

SWEDISH FOOD IMPORTS FROM UGANDA

This market brief focuses on Swedish imports of foodstuffs from Uganda, 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 UGANDA

Sweden imports only a few food products from Uganda, at least according to the official import figures.

However, it can be assumed that imports from Uganda is substantially higher than shown in official import records, since a relatively large part of Swedish imports are delivered via middlemen in other EU countries, especially from trading houses located in Hamburg (Germany), Rotterdam (Netherlands) and Antwerp (Belgium).

Of direct food imports from Uganda, raw coffee accounts for a dominant share, 98-99%. Foodstuffs that are imported via trading houses in other EU-countries also include fruit & vegetables, tea, spices, cocoa beans and oil seeds.

In 2012, direct imports of food from Uganda amounted to €5.7 million by value. The import value has fluctuated rather significantly in recent years, in part reflecting the changing of the prices of raw coffee. Thus, the import value in 2012 was 108% higher than the preceding year and 43% higher than two years before.

In comparison, EU food imports from Uganda amounted to €350 million in 2012. The most important items were raw coffee (62%), fish products (18%), raw tobacco (10%), cocoa beans (5%), and fruit & vegetables (2.5%).

IMPORTS OF FOOD FROM UGANDA

	2010	2011	2012	±
UGANDA > SWEDEN				
Value, EUR ('000)	3,977	2,728	5,670	+ 43%
Volume, Tonnes	1,736	881	1,976	+ 14%
UGANDA > EU				
Value, EUR ('000)	326,429	383,843	349,712	+ 7%
Volume, Tonnes	150,537	162,857	137,573	- 9%

COFFEE

Raw coffee is by far the most important food item imported from Uganda to Sweden. However, Uganda's market share of all coffee imports is still relatively low, just 1.1% by value and 1.7% by volume.



By quantity, coffee imports from Uganda amounted to 1,960 tonnes in 2012, about 1,100 tonnes more than the year before, and 250 tonnes more than in 2010.

A Swedish market characteristic is that almost all imports consist of the Arabica type. However, high quality washed Robusta, has started to become an alternative, even though the potential import volume probably is relatively modest.

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

IMPORTS OF COFFEE

	2010	2011	2012	±
UGANDA > SWEDEN				
Value, EUR ('000)	3,889	2,658	5,605	+ 44%
Volume, Tonnes	1,702	858	1,956	+ 15%
UGANDA > EU				
Value, EUR ('000)	169,659	236,696	217,583	+ 28%
Volume, Tonnes	105,179	110,383	96,979	- 8%

IMPORTS OF FRUIT & VEGETABLES

	2010	2011	2012	±
UGANDA > SWEDEN				
Value, EUR ('000)	88	64	53	- 40%
Volume, Tonnes	34	23	19	- 44%
UGANDA > EU				
Value, EUR ('000)	7,901	8,201	8,445	+ 7%
Volume, Tonnes	4,145	4,310	4,510	+ 9%

FRUIT AND VEGETABLES

Direct import of fruit & vegetables from Uganda is quite limited and mainly consist of matooke (plantains) and small-sized apple bananas, as well as okra and cassava.

However, imports via other EU countries are more common and include a much wider range, primarily hot pepper, green chillies (of types birds eye, scotch bonnet, cayenne, bullet), pineapples (incl. organic), and passion fruit, as well as dried beans and other legumes.

IMPORTS OF TEA

	2010	2011	2012	±
UGANDA > EU				
Value, EUR ('000)	842	995	1,862	+ 121%
Volume, Tonnes	537	679	1,101	+ 105%

TEA

Imports of tea into Sweden is mostly sourced in other EU countries, which explains why there are no direct Swedish imports of tea from Uganda. Even if the market is saturated, there is a growing interest for premium and certified organic & fairtrade labelled teas, which should offer opportunities for new suppliers of these tea varieties.



SPICES

Imports of spices from Uganda, mainly via trading houses in other EU countries, comprise primarily of vanilla and dried capsicums. A relatively new import item, which also has the potential to reach increased sales, is processed chilli products, such as powdered and liquid chilli.

IMPORTS OF SPICES

	2010	2011	2012	±
UGANDA > EU				
Value, EUR ('000)	2,757	1,568	2,418	- 12%
Volume, Tonnes	286	268	415	+ 45%



OTHER PRODUCTS

Other food products available on the Swedish market that originate in Uganda consist predominantly of raw products used by the manufacturing sector, such as maize (corn), cocoa beans, and sesame and other oils seeds.

Uganda also exports relatively large volumes of other products to the EU, such as fish products and raw tobacco, but sales to Sweden appears for the moment to be rather negligible.

MARKET PROSPECTS

With Ugandas year-round climate for production of agricultural products, there should exist long-term opportunities for many fresh food items, especially regarding those that are not available all seasons within the EU.

Promising prospects and possibilities should also exist for upgraded, certified, fairtrade and/or further processed food products, but only if they can meet specific requirements to enter the Swedish market.

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 UGANDA, BY VALUE AND QUANTITY 2010-2012

CODE	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
01	Live Animals	0	-	-	± 0	0	-	-	± 0
02	Meat	-	-	-	-	-	-	-	-
03	Fish & Crustaceans	-	0	-	± 0	-	0	-	± 0
0303	- Fish, frozen	-	0	-	0	-	0	-	0
04	Dairy products	-	-	-	-	-	-	-	-
07-08	Fruit & Vegetables	34	23	19	- 15	88	64	53	- 35
07	Vegetables	16	11	7	- 9	44	33	23	- 21
0701	- Potatoes	-	0	-	± 0	-	1	-	± 0
0709	- Other vegetables	16	11	4	- 12	44	32	14	- 30
070930	-- Aubergines	0	-	0	± 0	0	-	1	+ 1
070960	-- Hot & Sweet Peppers, fresh	1	1	0	- 1	3	3	1	- 2
070999	-- Others	15	10	3	- 12	41	29	12	- 29
0714	- Edible Roots & Tubers	-	-	3	+ 3	-	-	9	+ 9
08	Fruit & Nuts	18	12	12	- 6	44	31	30	- 14
0803	- Bananas	17	12	12	- 5	42	31	30	- 12
0804	- Pineapples, avocados, mangoes	0	-	-	- 0	0	-	-	- 0
0810-13	- Other fruit, fresh or dried	1	-	0	- 1	2	-	0	- 2
09	Coffee, Tea & Spices	1702	858	1957	+ 255	3889	2663	5616	+ 1727
090111	- Coffee, not roasted	1702	858	1956	+ 254	3889	2658	5605	+ 1716
0905	- Vanilla	-	0	1	+ 1	-	5	10	+ 10
0910	- Ginger & Other spices	-	-	0	+ 0	-	-	1	+ 1
10-11	Cereals, incl. flours & starches	-	-	0	0	-	-	1	+ 1
110220	- Maize flour	-	-	0	+ 0	-	-	1	+ 1
12	Oil seeds and nuts	0	-	-	- 0	0	-	-	- 0
1202	- Groundnuts, not roasted	0	-	-	- 0	0	-	-	- 0
13	Vegetable extracts	-	-	-	-	-	-	-	-
15	Edible Oils & Fats	-	-	-	-	-	-	-	-
16	Meat & Fish preparations	-	-	-	-	-	-	-	-
17	Sugar & Sugar Confectionery	-	-	-	-	-	-	-	-
18	Cocoa & Chocolate	-	-	-	-	-	-	-	-
19-21	Other food preparations	-	-	-	-	-	-	-	-
22	Beverages	-	0	-	± 0	-	1	-	± 0
22	- Beer	-	0	-	± 0	-	1	-	± 0
23	Animal feed	-	-	-	-	-	-	-	-
24	Tobacco	0	-	-	0	0	-	-	- 0
2403	- Manufactured tobacco	0	-	-	0	0	-	-	- 0
•	TOTAL	1736	881	1976	+ 240	3977	2728	5670	+ 1693

Source: EU Eurostat Trade Statistics

EU: IMPORTS OF FOODSTUFFS FROM UGANDA, 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	--	--	--	--	11	22	6	- 5
02	Meat	-	4	-	± 0	-	29	-	± 0
03	Fish & Crustaceans	16998	13652	14775	- 2223	79770	64945	63309	- 16461
0302	- Fish, fresh or chilled	2181	2012	2051	- 130	8681	8267	8478	- 203
0303	- Fish, frozen	1831	1158	1021	- 810	6400	4060	4039	- 2361
0304	- Fish Fillets, fresh or frozen	12984	10481	11702	- 1282	64677	52601	50791	- 13886
0305	- Fish, dried, meals, pellets	1	2	1	± 0	13	17	2	- 11
0306	- Crustaceans	-	-	0	± 0	-	-	0	± 0
04	Dairy products	0	0	0	± 0	0	0	0	± 0
07-08	Fruit & Vegetables	4145	4310	4510	+ 395	7901	8201	8445	+ 544
07	Vegetables	2357	2432	2499	+ 142	4685	4607	4825	+ 140
0701-04	- Potatoes, Tomatoes, Onions	0	0	-	± 0	1	1	2	± 0
0709	- Other fresh vegetables	2179	2248	2154	- 25	4336	4265	4174	- 162
070920	-- Asparagus	1	1	-	- 1	4	2	-	- 4
070930	-- Aubergines	71	66	99	+ 28	122	134	194	+ 72
070960	-- Hot & Sweet Peppers, fresh	1650	1716	1679	+ 29	3253	3254	3242	- 11
070999	-- Others	457	465	371	- 86	957	875	724	- 233
0710-12	- Vegetables, frozen or dried	2	5	0	- 2	3	5	3	± 0
0713	- Dried beans and peas	10	32	10	± 0	20	60	15	- 5
0714	- Edible Roots & Tubers	154	119	280	+ 126	294	217	498	+ 204
08	Fruit & Nuts	1788	1878	2041	+ 253	3216	3594	3620	+ 404
0801-02	- Nuts	2	1	1	- 1	4	1	2	- 2
0803	- Bananas	1367	1431	1565	+ 198	2209	2475	2530	+ 321
0804	- Pineapples, avocados, mangoes	345	317	421	+ 76	775	711	937	+ 162
0805-07	- Citrus, Grapes, Melons	3	2	3	± 0	8	7	6	- 2
0810	- Other fruit, fresh or dried	22	32	29	+ 7	83	119	80	- 3
0811	- Fruit, frozen	48	95	22	- 26	119	273	62	- 57
0812-13	- Other	2	1	0	- 2	20	8	2	- 18
09	Coffee, Tea & Spices	106002	111329	98495	- 7507	173257	239260	221864	+ 48607
0901	- Coffee	105179	110383	96979	- 8200	169659	236696	217583	+ 47924
0902	- Tea	537	679	1101	+ 564	842	995	1862	+ 1020
0904	- Dried Capsicums (Chillies)	75	201	327	+ 252	390	745	1243	+ 853
0905	- Vanilla	165	36	53	- 112	2230	724	1036	- 1194
0906-10	- Ginger & Other spices	46	31	35	- 11	137	99	139	+ 2
10-11	Cereals, incl. flours & starches	35	27	13	- 22	55	22	29	- 26
110220	- Maize flour	29	23	10	- 19	36	15	18	- 18
12	Oil seeds and nuts	1029	998	1220	+ 191	1330	1414	1681	+ 351
13	Vegetable extracts	0	40	76	+ 76	0	544	1203	+ 1203
15	Edible Oils & Fats	0	25	1	+ 1	3	18	4	+ 1
16	Meat & Fish preparations	0	-	-	- 0	2	-	-	- 2
17	Sugar & Sugar Confectionery	0	8589	399	+ 399	2	6108	298	+ 296
1701	- Cane Sugar	0	8589	399	+ 399	2	6108	298	+ 296
18	Cocoa & Chocolate	12276	15520	8434	- 3842	30620	35863	16990	- 13630
1801	- Cocoa beans	12265	15520	8434	- 3831	30615	35863	16987	- 13628
1806	- Chocolate	-	-	0	0	-	-	3	+ 3
19-21	Other food preparations	3	1	1	- 2	13	3	2	- 11
22	Beverages	33	3	8	- 25	48	7	14	- 34
2201-02	- Waters	9	0	2	- 7	8	1	4	- 4
2203	- Beer	24	3	2	- 22	40	6	3	- 37
2204	- Wine	0	0	4	+ 4	0	0	7	+ 7
23	Animal feed	-	-	-	-	-	-	-	-
-24	Tobacco	10016	8359	9611	- 405	33417	27407	35867	+ 2450
2401	- Unmanufactured tobacco	10016	8359	9611	- 405	33417	27407	35867	+ 2450
•	TOTAL	150537	162857	137573	- 12964	326429	383843	349712	+ 23283

Source: EU Eurostat Trade Statistics

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