

Analysis of The Potential Increase in Dried Grated Coconut Exports to Poland in 2022-2024

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Abstract

Indonesia, as the world's second-largest coconut producer, holds significant potential for exporting desiccated coconut to international markets, particularly Poland. However, Indonesia's market share in Poland remains behind the Philippines, which dominates desiccated coconut imports. The demand for this product in Poland continues to rise, driven by trends in healthy, plant-based food consumption and traditional food processing. This study aims to analyze the potential for increasing Indonesian desiccated coconut exports to Poland and to formulate appropriate strategies to optimize this market during 2022-2024. The research employs qualitative and quantitative methods, analyzing export data within the theoretical frameworks of John Stuart Mill's international trade theory and Porter's Diamond Model of competitive advantage. Findings indicate significant opportunities for export growth through improvements in product quality, diversification of value-added products, and strengthening distribution networks in Poland. Indonesia needs to overcome limitations in modern processing and adopt quality standards aligned with the European Union market. In conclusion, the development of innovative products and adaptive marketing strategies are crucial to enhancing the competitiveness of Indonesian desiccated coconut exports to Poland, supporting sustainable national economic growth.

Keywords: Desiccated Coconut, Export, Poland, Competitive Advantage, International Trade

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INTRODUCTION

The coconut tree is one of the plants with high economic value because every part can be utilized and actively used. It is one of the commodities with high demand in the international market and serves as a driver of international trade. The high concentration of coconut production in Asia and the Pacific region makes it a strategic commodity, including for Indonesia, which is the world's largest coconut producer with a total production of 17,051,987.58 tons ([Azhar A et al., 2023](#)). With a coconut plantation area of 3,391,993 hectares, 99.09 percent of which are smallholder plantations, coconut is one of the nation's flagship commodities. More than six million farming households in Indonesia depend on this commodity to drive domestic economic growth.

The Ministry of Trade reports that primary industrial goods and manufactured goods account for 81.2% of Indonesia's exports, in line with the strategic plan of the Ministry of Agriculture for 2020-2024, which focuses on downstream agricultural industry development to increase employment, added value, industrialization, and investment in the real sector ([Kementerian Perdagangan Republik Indonesia, 2024](#)). This indicates that Indonesia has the potential to increase coconut product exports.

The coconut tree not only has high and consistent productivity but is also more resilient to unusual climatic conditions and can produce various derivative products, including fresh and dried coconut, desiccated coconut, copra, coconut oil (CPO), virgin coconut oil (VCO), coir, and other processed products. One of the primary derivative coconut products is desiccated coconut (HS Code 080111), which can be utilized in economic activities ([Azhar A et al., 2023](#)).

Economics is an important aspect in the life of society today. Therefore, it is not surprising that economic growth has become one of the key indicators of a country's success ([Sulasmiyati and Larasati Sarah, 2018](#)). Economic growth serves as a measure of the extent to which a country's economic activities generate additional income for its population within a certain period, according to Todaro ([Silaban and Rejeki, 2020](#)). One of the most determining factors of economic growth is international trade. International trade refers to trade between or across countries, which includes export and import activities, according to Tambunan ([Mahendra and Kesumajaya, 2015](#)). Indonesia is one of the exporting countries to both developed and developing nations. The development of supply chains in recent decades has made the trade of input goods, including semi-finished goods, increasingly important. Along with the growing activity of international trade, the World Trade Organization (WTO) was established to regulate and facilitate global trade in a fairer and more open manner. The goal of exporters is to gain profit from the activities they conduct (Windarto, 2017).

HYPOTHESES DEVELOPMENT

Tabel 1: List of supplying markets for a product imported by Poland Metadata Product: 080111 Desiccated coconuts

Exporters	Imported value in 2020	Imported value in 2021	Imported value in 2022	Imported value in 2023	Imported value in 2024
Philippines	13,889	14,404	17,521	10,380	14,739
Indonesia	5,487	9,666	6,151	5,009	6,826
Germany	708	841	1,055	1,010	774
Sri Lanka	339	600	559	339	674
Netherlands	455	1,547	619	276	151

The selection of Poland as the focus for the potential increase in Indonesia's dried shredded coconut exports is based on the distribution percentage, where the Philippines dominates with a market share of 62.3%, far surpassing Indonesia, which holds the second position with 28.8%. Meanwhile, other countries such as Germany, Sri Lanka, and the Netherlands contribute only between 0.6% and 3.3%. This significant gap indicates a highly concentrated market dominated by two main countries, the Philippines and Indonesia, while other suppliers play a relatively minor role. Although Indonesia is also a large producer, it still lags behind in terms of direct export volume to Poland and may face challenges regarding distribution and marketing networks that are more limited compared to the Philippines. European countries like Germany and the Netherlands, although contributing little to direct imports, mostly act as distribution and processing centers of dried shredded coconut for the broader European market.

While Indonesia holds the second position as the dried shredded coconut supplier to Poland after the Philippines, the Polish market shows quite challenging dynamics, where Indonesia is beginning to lose market share due to the Philippines' dominance as the main importer. Indonesia has a comparative advantage and large export capacity, but its market development in Poland has not been optimal. This is evidenced by the stagnation or decline in the growth of Indonesia's export market share, while the Philippines continues to dominate the main market share. This situation reflects both opportunities and challenges for Indonesia to increase its penetration and market share of its products in Poland.

Moreover, Poland has specific market characteristics where dried shredded coconut is widely used as a raw material in traditional and modern food processing industries, such as the production of biscuits and typical Polish desserts. The demand trend for shredded coconut in Poland continues to rise, especially due to its use in processed food industries, including the production of traditional Polish sweet foods such as "kokosanki" and "ciastka kokosowe". These products are becoming increasingly popular amid the growing trend of healthy and plant-based food consumption developing in Poland.

Focusing on Poland is strategic to identify the potential for increasing Indonesia's exports of dried shredded coconut. Efforts to develop the market in Poland can be made by improving product quality, diversifying value-added products, and strengthening partnerships with industry players and local distribution networks. In conclusion, although Indonesia's exports to Poland have increased every year, supply from Indonesia has not yet been able to fully meet the entire import demand for dried shredded coconut in the Polish market.

METHOD AND CONCEPTUAL FRAMEWORK

Method

This study employs a qualitative approach through documentation and literature review, focusing on the analysis of Indonesian desiccated coconut exports to Poland during 2022–2024. The main phenomenon highlighted is the suboptimal export performance of Indonesia to Poland despite being a major producer, as the market is still dominated by the Philippines. The research examines factors such as comparative advantage, distribution challenges, product quality, and the dynamics of demand and consumption trends in Poland, including opportunities through innovation and diversification of value-added products. The analysis is conducted descriptively and comparatively using secondary data to identify patterns, relationships, and determining factors of export performance – ranging from limited distribution networks, lack of innovation, to challenges in meeting European quality standards. Emphasizing confirmability of findings, this study stresses the importance of strategies to improve quality, innovation, and local partnerships so that Indonesian desiccated coconut exports become more competitive and sustainable in the Polish market.

Conceptual Framework

The structure for increasing Indonesia's dried shredded coconut exports to Poland is built on the understanding that coconut is a strategic national commodity with high economic value, where the majority of production comes from smallholder plantations supporting the livelihoods of millions of farming households. With Indonesia positioned as the world's largest coconut producer and maintaining consistent production capacity, there is vast opportunity to enhance exports of derivative products such as dried shredded coconut. However, the reality in the Polish market shows that Indonesia's exports are still suboptimal, reflected in a market share that lags far behind the Philippines as the main supplier, while demand in Poland continues to grow alongside the development of the processed food industry and trends in healthy food consumption.

The export enhancement structure must begin with identifying internal factors including productivity and continuity of raw material supply, product processing capabilities, and readiness to meet quality standards and regulations of the destination country. Furthermore, the export structure should be strengthened through product diversification with added value, innovation in packaging and fulfillment of Polish consumer preferences, as well as integration of sustainability certifications and international standards in the production process. These efforts must be supported by the development of effective distribution networks, partnerships with food industry players in Poland, and utilization of distribution hubs in European countries such as Germany and the Netherlands to expand market access.

In addition, it is crucial to optimize the role of the government in facilitating export policies, encouraging downstream industrialization of the coconut sector, and providing incentives for businesses to improve both the quality and volume of exports. Thus, the structure to increase Indonesia's dried shredded coconut exports to Poland is an integrated process encompassing strengthening production capacity, product diversification, compliance with international standards,

distribution network development, and policy support oriented toward sustainable export growth. This process aims to generate added value for the national economy and improve the welfare of coconut farmers, despite production conditions where raw materials are abundant but processing remains traditional.

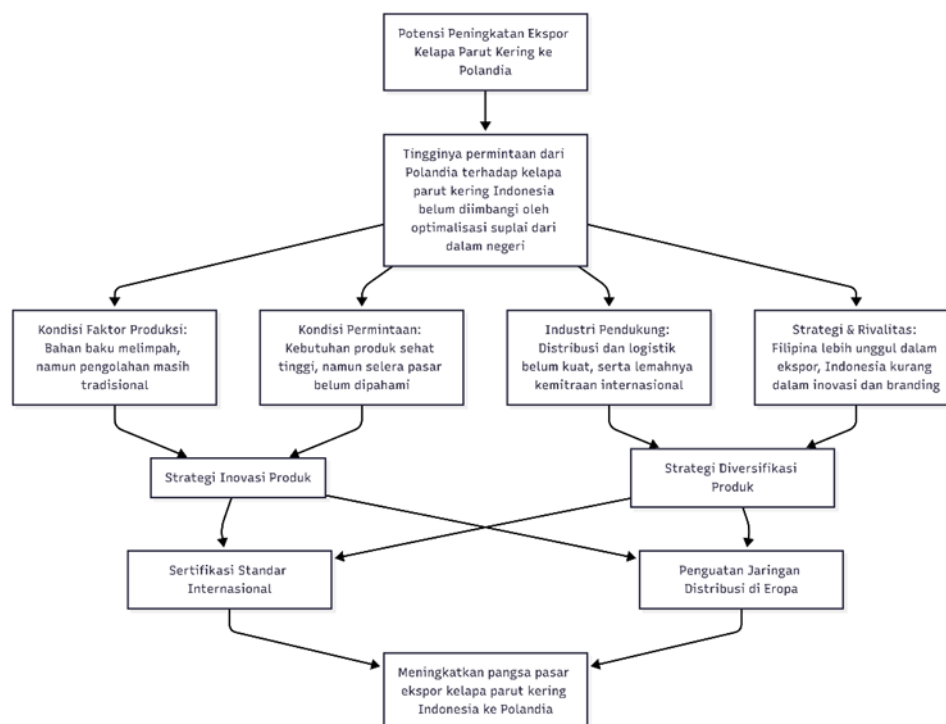


Figure 1: Conceptual Framework

This study is based on the fact that, although Indonesia is the largest coconut producer in the world, its export contribution of desiccated coconut to Poland is still not optimal. Indonesia’s market share only reaches 28.8%, trailing far behind the Philippines, which dominates with 62.3%. Meanwhile, the Polish market shows a significant increase in demand for this product, especially as a raw material for the growing traditional and modern food processing industries. To address this issue, the study aims to identify and formulate export enhancement strategies through the approach of international trade theory and competitive advantage theory.

The international trade theory proposed by John Stuart Mill is used as a supporting theory to explain how differences in needs and specialization between countries drive exports and imports, including the high demand from Poland which is not yet met by Indonesia’s optimal supply. Meanwhile, Michael Porter's competitive advantage theory via the Porter’s Diamond model is used as the main analytical framework to identify factors that can support and strengthen the potential increase in Indonesia's desiccated coconut exports. The Porter model is applied as the primary analytical tool encompassing four elements: (1) factor conditions such as the availability of raw materials and labor, (2) demand conditions reflecting Polish consumer needs and preferences, (3) the presence of supporting industries and logistics networks, and (4) strategy and rivalry, especially in comparing Indonesia’s competitiveness with that of the Philippines.

Thus, this research is built upon the observed gap in Indonesia’s market share, which still lags behind the Philippines despite the growing demand in the Polish market. To address this condition, International Trade Theory is used to understand the dynamics of supply and demand, while Porter’s Diamond Competitive Advantage Theory is employed as the main framework in formulating strategies to increase Indonesia’s exports of desiccated coconut to Poland.

This conceptual framework is designed to produce applicable strategic recommendations aimed at maximizing Indonesia’s export potential of desiccated coconut to the Polish market. With the right

strategies, especially through product innovation and diversification of processed coconut variants, Indonesia is expected to expand its market share and strengthen its contribution in the global coconut product supply chain.

RESULTS

Validity

In this study, confirmability testing was applied because in qualitative research, this test strongly emphasizes checking the quality and relevance of the research findings. Thus, if the research results are approved or accepted by other parties, the study can be considered objective. Furthermore, confirmability can be enhanced by presenting negative issues that contradict previous research findings. Moreover, confirmability is also based on the premise that each researcher has their own distinctive characteristics in directing their research perspective ([Sugiyono, 2019](#)).

DISCUSSION

Export of Desiccated Coconut to Poland

During the period 2022-2024, the dynamics of the desiccated coconut market (HS Code 080111) in Poland indicate significant opportunities as well as competitive challenges for Indonesia. As the world's largest coconut producer, Indonesia consistently ranks second as a major supplier to Poland. However, data shows a substantial market share gap between Indonesia and the Philippines. The Philippines dominates the market with a share of 62.3%, while Indonesia lags far behind with only 28.8%. Other countries such as Germany, Sri Lanka, and the Netherlands have much smaller market shares, ranging from 0.6% to 3.3%, often serving more as distribution centers than primary suppliers ([ITC, 2024](#)).

Tabel 2: List of supplying markets for a product imported by Poland Metadata Product: 080111 Desiccated coconuts

Exporters	Imported value in 2020	Imported value in 2021	Imported value in 2022	Imported value in 2023	Imported value in 2024
Philippines	13,889	14,404	17,521	10,380	14,739
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Sri Lanka	339	600	559	339	674
Netherlands	455	1,547	619	276	151

The trade of desiccated coconut between Indonesia and Poland exists due to significant demand from Poland, primarily driven by the needs of the processed food industry and the growing trend of plant-based healthy food consumption in the country, which cannot be fully met by Poland's domestic production. Meanwhile, Indonesia has abundant production capacity of desiccated coconut, positioning it as a potential supplier to fulfill this demand. However, despite a possible upward trend in Indonesia's export volume to Poland year over year, its competitive position remains suboptimal and vulnerable. The growth trend of Indonesia's exports tends to stagnate or decline during the 2022-2024 period. This signals serious challenges in expanding distribution networks and enhancing the competitiveness of Indonesian products in the Polish market.

Competitive Advantage Analysis Using Porter's Diamond Model

To comprehensively dissect the root causes behind the underperformance of Indonesia's desiccated coconut exports to Poland, Porter's Diamond Model framework is employed as the main analytical tool. This model enables a systematic identification of potentials and barriers through four

key determinants: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry ([Porter, 1990](#)).

From the perspective of factor conditions, Indonesia holds a comparative advantage due to the very abundant and consistent availability of coconut raw materials, supported by its status as the world's largest coconut producer and the extensive area of smallholder plantations. However, this raw material advantage has not been fully supported by modern and efficient processing methods. Many production centers still use traditional methods, resulting in inconsistent product quality that does not meet the high standards required by European markets such as Poland. Limitations in technology adoption and non-uniform quality standards significantly hinder Indonesia's export competitiveness.

Next, demand conditions in Poland are highly promising, aligned with the rising trend of healthy and plant-based food consumption. Desiccated coconut plays an essential role in the processed food industry and various popular traditional products, such as "kokosanki" and "ciastka kokosowe". The growing demand for healthy and plant-based food trends is evident from Poland's import data of desiccated coconut (HS Code 080111) from various supplying countries, showing fluctuating yet significant dynamics during 2022–2024. Poland's total import value was recorded at \$25,905 in 2022, decreasing to \$17,014 in 2023, then rising again to \$23,164 in 2024 ([ITC, 2024](#)). Despite these fluctuations, the consistently high import value indicates sustained and significant demand in the Polish market.

However, this market's characteristics require very high food safety and quality standards, manifested through strict European Union regulations and mandatory international certification requirements. Indonesian producers have not fully understood Polish consumers' preferences and expectations due to a lack of in-depth market research. Certified organic or Fairtrade products are main requirements for the Polish middle-class consumers, yet this segment is still underdeveloped by Indonesian exporters, leaving wide opportunities for growth ([Kemendag, 2024](#)).

Indonesia's position in the related and supporting industries, particularly those impacting exports, is severely constrained by weak logistics infrastructure and international distribution networks. This fundamental weakness not only hinders the efficient distribution of Indonesian products in terms of cost, delivery time, and supply consistency to Poland, but also significantly affects Indonesia's ability to meet stringent food safety and quality standards in the Polish market. For instance, the coconut processing industry in Indonesia faces serious limitations in utilizing laboratories for quality and safety testing. Observations in several processing companies indicate that only about 30–40% of firms have adequate in-house laboratory facilities to ensure product quality meets international standards. The remainder depends heavily on external facilities, which are sometimes suboptimal or delayed. This situation directly causes delays and inconsistencies in product testing, negatively impacting the export competitiveness of Indonesian desiccated coconut, especially in demanding markets like Poland.

Moreover, strategic partnerships with local distributors in target markets are not yet optimal. As a result, countries like Germany and the Netherlands often serve as distribution hubs for Asian products to Europe, while Indonesia's direct exports to Poland remain suboptimal. This condition adds layers of costs and delays, reducing the efficiency and competitiveness of Indonesian products in the Eastern European market ([Kementerian Perindustrian Republik Indonesia, 2022](#)).

Regarding firm strategy, structure, and rivalry, Indonesia faces strong competition from the Philippines. The Philippines has advanced further with product innovation, strong branding, and mastery of solid distribution networks throughout Europe. In contrast, Indonesia's export strategy remains largely focused on primary commodities with limited innovation and value addition. The lack of new product development and minimal branding activities make Indonesian products easily replaceable and primarily compete on price. To compete and capture market share effectively, Indonesia must shift towards a more innovative business strategy encompassing product development, certification, and strengthening branding and business networks in the Polish market. Import data from Poland illustrates that the Philippines dominates the desiccated coconut market with about 62.3% market share, whereas Indonesia holds approximately 28.8%.

By integrating analyses of the four main determinants of Porter's Diamond Model, the underlying causes of suboptimal Indonesian desiccated coconut exports to Poland can be mapped

comprehensively. Indonesia needs to optimize its raw material strengths through technology and innovation, understand and adapt to changing market tastes, improve distribution chains, and bolster business strategy and branding to compete sustainably in the international market.

Main Opportunities and Challenges

Based on the Porter's Diamond analysis in the previous chapter, the opportunities and challenges for increasing Indonesian desiccated coconut exports to Poland can be detailed as follows. The opportunity to increase exports is supported by the steadily growing market demand year by year. The food and beverage industry in Poland increasingly uses desiccated coconut as a key raw material for new products and innovations in traditional recipes, such as "kokosanki" and "ciastka kokosowe". The trend of healthy and plant-based food consumption also drives higher demand, especially from young consumers and the middle class seeking natural food alternatives. This not only creates opportunities for Indonesia as one of the largest producers globally, but also opens up room for expansion into premium and organic market segments that command higher value. This aligns with the growth of the organic and premium market segments in Poland, where products with certification and added value tend to be favored ([Rinaldi, 2024](#)).

Furthermore, these opportunities also arise from a strong supporting industry, consisting of strategic partnerships with distributors in Poland and other European countries. Support from international certifications such as HACCP, ISO 22000, or European organic certification can increase market trust and serve as an added value strengthening the position of Indonesian products in Poland's modern retail sector. From the perspective of strategy and rivalry, although the Philippines still dominates the market, this situation acts as a driver for Indonesia to enhance its competitive advantage through product innovation, quality improvement, better branding, and reinforcement of direct distribution networks to reduce dependency on other distribution hubs ([Kemendag, 2024](#)). Moreover, product diversification opportunities are wide open, including in terms of flavor variants, packaging sizes, and derivative products such as ready-to-use desiccated coconut, coconut cream, and coconut flour.

Nevertheless, there are significant challenges to overcome. The Philippines' dominance in the Polish market, with a market share exceeding 60%, poses a primary challenge for Indonesia. The Philippines has excelled in product innovation, branding, as well as consistency in supply and quality. Conversely, Indonesian export products tend to remain standard and have not fully adapted to the specific needs of Polish consumers, such as low-sugar options, gluten-free products, or organic and Fairtrade variants ([Kemendag, 2024](#)).

The limitations of existing processing technology cause the quality of Indonesian desiccated coconut products to not fully meet the high standards enforced by the European Union. Additionally, inefficient logistics and distribution infrastructure contribute to high export costs and less-than-optimal delivery timeliness. These challenges are compounded by the uneven certification and international standard compliance among decentralized smallholder production centers, hindering acceptance of Indonesian products in the global market. Limited market research and insufficient deep understanding of Polish consumer preferences, who increasingly demand high-quality, organically certified, and sustainable products, also constitute important impediments. Furthermore, the lack of long-term strategic partnerships with importers and distributors in Poland, as well as relatively weak Indonesian product branding compared to major competitors, further worsen Indonesia's position in this market.

At the production level, the quality of desiccated coconut produced remains inconsistent because most production is small to medium scale with less modern processing technology. All these challenges cumulatively reduce Indonesia's ability to compete in the desiccated coconut export market, especially in Poland where the market and standards increasingly demand superior quality and supply continuity. Indonesia's business relations and partnerships with distribution networks in Poland are still limited. The lack of long-term contracts with major importers, along with minimal Indonesian product exposure in Poland's modern retail outlets, results in suboptimal market access ([Rinaldi, 2024](#)). In addition, promotion and branding campaigns for Indonesian products remain incidental and unintegrated, whether through digital marketing or active participation in international exhibitions. Overall, the

export opportunities for desiccated coconut to Poland are very significant if Indonesia can overcome barriers in innovation, certification, diversification, logistics infrastructure, and strengthening relationships with distributors and the local food industry.

Strategies to Increase Exports of Desiccated Coconut

Based on the identification of major opportunities and challenges described previously, there are several key strategies that can be implemented to increase Indonesia's market share for desiccated coconut exports to Poland. The first crucial strategy is to encourage stronger product innovation. Innovation needs to focus on developing variants of desiccated coconut that meet the needs of both modern food industries and household consumers in Poland. Developing new product variants, such as organic desiccated coconut, gluten-free, low-sugar, or nutritionally enhanced desiccated coconut, is vital as demand for end products using this raw material in Poland shows significant growth. Data from [Innova \(2025\)](#) on food industry trends in Poland comprehensively indicate a strong shift in consumer preferences towards products that support health, sustainability, and special diets. The data highlight that Polish consumers increasingly seek "functional ingredients" in their food and beverage choices and prioritize products that are "organic, locally sourced, and environmentally friendly." Specifically, in the snack category, claims such as "reduced sugar and fat, high protein sources, and functional ingredients" are main health claims sought by consumers ([INNOVA MARKET INSIGHTS, 2025](#)).

This data clearly shows an urgent need for Indonesian desiccated coconut producers to diversify their product offerings. The European market, including Poland, is experiencing very rapid growth in the plant-based product category, which often uses desiccated coconut as a raw material. GFI Europe's analysis of Nielsen IQ data revealed that sales of plant-based products in European countries grew about 21% between 2020 and 2022, reaching a record €5.8 billion ([Alina YAKYMCHUK, 2023](#)).

The significant growth of the desiccated coconut market in Poland, combined with the country's strong focus on organic farming and healthy lifestyles, confirms the importance of product diversification. To meet the demands of health- and environmentally-conscious Polish consumers, diversification of desiccated coconut should include several flagship product variants. First, organic desiccated coconut aligns with consumers' priorities towards "organic" and "environmentally friendly" products while supporting the ongoing promotion of organic farming in Poland. Second, gluten-free desiccated coconut is increasingly sought after alongside rising trends for special diets and growing awareness of allergen-free foods. Third, low-sugar desiccated coconut corresponds with consumer tendencies to choose snacks and health products that emphasize sugar reduction. Fourth, desiccated coconut enriched with specific nutrients, such as high fiber or protein content, can offer value-added claims as a "high-protein source" and functional ingredient to support healthy lifestyles and the nutritional needs of modern consumers. By providing these products, Indonesian MSMEs and exporters of desiccated coconut can more effectively enter the Polish market while meeting increasingly complex and selective market demands ([TUCenter, 2024](#)).

Furthermore, [Innova \(2025\)](#) also notes increased consumption of "plant-based foods and special diets" along with a demand for "variety and novelty" that drives product innovation in Poland's food and beverage industry. This opens opportunities for diversification of desiccated coconut as a primary raw material in plant-based formulations (e.g., coconut milk, coconut yogurt, plant-based desserts) or for products with unique taste/texture characteristics suited for innovative applications.

Next, enhancing certification and compliance with quality standards is another crucial strategy to strengthen the competitiveness of Indonesian desiccated coconut products in the Polish and broader European Union markets. Products must meet certification requirements and international food safety standards such as HACCP, ISO 22000, and organic labels. Halal and Fairtrade certifications are also becoming increasingly valued by consumers and the food industry in Poland. The government and export associations need to provide guidance, training, and facilitation to MSMEs in obtaining these certifications. These efforts will improve the credibility of Indonesian products in the eyes of Polish importers and consumers, opening access to premium and modern retail segments that demand high quality standards ([Kemendag, 2024](#)).

Concerning MSME readiness in certification, data indicate that fewer than 20% of over 1,500 registered food companies in Indonesia have food safety and quality certification programs, including HACCP and ISO 22000. About 113 food industries hold official HACCP certification from national agencies. This shows that MSMEs with their own laboratory facilities and quality readiness are still very limited. Additionally, penetration of Fairtrade and organic certification among desiccated coconut MSMEs remains minimal, thus leaving significant development potential ahead ([Agus Sudibyo, 2016](#)).

By focusing on certification programs and MSME assistance, the number of certified businesses is expected to increase significantly, ultimately strengthening the position of Indonesian desiccated coconut products in export markets with increasing demands for safety, quality, and sustainability. Another important strategy is the strengthening of local and international distribution networks. Collaboration between Indonesian exporters and importers, distributors, supermarket chains, and food industries in Poland must be continuously expanded and reinforced through trade cooperation, long-term supply contracts, or focused strategic partnerships. Optimizing the role of Trade Attachés and the Indonesia Trade Promotion Center (ITPC) in European countries is also critical to support product promotion, open market access, and bridge Indonesian business actors with Polish trade partners ([Karina Nilu Fari, 2020](#)). Additionally, efforts should be made to develop more efficient distribution channels, such as direct exports to Poland without relying on other distributor countries. This approach can reduce logistics costs and accelerate response times to Polish market demand for Indonesian desiccated coconut products. With the consistent and integrated implementation of these strategies, it is expected that Indonesia's desiccated coconut exports to Poland will increase significantly in both volume and added value, thereby strengthening Indonesia's position as a key player in the international desiccated coconut industry.

CONCLUSION

During the 2022-2024 period, Indonesia holds significant potential to increase its exports of desiccated coconut (HS Code 080111) to Poland, driven by Poland's growing demand for healthy, plant-based food ingredients. However, Indonesia currently lags behind the Philippines, which dominates the Polish market with over 60% share, while Indonesia holds approximately 28.8%. Utilizing Porter's Diamond Model reveals that Indonesia benefits from abundant coconut raw materials but faces challenges related to inconsistent product quality, outdated processing technology, weak logistics and distribution networks, and limited market understanding in Poland. The Polish market demands high certification standards such as HACCP, ISO 22000, organic, and Fairtrade, which few Indonesian exporters have fully adopted. Indonesia's export strategy is still largely commodity-focused with insufficient product innovation, branding, and direct market penetration, resulting in vulnerability to competition. To capitalize on opportunities, Indonesia must enhance product diversification—including organic, gluten-free, low-sugar, and nutrient-enriched variants—secure international certifications, strengthen collaborations with Polish distributors, and develop effective promotional strategies. Addressing these strategic imperatives can enable Indonesia to overcome current barriers, increase export volume and value, and improve its competitive position in the growing Polish desiccated coconut market.

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