

Food Exports

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16. June 2021



Maaelu Arengu Euroopa
Põllumajandusfond:
Euroopa investeeringud
maapiirkondadesse

Current Food Exports From Estonia

- Finland
- Latvia
- Lithuania
- Russia
- Sweden
- Germany
- Netherlands
- Poland

Also Saudi-Arabia

Indonesia

Thailand

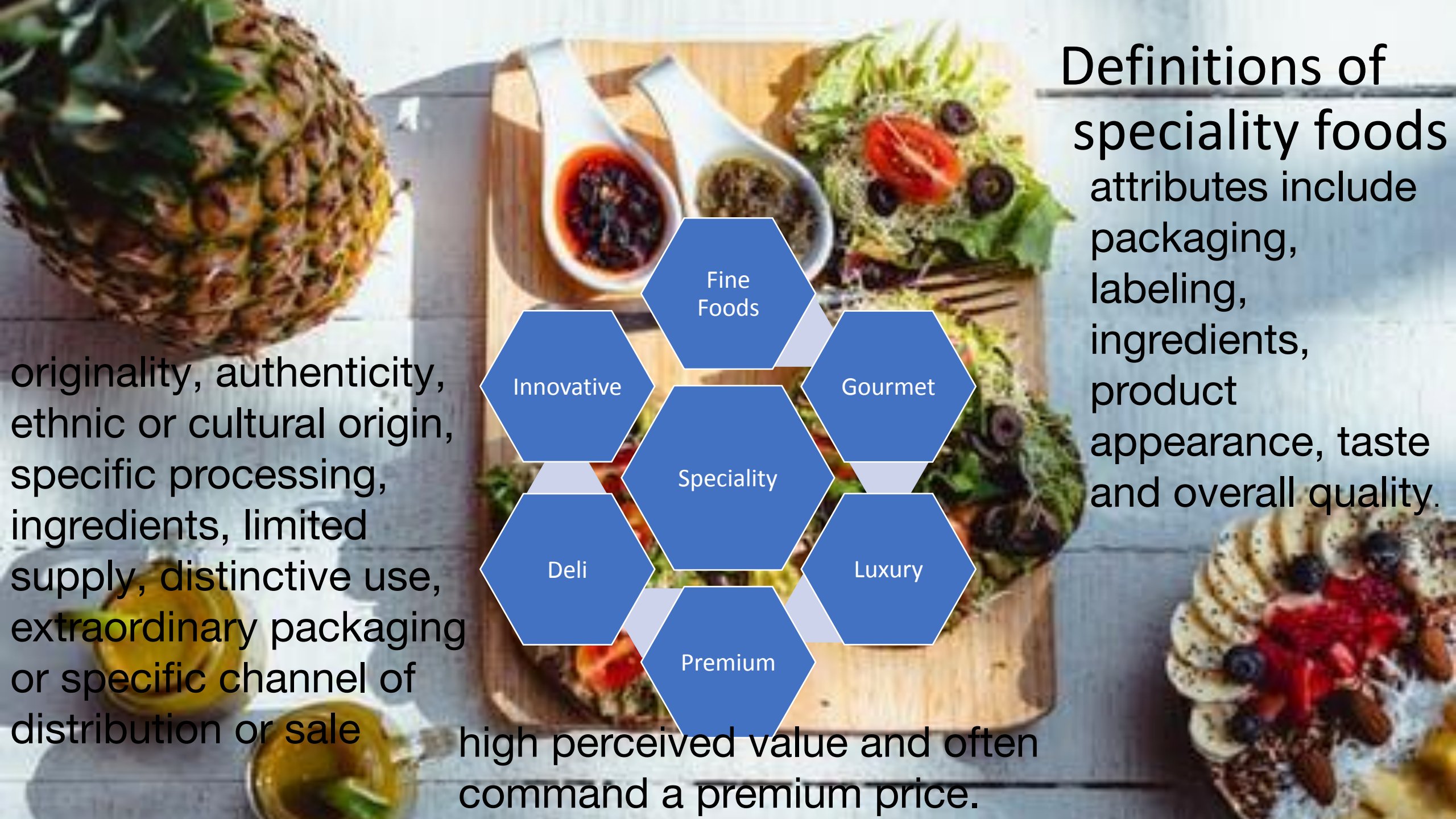
Sudan

Sierra Leone

China

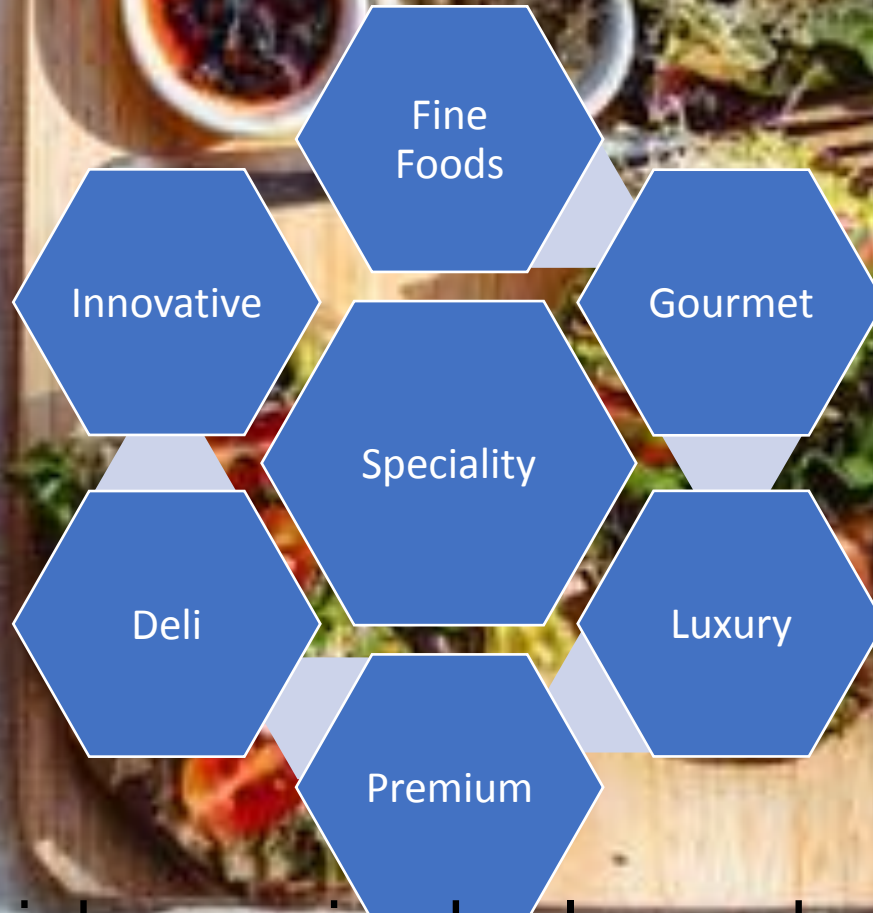
Example- "Chocolate and other food preparations containing cocoa." Exports 2020

- Latvia : share of 58% (9.34 million US\$)
- Finland : share of 10.7% (1.7 million US\$)
- Russia : share of 8.88% (1.41 million US\$)
- Lithuania :share of 5.34% (850 thousand US\$)
- Germany :share of 4.26% (678 thousand US\$)
- Denmark :share of 3.22% (512 thousand US\$)
- Sweden :share of 3.01% (479 thousand US\$)
- Norway :share of 1.45% (231 thousand US\$)
- Kazakhstan :share of 1.36% (217 thousand US\$)
- Azerbaijan :share of 1.17% (186 thousand US\$)



Definitions of speciality foods
attributes include packaging, labeling, ingredients, product appearance, taste and overall quality.

originality, authenticity, ethnic or cultural origin, specific processing, ingredients, limited supply, distinctive use, extraordinary packaging or specific channel of distribution or sale



high perceived value and often command a premium price.

Which countries appreciate good food?

The 2020 **Michelin** Guides list 132 restaurants with 3 **Michelin stars**.

1	France (including Monaco)	30 ^[3]	6	Hong Kong and Macau	10 ^{[10][11]}
1	Japan	22 ^[4]	8	United Kingdom	7 ^[12]
3	United States	13 ^{[5][6]}	9	Switzerland	3 ^[13]
4	Italy	11 ^[7]	9	China	3 ^[14]
4	Spain	11 ^[8]	11	Netherlands	2 ^[15]
6	Germany	10 ^[9]	11	Singapore	2 ^[16]

Others include S.Korea, Belgium, Austria, Denmark, Sweden, Taiwan

Criteria to target countries

eg

- Proximity
- GDP per capita
- Population
- Existing luxury brand penetration
- Buoyant economy
- Low trade barriers
- Demand for speciality foods
- Interest in green, organic, eco, natural
- + ?

Examples of potential target countries

Consider the reasons for each.....

- Monaco, Switzerland, Luxembourg, Ireland, Norway
- Germany, France, Spain, Italy
- USA
- Japan
- Hong Kong, Singapore, S.Korea, Taiwan



Categories

- Dairy-free
- Fair Trade
- Functional (antioxidants)
- Gluten-Free
- Halal
- Kosher
- Lactose-free
- Natural
- Non-GMO
- Nut-free
- Organic (Certified)
- Sugar-Free
- Vegan
- Vegetarian
- Other Lifestyle

Channels

- Importers, distributors, wholesalers,
- Retail
- Food manufacturing
- Foodservice/hospitality HoReCa
- Online

Post-Pandemic consumer

A hand wearing a pink nitrile glove holds a small globe of the Earth. A white surgical mask is placed over the lower half of the globe, symbolizing the intersection of global health and consumer behavior.

- Optimistic,
- working from home
- shopping online,
- Care about the planet
- cashless,
- happy to go al fresco (food to go)
- Spending more on food

<https://www.specialityfoodmagazine.com/news/consumer-behaviour-trends>

Keep an eye on Trends



Jwintelligence.com

Ghost kitchens
A new model for the future of dining optimizes operations and prioritizes off-premise dining.



Plane dining
Elevated onboard eating captures would-be travelers' appetites.

Automated assistants
With industries and whole economies grappling with how to reopen safely, automation offers valuable assistance to human workers.

Outdoor redesign
Businesses and organizations are redesigning their services to promote outdoor space.

TRAVEL | **The 12 biggest global food trends for 2021, from vegan innovations to letterbox cocktails**

We break down the surprising culinary trends and innovations set to shape your dining in the year ahead, each pioneered by trailblazing chefs adapting to the changing tastes of diners during the pandemic.

BY JOEL PORTER
PUBLISHED 27 FEB 2021, 08:00 GMT, UPDATED 9 MAR 2021, 19:45 GMT

<https://www.nationalgeographic.co.uk/travel/2021/02/global-food-trends-2021>

Top ten 2021 food trends identified by The Food People

21-Apr-2021 By James Ridler

Demand for luxury products, thriftiness and the link between gut health and mental health have been identified as top 2021 consumer food trends by market research group The Food People.

[HTTPS://WWW.FOODMANUFACTURE.CO.UK/ARTICLE-2021-FOOD-TRENDS-IDENTIFIED-BY-THE-FOOD-PEOPLE](https://www.foodmanufacture.co.uk/ARTICLE-2021-FOOD-TRENDS-IDENTIFIED-BY-THE-FOOD-PEOPLE)

What food trends will define 2021

After the year we've just experienced, one might think anything is possible. The COVID-19 pandemic has indeed prompted changes in consumer behavior that will be key in shaping the food system in the year to come, particularly in relation to what they eat and where they get their food.

With monthly coverage of all aspects of food science and technology ranging from ingredients and nutraceuticals to food safety, sustainability, and more, the editors of *Food Technology* have their pulse on the science of food. Here is their outlook for the biggest food trends of 2021.

<https://www.ift.org/news-and-publications/food-technology-magazine/issues/2021/april/features/top-10-food-trends-of-2021>



Top 100 Food Ideas in June

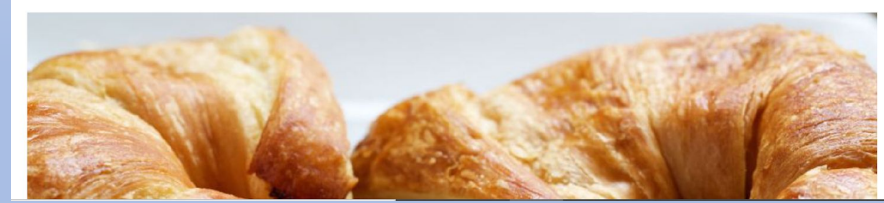
From Summer Chip Flavors to Pineapple Fruit Spreads

Trendhunter.com

The 15 Food Trends You're Going To See Everywhere In 2021

Pasta, always pasta.

by DELISH EDITORS DEC 23, 2020



<https://www.delish.com/food/a35036824/food-trends-2021/>

Make an informed decision

What.....to offer?

Who.....to target?

Where.....to sell?

Whento enter?

Why will they buy from you?

How.....to be successful?



Thank you!

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2021