



Market Competitiveness and Citrus Export Of Pakistan

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Abstract

Citrus is an important fruit of Pakistan occupying 25% area under fruits in the country. Pakistan is ranked in top thirteen world citrus producing countries with exports of 434 million kg of citrus to many countries in Asia, Middle East and European continent. Although Pakistan fetches three percent of the global market share yet earning only one percent of the value of world export of citrus. To analyze the situation, market competitiveness of exports of Pakistan in different international markets has been analyzed. Normalized revealed comparative advantage is used to measure market competitiveness of the Pakistani citrus in global markets. Results indicated that NRCA of Pakistan has increased from 1.43 during period 2003-06 to 8.3 during 2011-15. In 2015, NRCA value reached to 10.3. The rising NRCA indicates Pakistan's strength in gaining international market while Spain and USA are losing global citrus market.

Keywords: Citrus, Normalized Revealed Comparative Advantage, Exports, Growth, Per Capita Consumption.