

SWEDISH FOOD IMPORTS FROM ZAMBIA

This market brief focuses on Swedish imports of foodstuffs from Zambia, 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 it's temperate climate, about 40-45% of all food products consumed are imported.

FOOD IMPORTS FROM ZAMBIA

Zambia's two most important agricultural export products to the EU are raw cane sugar and raw tobacco, accounting for over 90% of total exports. Other export items include honey, leguminous vegetables, and raw coffee.

In total, EU imports from Zambia amounted in 2012 to €92 million in value and 127,000 tonnes in volume.

There are presently very little direct imports of Zambian food products to Sweden. However, if Zambian products imported via trading companies located within the EU are included, the import figures should be substantially higher.

IMPORTS OF FOOD FROM ZAMBIA

	2010	2011	2012	±
ZAMBIA > SWEDEN				
Value, EUR ('000)	149	20	5	- 97%
Volume, Tonnes	56	19	2	- 96%
ZAMBIA > EU				
Value, EUR ('000)	67,327	108,906	92,430	+ 37%
Volume, Tonnes	87,819	190,476	127,400	+ 45%



SUGAR

Cane sugar is the main food export product of Zambia, both worldwide and to the EU. Besides ordinary raw sugar, also organic sugar and specialty sugar products are exported.

Imports of sugar from Zambia to the EU amounted to €53 million in 2012, which was 29% less than the preceding year, but 75% more than in 2010. It should be noted that the fluctuation of the import value is in part reflecting the changing of the prices of raw sugar on the world market.

IMPORTS OF SUGAR

	2010	2011	2012	±
ZAMBIA > EU				
Value, EUR ('000)	30,331	74,824	53,023	+ 75%
Volume, Tonnes	77,874	182,406	117,475	+ 51%

RAW TOBACCO

Exports of Zambian raw tobacco have experienced a positive trend in recent years. In 2012, imports amounted to 8,000 tonnes in volume and €31 million in value.

Imports of raw tobacco to Sweden is fairly limited, since there is no manufacturing of cigarettes within the country, only of “snus”, a Swedish moist powder tobacco product.

IMPORTS OF TOBACCO

	2010	2011	2012	±
ZAMBIA > EU				
Value, EUR ('000)	26,500	25,553	30,971	+ 17%
Volume, Tonnes	6,839	6,125	7,846	+ 15%

NATURAL HONEY

Swedish imports of honey amounts to about 15,000 tonnes per year, of which 99% are sourced via other Nordic and European countries.

No direct imports from Zambia (or Africa for that matter) have been reported in recent years. However, Norway, an adjacent Nordic country, regularly imports honey from Zambia, of which a part is re-exported to Sweden.

The EU market accounts for about 20-25% of the world's honey consumption. In 2012, imports from Zambia, of which all was certified organic and in bulk form, amounted to 1,000 tonnes, about 0.3% of the EU supplies.

A reason for Zambia's modest market share is that European consumers tend to prefer light colored honey with a mild taste, while honey from Zambia consists mostly of darker honey with a strong taste.

IMPORTS OF HONEY

	2010	2011	2012	±
ZAMBIA > EU				
Value, EUR ('000)	1,266	163	1,015	- 20%
Volume, Tonnes	518	67	356	- 31%

FRUIT AND VEGETABLES

Imports of fruit & vegetables from Zambia to the EU are quite limited, and mostly comprise a few items such as fresh or chilled leguminous vegetables, baby corn, baby carrots, mangoes, chillies and groundnuts. Noteworthy is that a rather large proportion consists of certified organic products. The overall import value amounted to €6 million in 2012.

A relatively new product range is organic and Fairtrade certified sun-dried vegetables and fruits, especially mango chips, which also are exported to Scandinavia.

IMPORTS OF FRUIT & VEGETABLES

	2010	2011	2012	±
ZAMBIA > EU				
Value, EUR ('000)	6,467	6,287	5,919	- 8%
Volume, Tonnes	1,602	1,345	1,317	- 18%

OTHER FOOD PRODUCTS

Other food products exported from Zambia to EU markets include small amounts of raw coffee (€0.9 million in 2012), spices (especially peppers), live animals, fish, oilseeds, and oils and fats.



MARKET PROSPECTS

There is a small but growing EU demand for specialty raw cane sugars as well as organic and Fairtrade certified sugars. With Zambia's duty and quota free access and planned expansion of exports to the European Union, Zambia should have a potential to increase its exports, especially of added-value and certified sugar products.

Although honey only represents a very small share of Zambia's total export, less than 1 percent, it has been identified by the Zambian government as an important non-traditional export product.

Given the fact that all Zambian honey exported to Europe is certified organic, and production of organic honey within the EU is quite limited, Zambia should have an opportunity to expand its export. However, developing new and enhanced flavours, such as a distinct light coloured honey, which is preferred by the Europeans, is essential for successfully achieving long term market presence on the EU market.

In light of the fierce competition from other countries exporting fruit and vegetables to the EU, there is probably little room for a substantial increase of EU imports from Zambia. Nevertheless, Zambian exporters have achieved a market presence in Europe for certified organic and Fairtrade products, which suggests that the best prospects of increased exports is to invest in further development of sustainably grown fruit and vegetables.

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

CONTACT US

Chamber Trade Sweden

Email: info@chambertrade.se Homepage: <http://chambertradesweden.se/>
Phone: +46 70 568 8019

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

CODE CN	PRODUCT GROUP	QUANTITY TONNES				VALUE IN EUR ('000)			
		2010	2011	2012	±	2010	2011	2012	±
0901	Coffee	56	-	-	- 56	149	-	-	- 149
2401	Raw tobacco	-	19	2	+ 2	-	20	5	+ 5
•	TOTAL	56	19	2	- 54	149	20	5	- 144

Source: EU Eurostat Trade Statistics

EU: IMPORTS OF FOODSTUFFS FROM ZAMBIA, 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	3	4	2	- 1	188	204	168	- 20
03	Fish and Seafood	1	1	1	± 0	118	95	62	- 56
0409	Natural honey	518	67	356	- 162	1266	163	1015	- 251
08	Fruit & Vegetables	1602	1345	1317	- 285	6467	6287	5919	- 548
0708	- Leguminous veg. fresh	1113	633	807	- 306	4542	2935	3624	- 918
0701-14	- Other vegetables	487	712	431	- 56	1917	3350	1979	+ 62
0806	- Grapes, fresh or dried	-	-	79	+ 79	-	-	315	+ 315
0804+10	- Other fruit, fresh	2	0	0	- 2	8	2	1	- 7
09	Coffee, Tea & Spices	976	510	369	- 607	2386	1652	979	- 1407
0901	- Coffee	909	440	279	- 630	2308	1576	866	- 1442
0904	- Peppers	67	70	90	+ 23	78	76	113	+ 35
10	Cereals	1	2	2	+ 1	2	7	3	+ 1
12+15	Oil seeds, Fats & Oils	4	15	30	+ 26	67	120	287	+ 220
1701	Cane sugar	77874	182406	117475	+ 39601	30331	74824	53023	+ 22692
22	Beverages	1	1	2	+ 1	2	1	3	+ 1
2401	Raw tobacco	6839	6125	7846	+ 1007	26500	25553	30971	+ 4471
•	TOTAL	87819	190476	127400	+ 39581	67327	108906	92430	+ 25103

Source: EU Eurostat Trade Statistics

Document: Fact Sheet - Swedish Food Imports from Zambia

Published by: Chamber Trade Sweden December 2013

Author: Fox Research AB, Stockholm

Copyright: Chamber Trade Sweden

This document has been financed by the Swedish Chambers and the Swedish International Development Corporation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

