

SWEDISH FOOD IMPORTS FROM ETHIOPIA

This market brief focuses on Swedish imports of foodstuffs from Ethiopia, whether imported directly or through another EU-country. For general information about the Swedish food market as well as food imports to Sweden, see our survey “Market Report: Food”, published in 2013.

SWEDISH MARKET

Sweden is since 1995 a member of the European Union (EU), which from 2013 has 28 member states. The population of Sweden is close to 10 million, which means that the Swedish market accounts for about 2% of the total EU market.

Due to the country's northern location and its temperate climate, about 40-45% of all food products consumed are imported.

FOOD IMPORTS FROM ETHIOPIA

Raw coffee accounts for 97-98% of all direct imports from Ethiopia to Sweden. Only a few other products are imported on a regular basis, mainly teff injera bread and herbs.

However, if all products that originate in Ethiopia are included, also those imported via trading houses in other EU-countries, the imported volume should be higher. One of the most important food products imported via other channels within the EU, are leguminous vegetables.

In 2012, the value of food imports from Ethiopia to Sweden amounted to €27 million, 23% less than in 2011, but 20% higher than in 2010. The high increase is to a large extent due to high international prices. The same year, Ethiopian food exports to the EU amounted to €376 million. The main export items were raw coffee (87%), leguminous vegetables, both fresh and dried (9%) and oil seeds (3%).

IMPORTS OF FOODS FROM ETHIOPIA

	2010	2011	2012	±
ETHIOPIA > SWEDEN				
Value, EUR ('000)	22,395	35,040	26,766	+ 20%
Volume, Tonnes	7,484	8,253	6,838	- 9%
ETHIOPIA > EU				
Value, EUR ('000)	305,716	443,126	376,230	+ 23%
Volume, Tonnes	145,301	183,525	149,502	- 3%

COFFEE

With a share of about 6-7%, Ethiopia is normally among the top suppliers of raw coffee to the Swedish market. The popularity of Ethiopian coffee can in part be attributed to the fact that almost all coffee imports into Sweden consist of the Arabica type, the only type exported from Ethiopia.

Besides ordinary blends, Ethiopian coffee is also sold and marketed as single origin coffee, of which the most popular varieties are sold under the trade names Sidamo Ethiopia, Yirgacheffe Ethiopia and Harar Ethiopia.

Of special interest is also the growing importance of certified organic and Fairtrade varieties, which now account for about 10% of all Swedish coffee imports.

During 2012, Swedish imports from Ethiopia amounted to 6,600 tonnes in volume and €26 million in value. The same year, EU imports amounted to approx. 96,000 tonnes (equalling €328 million).

IMPORTS OF COFFEE

	2010	2011	2012	±
ETHIOPIA > SWEDEN				
Value, EUR ('000)	22,079	34,642	26,244	+ 19%
Volume, Tonnes	7,355	8,073	6,612	- 10%
ETHIOPIA > EU				
Value, EUR ('000)	266,315	399,482	328,345	+ 23%
Volume, Tonnes	101,109	104,868	95,995	- 5%

FRUIT AND VEGETABLES

Swedish imports of Ethiopian fruit and vegetables are chiefly channeled through trading companies in other EU countries.

Ethiopian exports to Europe mainly consist of green beans and peas (primarily haricot beans, horse beans, pea-beans, chick peas). In addition, small quantities of strawberries, and cherry tomatoes, bell peppers, okra, melon, mangoes, passion fruits and papayas, are also exported.



IMPORTS OF FRUIT & VEGETABLES

	2010	2011	2012	±
ETHIOPIA > EU				
Value, EUR ('000)	18,150	24,043	32,789	+ 81%
Volume, Tonnes	24,490	29,382	42,346	+ 73%

HERBS AND SPICES

EU imports of herbs and spices from Ethiopia presently consist of various types of fresh herbs, such as chives, basil, coriander, oregano, tarragon, and mint. A few of these varieties are also imported directly to Sweden.

Recently, also seasonings used in Ethiopian cuisine, such as blended chili pepper (berbere), mitmita (red chili powder) awaze (red chili paste), as well as other traditional seasonings, have started to be imported into the EU.

IMPORTS OF SPICES

	2010	2011	2012	±
ETHIOPIA > SWEDEN				
Value, EUR ('000)	5	11	27	+ 440%
Volume, Tonnes	2	5	8	+ 300%
ETHIOPIA > EU				
Value, EUR ('000)	126	57	183	+ 45%
Volume, Tonnes	73	41	40	- 45%



BREAD AND CEREAL PRODUCTS

According to official import data, Sweden account for a very large share of Ethiopia's export of cereal based products to the EU. Furthermore, imports of cereal products concern mainly one product - injera - Ethiopian sour-dough flatbread made from teff flour.

The injera is imported to Sweden directly by airfreight from Ethiopia. Main customers are Ethiopian restaurants and ethnic food stores, both in Sweden and other Nordic countries.

OTHER FOOD PRODUCTS

Other food products imported into Europe includes oilseeds, especially sesame seeds, natural honey, and natural gum (used for food industrial and pharmaceutical purposes).

MARKET PROSPECTS

Increased interest in Ethiopian cuisine could open new opportunities for exporters, not just of Ethiopian high quality coffee, and by-products of teff, but also for other traditional Ethiopian foods, in the form of sauces, spices and bread.

With the long growing season, proximity to European market and availability of a large number of different fruits and vegetables, as well as the expansion of food processing industries, Ethiopia has potential for a substantial increase of food exports, both to the EU and Sweden.

QUICK FACTS ABOUT SWEDEN

Population	9.6 million
Large Cities	Stockholm, pop. 2.1 million Gothenburg, pop. 1.0 million Malmö, pop. 0.7 million
Area	450,000 km ²
Density	21/km ²
Language	Swedish, English (business)
Currency	Swedish Krona (SEK)
EU	Has 28 member states. Sweden has been a member of the EU since 1995.
National Codes	Calling code: +46; Internet code: .se
Time Zone	CET (GMT/UTC +1)

IMPORTS OF CEREALS AND CEREAL PRODUCTS

	2010	2011	2012	±
ETHIOPIA > SWEDEN				
Value, EUR ('000)	308	382	481	+ 56%
Volume, Tonnes	125	173	208	+ 66%
ETHIOPIA > EU				
Value, EUR ('000)	538	10,494	520	- 3%
Volume, Tonnes	750	45,588	228	- 70%

EXCHANGE RATE

Average exchange rate of the Swedish currency SEK

	AVERAGE RATE IN SEK			
	2010	2011	2012	2013
1 Euro€	9.54	9.03	8.71	8.65
1 US Dollar \$	7.20	6.50	6.78	6.51

Source: Swedish Central Bank (Riksbanken)

MORE INFORMATION

Information about the Swedish Market

www.sweden.se. Sweden's official website
www.opentradegate.se. Trade rules and requirements

Market Surveys

<http://chambertradesweden.se/reports>.
- Market Report: Food
- Fact Sheets: Imports of Food from Ethiopia/ Uganda /Kenya/Tanzania/Rwanda/Zambia

Information about exports to the EU

<http://exporthelp.europa.eu>. EU Export Helpdesk.
Information about duty rates, import regulations and trade data.
http://ec.europa.eu/food/index_en.htm. About EU Food Safety regulations

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SWEDEN: IMPORTS OF FOODSTUFFS FROM ETHIOPIA, BY VALUE AND QUANTITY 2010-2012

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
0713	Dried leguminous vegetables	1	1	3	+ 2	2	3	4	+ 2
09	Coffee, Tea & Spices	7358	8079	6621	- 737	22085	34655	26276	+ 4191
0901	- Coffee	7355	8073	6612	- 743	22079	34642	26244	+ 4165
0904-10	- Spices	2	5	8	+ 6	5	11	27	+ 22
1104	Cereal grains	-	-	0	+ 0	-	-	1	+ 1
1207	Sesame seeds & Oil seeds	-	0	0	+ 0	-	0	1	+ 1
190590	Injera bread	125	173	208	+ 83	308	382	481	+ 173
2203	Malt beer	-	-	1	+ 1	-	-	3	+ 3
•	TOTAL	7484	8253	6838	- 651	22395	35040	26766	+ 4371

Source: EU Eurostat Trade Statistics

EU: IMPORTS OF FOODSTUFFS FROM ETHIOPIA, BY VALUE AND QUANTITY 2010-2012

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
01	Live Animals	0	0	1	+ 1	6	14	5	- 1
0409	Natural honey	44	49	84	+ 40	113	125	234	+ 121
07-08	Fruit & Vegetables	24490	29382	42346	+ 17856	18150	24043	32789	+ 14639
0702-03	- Leeks, onions, tomatoes	83	318	391	+ 308	0	5	1	+ 1
0708	- Leguminous vegetables	3096	3146	3340	+ 244	6724	8968	8603	+ 1879
0709+14	- Other vegetables	72	35	57	- 15	130	71	114	- 16
0713	- Dried leguminous veg.	21153	25830	38487	+ 17334	11129	14896	23930	+ 12801
081010	- Strawberries, fresh	86	53	71	- 15	167	103	141	- 26
09	Coffee, Tea & Spices	101193	101908	96059	- 5134	266457	399544	328585	+ 62128
0901	- Coffee	101109	104868	95995	- 5114	266315	399482	328345	+ 62030
0902	- Tea	12	1	24	+ 12	16	2	58	+ 42
0904-10	- Spices	73	41	40	- 33	126	57	183	+ 57
10-11	Cereals & Milling products	620	45405	7	- 613	222	10095	14	- 208
12	Oil seeds	17900	5584	9385	- 8515	17958	6655	10689	- 7269
13+15	Gums, Fats & Oils	838	612	645	- 193	2410	1917	2714	+ 304
1905	Cereal prep. (Injera bread)	130	183	221	+ 38	316	399	506	+ 190
20-21	Other food preparations	19	314	680	+ 661	39	276	637	+ 598
22	Beer & Other beverages	67	88	74	+ 7	45	58	57	+ 12
•	TOTAL	145301	183525	149502	+ 4201	305716	443126	376230	+ 70514

Source: EU Eurostat Trade Statistics

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