

SWEDISH FOOD IMPORTS FROM TANZANIA

This market brief focuses on Swedish imports of foodstuffs from Tanzania, 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 TANZANIA

Sweden imported in 2012 foods from Tanzania at a value of €3.3 million. The main product imported directly from Tanzania to Sweden is raw coffee. There is also a small import of cashew nuts and fish fillets. However, a significant proportion of Sweden's food imports is carried out via trading houses and manufacturers in other EU countries, the real import value should therefore be significantly higher.

EU food imports from Tanzania amounted to €312 million in 2012, which is 3% lower than the year before. However, compared to 2010, it represents an increase of 19%.

Three product groups accounted for 85% of the total import value: tobacco (40%), fish and seafood (27%), and coffee (18%). The remaining 15% composed mainly of cocoa, tea, nuts, and leguminous vegetables.

IMPORTS OF FOODS FROM TANZANIA

| | 2010 | 2011 | 2012 | ± |
|-----------------------------|---------|---------|---------|--------|
| TANZANIA > SWEDEN | | | | |
| Value, EUR ('000) | 986 | 2488 | 3,324 | + 237% |
| Volume, Tonnes | 344 | 601 | 834 | + 142% |
| TANZANIA > EU | | | | |
| Value, EUR ('000) | 262,664 | 322,909 | 312,118 | + 19% |
| Volume, Tonnes | 84,789 | 115,676 | 105,205 | + 24% |

RAW TOBACCO

The Tanzanian tobacco industry has registered a significant growth in recent years, with the effect that it now ranks as the country's second largest export income source. In 2012, exports to the EU amounted to €126 million in value and 40,000 tonnes in volume. This means that Tanzanian tobacco now accounts for about 6% of all EU imports, when measured by volume.

Since there is no manufacturing of cigarettes within Sweden, imports of raw tobacco is fairly limited, and only intended for the production of a Swedish moist powder tobacco product, called “snus”.

IMPORTS OF TOBACCO

| | 2010 | 2011 | 2012 | ± |
|-------------------------|--------|---------|---------|-------|
| TANZANIA > EU | | | | |
| Value, EUR ('000) | 81,225 | 110,828 | 126,428 | + 56% |
| Volume, Tonnes | 22,178 | 31,983 | 40,362 | + 82% |

FISH AND SEAFOOD

Even though Sweden is a relatively large importer of fish and seafood, direct imports from Tanzania are limited. In 2012, imports amounted to just 16 tonnes in volume, at a value of €87 thousand, mostly in the form of frozen Nile perch fillets.

EU imports from Tanzania comprise both fresh and frozen fish and seafood. Main products are chilled and frozen Nile perch fillets, and shrimps, as well as other seafood products such as lobsters, crabs, and octopus. Another item is live aquarium fish.

In 2012, EU imports from Tanzania amounted to 19,000 tonnes by volume and €83 million by value.

IMPORTS OF FISH

| | 2010 | 2011 | 2012 | ± |
|-----------------------------|--------|--------|--------|--------|
| TANZANIA > SWEDEN | | | | |
| Value, EUR ('000) | 866 | 2,362 | 2,675 | + 209% |
| Volume, Tonnes | 317 | 578 | 723 | + 128% |
| TANZANIA > EU | | | | |
| Value, EUR ('000) | 40,825 | 69,564 | 57,134 | + 40% |
| Volume, Tonnes | 21,565 | 29,203 | 22,372 | + 4% |



OTHER FOOD PRODUCTS

EU imports of Tanzanian fruit & vegetables comprise mainly two product groups: cashew nuts and fresh leguminous vegetables (mostly beans and peas). Other items are bananas, coconuts, onions, cassava, yams, and cloves.

Tanzania is also a fairly large exporter of cocoa and processed cocoa products. However, almost all Swedish imports of cocoa products are sourced in other EU countries.

IMPORTS OF FRUIT & VEGETABLES

| | 2010 | 2011 | 2012 | ± |
|-----------------------------|--------|--------|--------|-------|
| TANZANIA > SWEDEN | | | | |
| Value, EUR ('000) | - | 81 | 562 | 562 |
| Volume, Tonnes | - | 16 | 95 | 95 |
| TANZANIA > EU | | | | |
| Value, EUR ('000) | 13,086 | 17,442 | 13,124 | + 0% |
| Volume, Tonnes | 5,177 | 7,072 | 4,448 | - 14% |



MARKET PROSPECTS

The Swedish and the European coffee and tea markets are undergoing a shift from conventional products to varieties with more added value. This development has led to a sharp increase of imports of both premium and sustainably grown coffees and teas.

According to credible sources, Tanzanian coffees and teas have markedly improved in quality in recent years. It should therefore exist great opportunities to increase exports to Sweden and other EU countries. But that assumes that exporters can provide sufficiently large volumes for regular supplies over the year.

Market prospects for other Tanzanian food products exported to European markets depend heavily on the ability to improve quality standards and thereby securing an edge against other suppliers.

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 TANZANIA, 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 | 27 | 1 | 16 | - 11 | 119 | 25 | 87 | - 32 |
| 0301 | - Live fish | 0 | 1 | 0 | ± 0 | 3 | 25 | 14 | + 11 |
| 0304 | - Frozen fish fillets | 27 | - | 16 | - 11 | 116 | - | 73 | - 43 |
| 080132 | Cashew nuts, shelled | - | 16 | 95 | + 95 | - | 81 | 562 | + 562 |
| 09 | Coffee, Tea & Spices | 317 | 578 | 723 | + 406 | 867 | 2362 | 2675 | + 1808 |
| 0901 | - Coffee | 317 | 578 | 723 | + 406 | 866 | 2362 | 2675 | + 1809 |
| 0904-10 | - Spices | 0 | - | - | - 0 | 1 | - | - | - 1 |
| 2202 | Mineral water | - | 6 | 0 | + 0 | - | 20 | 0 | + 0 |
| • | TOTAL | 344 | 601 | 834 | + 490 | 986 | 2488 | 3324 | + 2338 |

Source: EU Eurostat Trade Statistics

EU: IMPORTS OF FOODSTUFFS FROM TANZANIA, 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 | 4 | 3 | 1 | - 3 | 390 | 322 | 122 | - 268 |
| 03 | Fish and Seafood | 19949 | 18781 | 18791 | - 1158 | 92311 | 87276 | 82721 | - 9590 |
| 0409 | Natural honey | 160 | 327 | 111 | - 49 | 274 | 573 | 230 | - 44 |
| 07-08 | Fruit & Nuts | 5177 | 7072 | 4448 | - 729 | 13086 | 17442 | 13124 | + 38 |
| 07 | Vegetables | 3241 | 5182 | 2969 | - 272 | 4640 | 7748 | 4956 | + 316 |
| 0708 | - Leguminous veg, fresh | 492 | 831 | 585 | + 93 | 1592 | 2567 | 1962 | + 370 |
| 0713 | - Leguminous veg, dried | 2731 | 4316 | 2063 | - 668 | 2996 | 5044 | 2229 | - 767 |
| 0701-14 | - Other fresh or dried veg. | 18 | 35 | 321 | + 303 | 52 | 137 | 765 | + 713 |
| 08 | Fruit & Nuts | 1936 | 1890 | 1479 | - 457 | 8446 | 9694 | 8168 | - 278 |
| 0801-02 | - Cashews and other nuts | 1778 | 1723 | 1180 | - 598 | 7870 | 9080 | 7155 | - 715 |
| 0803-10 | - Other fruit | 158 | 167 | 299 | + 141 | 576 | 614 | 1013 | + 437 |
| 09 | Coffee, Tea & Spices | 26816 | 34931 | 27029 | + 213 | 52105 | 79580 | 65986 | + 13881 |
| 0901 | - Coffee | 21565 | 29203 | 22372 | + 807 | 40825 | 69564 | 57134 | + 16309 |
| 0902 | - Tea | 5135 | 5688 | 4614 | - 521 | 10774 | 9790 | 8615 | - 2159 |
| 0904-10 | - Spices | 116 | 40 | 43 | - 73 | 506 | 226 | 237 | - 269 |
| 10-11 | Cereals & Milling products | - | 135 | 153 | + 153 | - | 66 | 91 | + 91 |
| 12-15 | Oil seeds, fats and oils | 4045 | 4862 | 8150 | + 4105 | 6282 | 7555 | 9077 | + 2795 |
| 1703 | Molasses | 10544 | 8750 | 2663 | - 7881 | 1397 | 921 | 384 | - 1013 |
| 18 | Cocoa and cocoa prep. | 6385 | 7487 | 6103 | - 282 | 16520 | 18702 | 13806 | - 2444 |
| 16+21 | Other food preparations | 66 | 79 | 53 | - 13 | 461 | 528 | 522 | + 61 |
| 22 | Beverages | 9 | 16 | 4 | - 5 | 10 | 37 | 11 | + 1 |
| 24 | Tobacco | 22178 | 31983 | 40362 | + 18184 | 81225 | 110828 | 126428 | + 45203 |
| • | TOTAL | 84789 | 115676 | 105205 | + 20416 | 262664 | 322909 | 312118 | + 49454 |

Source: EU Eurostat Trade Statistics

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