SWEDEN MARKET INSIGHTS

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SWEDISH MARKET INFORMATION

• Facts about Sweden
• Swedish Imports in Numbers
• Import, Distribution and Sales Channels
• Certifications & Requirements
SWEDEN IN THE EU

• Part of EU
  – 28 countries
  – one unified market

• Most important trade partners
  – Germany
  – Denmark
  – Netherlands
  – Spain
  – Italy

Photos: www.europa.eu
Quick facts on Sweden

- Innovations
- GDP per capita - $45,000
- Demographics

One of the world’s most innovative nations

Ordinary Swedish family: a mother, a father and 1.55 children

15% of Swedes were born in another country
SIGNIFICANT FOR SWEDISH MARKET

- High concentration – large multinational companies
- Scandinavian business culture expects high degree of proficiency
- Swedish companies well established
PRIVATE LABEL 2016

PRIVATE LABEL SHARE BY COUNTRY (VOLUME)

- United Kingdom: 46%
- Belgium: 42%
- Germany: 43%
- France: 35%
- Austria: 41%
- Portugal: 41%
- Spain: 50%
- Switzerland: 52%
- Turkey: 24%
- Greece: 22%
- Sweden: 31%
- Finland: 30%
- Denmark: 32%
- Poland: 29%
- Czech Republic: 32%
- Slovakia: 33%
- Italy: 21%
- Hungary: 34%

Source: PLMA Intl (Nielsen data), Unsplash.com
TRADE VALUE FOODSTUFFS 2016
(TOTAL IMPORTS € 11,5 BILLIONS – TOTAL EXPORTS € 6,8 BILLIONS)
IMPORT FOODSTUFFS 2016

- Fish and seafood 36.9%
- Meat, meat products 11.8%
- Milk, dairy and eggs 8.6%
- Fresh produce 21.4%
- Cereals 6.3%
- Sugar and honey 2.5%
- Coffee, tea, cocoa, spices 9%
- Feed for livestock 3.7%
- Misc foodstuffs 7.3%
- Livestock 0.3%
QUICK FACTS IMPORT FRESH PRODUCE

- Imports of fruit & vegetables appr € 2,2 billions
- Appr. 75% imports
- Largest import countries Spain, Netherlands and Italy
DISTRIBUTION OF ORGANIC RETAIL SALES

Organic retail sales

- Vegetables and fruit: 32%
- Milk and dairy products: 16%
- Fish and fish products: 12%
- Meat and meat products: 7%
- Bread and bakery products: 6%
- Hot beverages: 5%
- Oils and Fats: 4%
- Beverages: 2%
- Others: 16%

Source: Statistics Sweden

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ORGANIC MARKET 2016

Organic Grocery Retail Market value € 2,5 billions

- ICA: 31%
- Coop: 18%
- Axfood: 18%
- Bergendahls: 12%
- Lidl: 8%
- Netto: 2%
- Other: 1%
- Systembolaget: 1%
- Foodservice: 1%
- Web stores: 1%
SALES AND GROWTH RATE
– ORGANIC MARKET 2016

- Total sales organic foodstuffs € 1,6 billions
- Growth 18% or € 378,5 millions
- Organic sales of total sales 8,7 %
- Swedish origin 43%

Source: SCB and KRAV
ORGANIC MARKET
– IMPORTANT DRIVERS

• Large full service supermarket chains
• Organic products next to conventional products on the shelves
• Greater availability for a larger audience
• Speciality stores for organic products – offer wider assortment of organic products
LARGEST IMPORT & DISTRIBUTION CHANNELS

Dole
http://dole.se/english/about/

EW
http://www.ewerman.se/

everfresh
http://www.totalproducenordic.se/everfresh/en/

ICA
http://www.icagruppen.se/en/about-ica-gruppen/#!/

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DISTRIBUTION & SALES CHANNELS

- Martin & Servera: http://www.martinservera.se/
- Coop: http://www.coop.se
- ICA: http://www.ica.se
- 7-Eleven: http://www.7-eleven.se
- Pressbyran: https://www.pressbyran.se/
- Ggros: http://www.ggross.se/en/
- Menigo: http://www.menigo.se/en/

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REQUIREMENTS FOR DOING BUSINESS

Must
• EU rules & regulations

Common
• Private Standards

Niche
• Fair Trade
• Organic
CORPORATE SOCIAL RESPONSIBILITY

- Code of Conduct – Sustainability Commitment
- Supplier Profile
- Self-assessment

Transparency
PRIVATE STANDARDS


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PROCEDURE FOR NEW SUPPLIERS

- Certificate
- Samples
- Questionnaire – quality systems, hygiene, analysis, water usage, production, storage
- Team visits production plant for audit
- Supplier agreement and specification
- Long-term collaborations
NEW SUPPLIERS - SPECIFICATION

• Origin
• Quality
• Appearance
• Size
• Taste
• Texture
• Packaging/labelling
• At arrival check of the above + microbiological and quality tests

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SUSTAINABLE LABELLING
HERBS

• High quality important
• Demand 1 kg bundles in boxes
• Basil & Thyme
TOMATO

- Decrease in conventional production
- Increase special varieties
- Total supply 100 000 tons
- Spain and Netherlands
- Boxes 5 kg
TOMATOES – PRICE DEVELOPMENT

Source: Eurostat July 2016

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TOMATOES – PACKAGING AND LABELLING
SWEET PEPPER

- Spain and Netherlands
- Boxes 5 kg
- Consumer package or pieces
SWEET PEPPER – PACKAGING AND LABELLING
DATES

• Good volumes in grocery retail
• Convenience
• Organic
ADVICE ON CONTACTING THE BUYER

• Be prepared
• Who should you contact
• Give it time
KEYS TO SUCCESS

- Quality
- Ability to deliver
- Transparency, trust and collaborations
- Rules & Regulations – Products & Packaging
- CSR - Certification is the most common way to show compliance with CSR criteria
- Be an entrepreneur – Be proactive

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