

SWEDISH FOOD IMPORTS FROM RWANDA

This market brief focuses on Swedish imports of foodstuffs from Rwanda, 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 RWANDA

Rwanda's food exports to the EU amounted to 10,200 tonnes with a total value of € 34 million in 2012, compared to 14,000 tonnes worth € 35 million in 2010.

Two food categories - coffee and tea - accounted for over 99% of the total volume. Other products that are exported to EU markets include small volumes of fruit and vegetables, spices, and milling products.

Rwandan food exports to Sweden are relatively modest and only comprise one product, raw coffee. However, products originating in Rwanda are also imported from Norway and from other EU-countries.

IMPORTS OF FOODS FROM RWANDA

	2010	2011	2012	±
RWANDA > SWEDEN				
Value, EUR ('000)	838	993	1,129	+ 35%
Volume, Tonnes	280	227	317	+ 13%
KENYA > EU				
Value, EUR ('000)	34,849	39,150	34,263	- 2%
Volume, Tonnes	13,884	10,739	10,180	- 27%

COFFEE

Coffee makes up more than 50% of Rwanda's total export value. The Rwandan coffee, mostly of the Arabica varietal Bourbon, is grown at high altitudes ranging from 1300 to 2000 meters above sea level. A relatively large part of the exported volume is intended for the specialty coffee market.

In 2012, the EU imported 9,000 tonnes of Rwandan coffee at a value of € 31 million.

A Swedish market characteristic is that almost all coffee imports consist of the Arabica type. Furthermore, Sweden is a relatively large buyer of high quality Arabicas from East Africa. Nonetheless, the present import volume from Rwanda is quite modest, just around 300 tonnes per year.

However, high quality coffees, marketed as single origin, has gained in importance, which could be to the advantage of Rwandan coffee exports to Sweden. Recently one of the leading Nordic coffeehouse chains started to market a single origin coffee from Remera in South-Central Rwanda,

imported via a Norwegian coffee roasting company.

It should also be noted, that organic and Fairtrade varieties now account for about 10% of all Swedish coffee imports.

IMPORTS OF COFFEE

	2010	2011	2012	±
RWANDA > SWEDEN				
Value, EUR ('000)	838	993	1,129	+ 35%
Volume, Tonnes	280	227	317	+ 13%
RWANDA > EU				
Value, EUR ('000)	29,179	36,814	31,230	+ 7%
Volume, Tonnes	11,540	9,767	9,091	- 21%



TEA

Tea is Rwanda's second most important agricultural export product. Rwandan tea includes two varieties - black and green - and is mainly shipped to overseas buyers in bulk. However, recently a few exporters have started to make Rwandan tea available also in loose and tea bag forms.

In 2012, EU imports of tea from Rwanda amounted to about 1,000 tonnes at a value of €3 million. As is the case with coffee, a comparatively high proportion of Rwanda's export of tea comprise high-quality products, of which many are marketed as estate and hand-picked teas, as well certified organic and Fairtrade labelled teas.

The Swedish tea consumption is relatively modest, but showing a fairly large increase. The herbal, fruit and green tea segments are the most dynamic, but black tea remains by far the most important.

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. Main suppliers are Sri Lanka, India and China, as well as other EU countries. There are presently no direct imports from Rwanda.

IMPORTS OF TEA

	2010	2011	2012	±
RWANDA > EU				
Value, EUR ('000)	5,589	2,277	2,893	- 48%
Volume, Tonnes	2,277	920	986	- 57%



OTHER PRODUCTS

Other Rwandan food products imported into EU markets include fresh fruit and vegetables (such as bananas, beans, peas, sweet potatoes, and maize), dried peppers, and cereal products (mainly cassava flour).

However, with a total volume of just 100 tonnes in 2012, they represent a fairly insignificant part of Rwanda's total food export.

MARKET PROSPECTS

The Swedish market for conventional coffee and tea is rather saturated. Nevertheless, Sweden is an important market for certified organic and Fairtrade products. In addition, there is an upturn of interest in premium products, such as single origin and estate coffees and teas.

Consequently, there should be ample opportunity for Rwanda to expand exports of value added coffees and teas both to Sweden and other European markets.

The beneficial climate conditions, which allow for at least two agricultural seasons per year, and recent increase in agricultural productivity, should provide for an opening to boost exports of fruit and vegetables to the EU, at least during the European off-season.

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 RWANDA, BY VALUE AND QUANTITY 2010-2012

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
0901	Coffee	280	227	317	+ 37	838	993	1129	+ 291
•	TOTAL	280	227	317	+ 37	838	993	1129	+ 291

Source: EU Eurostat Trade Statistics

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

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
07-08	Fruit & Vegetables	29	23	52	+ 23	28	24	62	+ 34
07	- Vegetables	1	2	20	+ 19	2	3	34	+ 32
0803	- Bananas	26	21	29	+ 3	21	21	25	+ 4
0804-10	- Mangoes & Other fruits	2	0	3	+ 1	5	0	3	- 2
09	Coffee, Tea & Spices	13817	10688	10083	- 3734	34768	39091	34139	- 629
0901	- Coffee	11540	9767	9091	- 2449	29179	36814	31230	+ 2051
0902	- Tea	2277	920	986	- 1291	5589	2277	2893	- 2696
0904	- Peppers, dried	0	-	6	+ 6	0	-	17	+ 17
10-11	Cereals & Milling products	31	20	41	+ 10	43	25	57	+ 14
20-21	Food preparations	1	3	1	± 0	2	4	1	- 1
22	Beverages	6	5	3	- 3	8	6	4	- 3
•	TOTAL	13884	10739	10180	- 3704	34849	39150	34263	- 586

Source: EU Eurostat Trade Statistics

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