

Examples of Secondary Research from FAS

Highlight from a recent Exporter Guide published on Russia.

“Increasing consumer demand for new and better quality food products, an expanding economy, a population of 145 million, and favorable changes in Euro/Dollar and Ruble/Dollar exchange rates make Russia an attractive market for U.S. exporters. With rapid growth in food retail (sales up 22% in 2002), HRI (up 28%), and food processing (up 14%), the Russian market offers good prospects for a wide range of U.S. consumer-ready food and beverage products, as well as food ingredients.”

Highlight from a sector report published on Brazil.

“Brazil offers good opportunities for U.S. suppliers to the processed foods sector. The Brazilian food processing industry went through positive structural changes during the 1990s. Today, local manufacturers produce an expanding array of value-added products. Concurrently, demand for high quality ingredients has increased. U.S. companies interested in exporting ingredients or products should dedicate time and effort to know who the top processors are in order to penetrate the market and understand local needs.”

Highlight from a recent FAIRS report.

“DENMARK, June 21, 2004 -- This report outlines the requirements for food and agricultural imports into Denmark. The report is meant to assist U.S. exporters with labeling, lists of permitted ingredients, packaging rules and import documentation requirements. It also provides contact information for Danish government and inspection services which oversee and control the importing process. Major revisions to previous reports include reference to EU regulations and the EU labeling and traceability requirements effective April 18, 2004.”

Highlight from an HRI report published from the ATO in France.

“Trade sources estimate the total food service market in France to be worth \$62 billion, serving over 9 billion meals per year. Commercial catering (restaurants, hotels and resorts, cafeterias, brasseries, cafes and fast foods) dominates the sector with 72 percent of the market. Institutional catering (education, healthcare, business catering, schools, hospitals, air and sea catering) represents 28 percent of the market. The food service sector is an open, highly competitive market in France offering U.S. suppliers opportunities for a variety of reasonably-priced, high quality and innovative products such as fresh and frozen fish and seafood, bison meat, dressings and seasonings, canned fruits and vegetables, alcoholic beverages including wine, and frozen ethnic/U.S. regional foods.”

Highlight from a kosher food market report, also from France.

“France is a \$2.2 billion market for kosher foods, as measured by domestic sales. France is also the leading kosher market in Europe, with the largest Jewish community on the

continent, approximately 700,000 people. The kosher food segment in France grew by 15 percent in 2001, and is estimated to reach \$2.5 billion in 2002. Both imported and domestic products are distributed not only in specialized retail and kosher shops, but also in kosher sections in the largest supermarkets. Many French consumers consider kosher food products to be healthy, high quality, natural, and good tasting. The best prospects for kosher foods are gourmet-style products including wines, matzos, sauces, snacks, soups, crackers, and vegetarian dishes.”

Highlight from a recently published product brief from Bulgaria.

“Natural juices are enjoying steady demand, replacing traditional carbonated soft drinks consumption, as well as meeting the demand of summer tourists. Most local juice producers manufacture based on imported concentrates. The competition between local manufacturers contributes to the stable retail prices and improved quality and diversity on the market. Average annual consumption of fruits and vegetables juices is forecast at a stable level of 50 million liters, or 6.0 liter per capita”.

Highlight of promotional opportunities being offered in Japan.

“Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) this year include: Foodex Japan 2004, the largest international food and beverage exhibition in Asia, March 9-12; the Japan Flower & Garden Show 2004, Japan's largest flower show, March 26-28; IFIA Japan 2004, Japan's leading food ingredients trade show & conference, May 26-28; Health Ingredients Japan 2004, where a U.S. Pavilion is being organized for just the third year at this growing show with a health ingredients focus, October 5-7; Inter-Food Osaka, targeting Kansai and Western Japan buyers, September 14-16; and various ATO-sponsored promotional events and activities including: U.S. product showcases, reverse trade missions to key U.S. food shows, menu fairs, participation in regional wholesaler shows, dissemination of PR/food safety information, and the Virtual Great American Food Market.”

Highlight from a retail food sector report published in the Czech republic.

“The Czech retail sector is becoming increasingly concentrated with the top ten retailers having 55% market share. Discount, specialized and convenience stores are increasing in number. Ready-to-eat meals have a strong growth potential. About 25% of food products are imported. As consumers become more affluent, quality will become more important. U.S. food exports with good sales potential include dried fruits, nuts, wine, distilled liquors, seafood, rice, sauce, spices, baking mixes, and snacks.”