

SWEDISH FOOD IMPORTS FROM KENYA

This market brief focuses on Swedish imports of foodstuffs from Kenya, 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 KENYA

During 2012, direct imports of food from Kenya to Sweden amounted to about €42 million, which was 23% higher than the preceding year, and 46% higher than in 2010. In recent years, imports have primarily involved two products - raw coffee (94%) and preserved pineapples (6%).

However, since a part of Kenyan products on the Swedish market are imported via trading companies in other EU countries, the actual size of food imports from Kenya should be substantially higher than shown in official import records.

Total EU food imports from Kenya amounted to about €658 million in 2012. Three products dominated - tea (25%), raw coffee (22%), and peas and beans (21%). Other important items were preserved pineapples, fresh avocados, and raw tobacco.

IMPORTS OF FOODS FROM KENYA

	2010	2011	2012	±
KENYA > SWEDEN				
Value, EUR ('000)	28,643	34,019	41,679	+ 46%
Volume, Tonnes	8,190	6,762	8,474	+ 3%
KENYA > EU				
Value, EUR ('000)	642,265	701,201	658,481	+ 3%
Volume, Tonnes	298,888	317,172	260,273	- 13%

COFFEE

In 2012, Kenya accounted for 7% of Swedish coffee imports, but when measured by value, the share was substantially higher, about 10%. Of total coffee imports, about 85% were direct deliveries and 15% supplied via other EU countries.

Imports of Kenyan coffee into Sweden amounted to €39 million in 2012. The same year imports into the EU was €142 million. This means that Sweden accounted for 27% of all Kenyan coffee exports to the EU.

Swedish coffee is traditionally composed of a blend of high-quality natural arabica beans from Latin America and mild arabica beans from East Africa. For this reason, exporters of Kenyan high-grown coffee has for a long time achieved a strong position on the Swedish coffee market.

Of special interest is the growing importance of certified organic and Fairtrade varieties, which now account for about 10% of all Swedish coffee imports. In addition, the leading coffee roasters have begun programs to in the near future, only use high quality sustainably grown coffee.

IMPORTS OF COFFEE

	2010	2011	2012	±
KENYA > SWEDEN				
Value, EUR ('000)	27,092	32,107	39,087	+ 44%
Volume, Tonnes	7,113	5,332	6,849	- 4%
KENYA > EU				
Value, EUR ('000)	119,021	143,532	141,590	+ 19%
Volume, Tonnes	31,831	27,848	30,424	- 4%

TEA

Since there are only a few specialty tea packers within the country, most tea is imported either in ready-to-use bags or loose leaf packages. Even though tea is Kenya's most important export item to the EU, there are at present no records of direct shipments from Kenya to Sweden.

The most important types of tea on the Swedish market are black tea (Earl Grey, Assam, Darjeeling, Ceylon) and green tea. Nevertheless, there is an increased interest in organic, natural health and specialty premium teas.

In 2012, EU imports of tea from Kenya amounted to €166 million. For comparison, Swedish imports of tea amounted to €29 million.

IMPORTS OF TEA

	2010	2011	2012	±
KENYA > EU				
Value, EUR ('000)	182,091	179,053	166,215	- 9%
Volume, Tonnes	88,411	82,290	71,304	- 19%



FRUIT AND VEGETABLES

There are a number of fresh fruits and vegetables that are sold in Sweden that originate in Kenya, even if the largest part is imported via other EU countries.

The main products are leguminous vegetables, such as runner beans, garden beans, garden peas, and mange tout. Other imports of fresh vegetables include broccoli, onion, baby corn, and baby carrots.

Among fruits, avocados are by far the single largest item exported from Kenya to the EU, and via middlemen in Europe, also to Sweden. Other important products are mangoes, passion fruit and nuts. In addition, there is a substantial import of preserved pineapples.

IMPORTS OF FRESH FRUIT & VEGETABLES

	2010	2011	2012	±
KENYA > SWEDEN				
Value, EUR ('000)	16	31	48	+ 200%
Volume, Tonnes	5	6	17	+ 240%
KENYA > EU				
Value, EUR ('000)	191,404	193,044	205,748	+ 7%
Volume, Tonnes	72,277	71,179	72,133	± 0%



OTHER FOOD PRODUCTS

There are several other Kenyan products that are exported to the EU - and therefore also available for Swedish importers. Among the most important are: Cocoa and cocoa products - such as cocoa beans, cocoa butter, cocoa dry powder and chocolate preparations, as well as fish and seafood, beverages, and raw tobacco. However, Sweden is, at least presently, a relatively small market for these products.

MARKET PROSPECTS

Kenyan coffee enjoys a solid reputation for quality on the Swedish market, which can be used to further expand the product range to varieties with more added value, like estate or single origin coffees.

The tea market is experiencing a shift from standard black teas to more value added varieties. By developing and marketing teas associated with high quality, Kenya could augment its exports further.

With ideal growing conditions for many varieties of fruit and vegetables, with up to four harvests per year, and the benefits of a well production and supply capacity, Kenyan exporters should be able not only to maintain but also to expand its trade with Europe, and for certain products in high demand, also with 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)

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 KENYA, BY VALUE AND QUANTITY 2010-2012

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
03	Fish and Seafood	0	0	0	± 0	2	0	20	+ 18
07	Vegetables, fresh	5	5	16	+ 11	16	20	46	+ 30
070810	- Peas	5	5	-	- 5	16	20	-	- 16
0709	- Other vegetables	-	-	16	+ 16	-	-	46	+ 46
08	Fruit & Nuts, fresh	-	1	1	+ 1	-	11	2	+ 2
0801-02	- Nuts	-	1	-	± 0	-	9	-	± 0
080450	- Guavas, Mangoes	-	0	1	+ 1	-	2	2	+ 2
09	Coffee, Tea & Spices	7113	5335	6849	- 264	27092	32175	39087	+ 11995
0901	- Coffee	7113	5332	6849	- 264	27092	32107	39087	+ 11995
0902	- Tea	-	2	0	± 0	-	68	0	± 0
2008	Fruit, prepared and preserved	1072	1421	1592	+ 520	1533	1813	2505	+ 972
200820	- Pineapples, preserved	1072	1420	1592	+ 520	1533	1808	2505	+ 972
2203	Malt beer	-	-	16	+ 16	-	-	19	+ 19
•	TOTAL	8190	6762	8474	+ 284	28643	34019	41679	+ 13036

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	1	0	1	± 0	250	278	592	+ 342
03	Fish and Seafood	23730	20576	19233	- 4497	5544	4863	4672	- 872
07	Vegetables	56934	54764	54045	- 2889	167545	165741	173179	+ 5634
0708	- Leguminous vegetables	45985	44052	43203	- 2782	133682	131513	135319	+ 1637
0701-09	- Other fresh vegetables	10076	9713	10318	+ 242	32221	32449	36774	+ 4553
0710-14	- Frozen & Dried veg.	873	999	506	- 367	1642	1779	1086	- 556
08	Fruit & Nuts	15343	16415	18088	+ 2745	23859	27303	32569	+ 8710
080440	- Avocados, fresh	14124	15097	17077	+ 2953	18749	20333	25868	+ 7119
09	Coffee, Tea & Spices	120836	110456	102136	- 18700	303388	324071	309654	+ 6266
0901	- Coffee	31831	27848	30424	- 1407	119021	143532	141590	+ 22569
0902	- Tea	88411	82290	71304	- 17107	182091	179053	166215	- 15876
0904-10	- Spices	594	318	408	- 186	2277	1486	1849	- 428
10-15	Cereals, oil seeds, oils&fats	18	47	75	+ 57	56	110	286	+ 230
16-21	Food Preparations	70444	87370	55387	- 15057	79940	100625	69912	- 10028
200820	- Pineapples, preserved	40022	46875	31209	- 8813	40666	51471	38519	- 2147
22	Beer & Other beverages	9	16	4	- 5	10	37	11	+ 1
24	Tobacco	2588	3342	2286	- 302	8457	9348	6136	- 2321
•	TOTAL	298888	317172	260273	- 38615	642265	701201	658481	+ 16216

Source: EU Eurostat Trade Statistics

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