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# **OPPORTUNITIES IN THE EUROPEAN MARKET FOR SRI LANKAN FOOD & BEVERAGES**

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Export Development Board (EDB), Sri Lanka  
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## CONTENTS

1. MARKET OVERVIEW .....	3
2. TRENDS IN THE EUROPEAN MARKET FOR FOOD & BEVERAGES .....	5
3. OPPORTUNITIES IN THE EUROPEAN MARKET .....	5
4. SOURCES .....	6

# 1. MARKET OVERVIEW

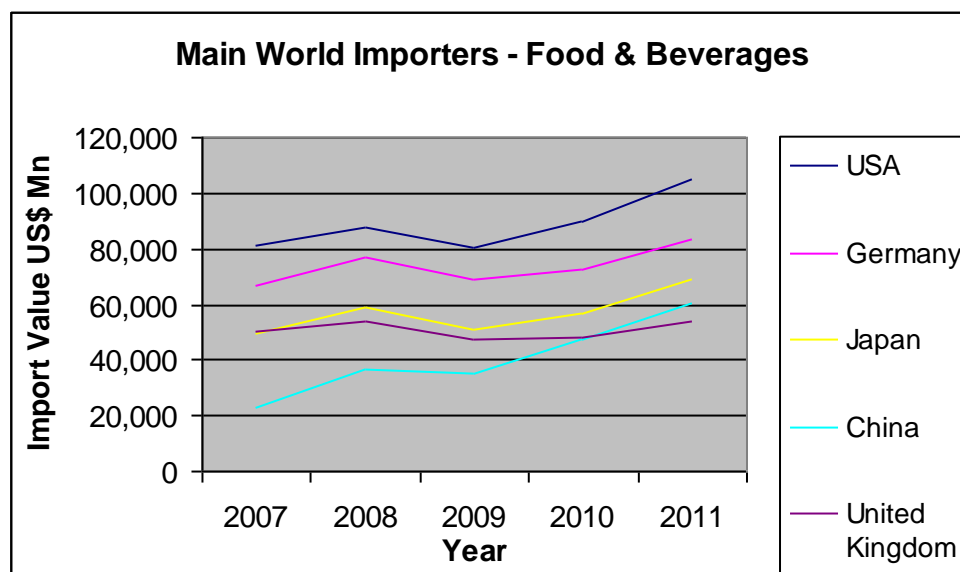
## a. Sri Lanka's position in the Global Food & Beverages Market

### i. Global Food & Beverages market size and trend in US\$ Mn

2007	2008	2009	2010	2011
815,389	973,561	867,704	963,384	1,123,258

### ii. Main World importers Value in US \$ Mn

Main Importers	2007	2008	2009	2010	2011
USA	81,075	87,345	80,584	89,981	105,202
Germany	66,580	77,009	69,290	72,587	83,512
Japan	49,477	58,924	50,754	56,499	69,085
China	23,324	36,428	35,248	47,113	60,040
United Kingdom	50,254	53,698	47,136	48,458	54,230



### iii. Sri Lanka's position, export value and trend

Sri Lanka's rank is 60<sup>th</sup> among the world export markets of which accounts for 0.22 % of market share for Food & Beverages.

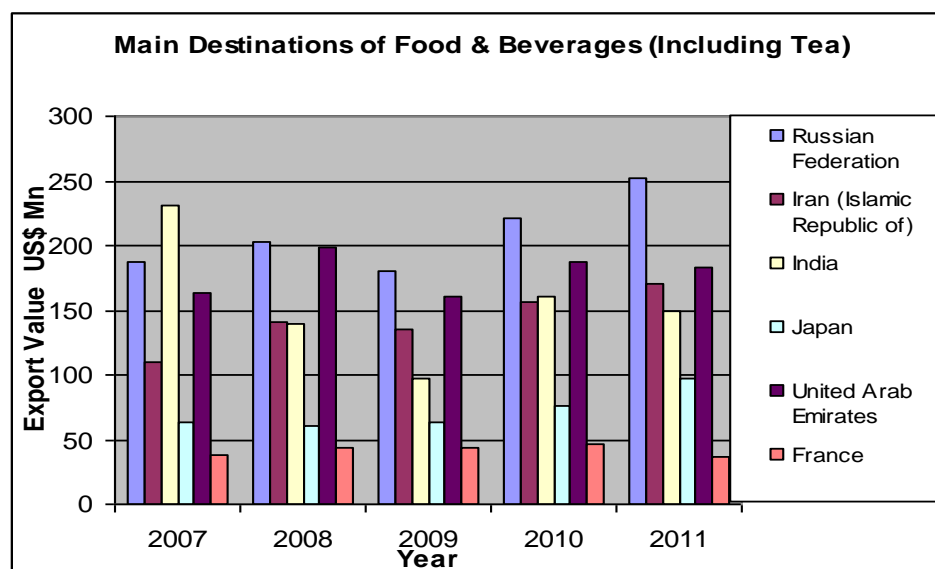
Sri Lanka's Food & Beverages exports to the world (in US\$ Mn)

2007	2008	2009	2010	2011
1,829	2,075	1,875	2,331	2,593

iv. Main destinations of Sri Lanka's Food & Beverages export

Main Destinations of Food & Beverages (Including Tea) (In US \$ Mn)

Importers	2007	2008	2009	2010	2011
Russian Federation	187	203	180	221	252
Iran (Islamic Republic of)	110	141	135	156	171
India	231	139	97	160	150
Japan	64	60	64	76	97
United Arab Emirates	163	198	161	187	183



b. Sri Lanka's position in the European Market

i. EU Food & Beverages market size and trend - US\$ Mn

2007	2008	2009	2010	2011
375,634	436,084	385,444	397,092	460,949

ii. Main importing countries

Importers	2007	2008	2009	2010	2011
Germany	66,580	77,009	69,290	72,587	83,512

United Kingdom	50,254	53,698	47,136	48,458	54,230
Netherlands	38,414	46,836	41,180	42,595	50,670
France	40,463	46,535	43,093	44,124	50,288
Italy	33,260	37,352	33,271	34,658	40,712

iii. Sri Lanka's position, export value and trend in US \$ Mn.

Food & Beverages Exports from Sri Lanka to EU			EU Food & Beverages imports from world		
2009	2010	2011	2009	2010	2011
376	423	441	385,444	397,092	460,949

Sri Lanka's Food & Beverages market share in the EU market in 2011 is about 0.09%.

Main Sri Lanka's exports to EU include Frozen Fish, Tea Packets, Fish Fresh or Chilled, Essential Oils, Desiccated Coconut, Cashew Nuts, Coconut Milk Powder, Tea in Bulk, Vegetables and Tea Bags.

iv. Main Competitors

European Union imported US\$ 460,949 Mn worth of Food & Beverages products from the world in 2011 and main importing markets were Spain, Germany, Belgium, The Netherlands, Italy, UK, Switzerland and China.

## 2. TRENDS IN THE EUROPEAN MARKET FOR FOOD & BEVERAGES

- The food and Beverages sector is the largest manufacturing sector in the EU in terms of turnover, value added and employment. It is the second leading manufacturing sector in terms of number of companies in the EU. As a non-cyclical sector, the food and Beverages industry showed continued stability during the recent economic downturn.
- Consumers are more concern about the health value of the products
- Innovative product display/ design and packaging are important
- More demand for dairy, meat and fish, fresh produce of fruits and vegetables
- More concern about the Research & Development on Food and Beverages industry
- There is a growing retail chains in the EU countries
- Trend for organic products

## 3. OPPORTUNITIES IN THE EUROPEAN MARKET

There is a growing demand for Food & Beverages in the European Market. The high potential products include Frozen Fish, tea, spices, essential oils and fruits.

## 4. SOURCES

Trade Map- [www.trademap.org](http://www.trademap.org)

EDB/Custom Statistics

CBI - [www.cbi.nl](http://www.cbi.nl)

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