of African economic integration, the country seems not able to tap enough of the potential market gains in the Africa regions.

Tanzania's competitive position within the non-African regions, by contrast, tends to be stronger, stable, diversified and quite persistent, as evidenced by continuous, stable and robust RCA values greater than unity across a range of countries in Africa, Europe, Asia, North America and Oceania. Tanzania had an established comparative advantage and stable relations within those markets due to its historical trade linkages, reliable international coffee demand and position in the global coffee value chains. In essence, the study found that Tanzanian coffee competitiveness is highly reliant on non-African markets whereas the potential in African markets still remains mostly unrealised. Diversifying its export of coffee to some of African regions and maintaining the good global export position is paramount for a resilient Tanzanian coffee industry and to increase its contribution to the nation's development aspirations.

5.2 Recommendations.

Tanzania should maintain its comparative advantage, which is significant in non-African markets where coffee exports reflect a strong and stable long-term revealed comparative advantage. This requires quality improvements, better certification systems, enhanced traceability and more processing and branding to add value. Continued adherence to international quality, food safety and environmental sustainability standards, as well as the effective certification and marketing to European, North American and Asian buyers, will sustain the competitiveness of the Tanzanian coffee in the high-end segments.

To improve competitiveness in African markets - Kenya, Morocco, South Africa, Uganda - were identified as relative successful regional exporters and therefore represent target markets for further regional penetration. Trade promotion activities through involvement in regional trade fairs, promotion campaigns and strengthened partnerships with various buyers should be intensified. This process requires enhanced co-operation from all stakeholders including government, Tanzania Coffee Board (TCB) and exporters.

Easing trade and transport constraints is to be prioritised by the government. Investments in transport infrastructure (ports and roads), modernizing customs and reducing lead time and thereby transaction costs for coffee exporters will facilitate export to regional markets. Implementation of the African Continental Free Trade Area (AfCFTA) commitment, such as the reduction of non-tariff barriers and standardization of quality, will further facilitate access into regional markets.

Measures to diversify export destinations, so as to not depend solely on overseas markets, are necessary. At the same time there should be concerted efforts to exploit growth opportunities in new markets such as other parts ofAfricaand a range ofAsiancountries that are experiencing rising coffee consumption.

Additional measures will be needed for further research on coffee export competitiveness. The Revealed Comparative Advantage (RCA) index should, in future studies, be complemented by other analyses of export competitiveness namely Revealed Symmetric Comparative Advantage (RSCA), Constant Market Share (CMS), Trade Complementarity Index (TCI) and gravity modelling. Furthermore, future research should consider product quality,

certification, firm specific attributes and value addition to assess the determinants of export competitive behaviour in Tanzania.

Declaration of Interest

The authors declare that they do not have any known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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