Vademecum on Food and Beverage Markets

Food and Beverage Attractiveness Index 2017-2018

Executive Summary

Industry Meetings
Help create the future of your Industry

IESE
Business School
University of Navarra

Deloitte.

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IESE thanks the collaboration and support of:

CaixaBank

IESE
Business School
University of Navarra

Deloitte.

Contents

Forewords

Maria Puig
Director of
Industry Meetings
IESE Business School

The IESE Industry Meetings are meant to reflect on the strategic issues, trends and agendas of key industries in their contribution to the economic development of our society. With nearly 35 years of experience, our meetings challenge business experts, scholars and regulators to help create the future of their industries with their vision, knowledge and ideas.

As part of an academic institution, IESE Industry Meetings are backed by academic directors and professors who form part of the IESE faculty. They contribute by providing valuable content for the debates and the context of each industry and by guiding research linked to each sector. This relevant research is a unique and fundamental characteristic of our mission.

The Food and Beverage Industry is a leading sector of activity in many countries because of its outreach abroad and its eagerness to be competitive internationally. In our desire to support these endeavors, we came up with this research project: the *Vademecum on Food and Beverage Markets: Selling Across Continents*. Six years ago, we formed a team led by Dra. Júlia Gifra, the implication of consultants from Deloitte and the supervision of Prof. Jaume Llopis in order to develop this practical guide which aims to help identify export markets for companies. As Academic Director of the Food & Beverage Industry Meetings, Prof. Adrián Caldart has taken on the research lead and worked with Dr. Júlia Gifra and Dr. Anna Akhmedova to introduce important changes that make good use of the consolidated series of data along the past six years. My special gratitude to them and to the members of our Food and Beverage Advisory Committee for their good and generous advice and for their proposals concerning the continued improvement of this research project.

The Vademecum does not strive to cover all the information needed to move into a specific market. For that purpose, companies should consult sources such the bodies and institutions cited in the Vademecum's country profiles, without forgetting the strategic role of consultants such as Deloitte and the financing that institutions such as CaixaBank can provide in the internationalization process, for which reasons we have found them to be perfect collaborators for this project.

For the 5th consecutive year, the Vademecum will be also presented in México during the Food & Beverage Industry Meeting jointly organized by IPADE and IESE.

Research projects such as the Vademecum are important for IESE's academic vocation and for our determination to enrich the Industry Meetings' offering with relevant content for the business community. It is in this context that the Vademecum reaches its full potential.

Fernando Pasamón
Partner responsible
for consulting in the
retail sector worldwide
and in EMEA, partner
responsible for
consumption and
retail in Spain, partner
responsible for Monitor
Deloitte and member
of the Executive
Committee in Spain

Yet another year I am pleased to present the *Vademecum on Food and Beverage Markets*, a publication that was founded with the goal of helping companies in the early stages of internationalization, an essential factor as a lever of growth for a host of companies in the food and beverage industry worldwide.

In this edition, the new features include a reformulation of the FBA index, the inclusion of a new section: Countries at a Glance that presents insights for all the countries that appear in the index, and an updated version of the Country Profiles, which includes a new section of qualitative reports based on contributions from the Deloitte partners in charge of the consumer products industries in each country. The result is a report with a strategic picture of the business dynamics and trends in each market that is full of relevant information to support companies in their initial reflection on their international expansion.

The latest edition of the *Global Powers of Retailing* report, which is drawn up each year by Deloitte, stresses that the global economy remains in a period of relatively strong growth and benign circumstances, although the IMF recently adjusted its forecasts of global growth as a result of the trade tensions between the United States and its partners. The growth has accelerated in Europe and Japan, and stabilized in China and the United States, and the activity has revived in emerging markets.

The conditions seem optimistic, but it is still important to consider the inherent hidden risks. Some of them have become visible in recent months both regionally and globally, such as the global escalation in protectionist measures, the possible bubble in asset prices, the imminent adjustment of monetary policies, clear political dysfunction and fragmentation, and geopolitical tensions.

On the other hand, households are enjoying increasing wealth, and consumer trust is still high despite the greater political and economic uncertainty, and despite spending that is still weak in certain key markets (especially Japan and the United Kingdom).

In this scenario, companies that decide to undertake an expansion into new markets as a lever to spur their growth must deal with the challenge of not only adapting their brands to the new markets but also navigating a period that is laden with challenges and uncertainty internationally in the middle term.

Thus, in an increasingly global and digital world, the reality of each country means that different strategies must be taken. Companies have to make an effort to identify unexploited market niches in order to adapt and quickly stand out in an increasingly dynamic competitive local market with new actors that are creating value through cooperation and competition models that are increasingly sophisticated and productive.

I hope that you find the data, the analyses, and the conclusions in this document interesting. We cannot be sure of what will happen in the future in an atmosphere of increasing global economic and political uncertainty; however, we can help companies anticipate scenarios and movements in each market so that they can successfully undertake their global expansion.

Carles Gramunt
CaixaBank Corporate
Director

In 2019, the world economy will continue to make solid advances, around 3.5% growth according to CaixaBank Research's reference scenario, albeit with considerable risks of a downturn.

These risks primarily involve trade, given that the disputes between the United States and China are beginning to affect the short-term growth rates because of the increase in uncertainty, while in the long term they could lead to a protectionist shift worldwide. In Europe, geopolitical factors will dominate the risk map, which will be determined by the European authorities' negotiations with the United Kingdom over Brexit and with Italy over budgets. Finally, in terms of micro-finance, the steep increase in global debt (especially among emerging economies) and the high valuations of some financial assets are imbalances that pose a major risk in the economic prospects for growth in 2019. This is particularly true given the Fed's continued increase in interest rates.

In this scenario, the Spanish economy will show a sound 2.1% growth according to our forecasts, although it will be less pronounced than in recent years because of the end of the tailwinds that supported it and, particularly, the decrease in oil prices, the compression of interest rates, and a moderately expansive fiscal policy.

Likewise, the uncertainty weighing over global trade flows is becoming a major risk to our economy, even more so bearing in mind that total Spanish exports account for 33% of the GDP, a figure much higher than the rates in the early 2000s. The exports sector was highly favorable during the last global recession given the lack of domestic sales opportunities, so Spanish companies ventured abroad in a striking bid for internationalization, a risk that clearly bore fruit.

CaixaBank and Business Internationalization

In the future, foreign markets will continue to offer huge opportunities to those who know how to take advantage of them. However, in a world where economic uncertainty will be the norm, making sound internationalization decisions will become increasingly important.

For this reason, CaixaBank offers a wide range of products and services that are essential in the venture of internationalization. A team of managers who are experts in foreign trade operations with extensive knowledge of foreign markets, a broad international network of offices, and rigorous country-by-country analyses are just some of our institution's strengths.

For this purpose, among other tools, CaixaBank focuses on research projects that promote and assist in internationalization—for the food and beverage industry in this particular case. The *Vademecum on Food and Beverage Markets* presented herein is part of our commitment to ensuring that companies have the best instruments and knowledge in their bid to internationalize. The new Attractiveness Index illustrates markets that show objective favorable conditions and indicators from the standpoint of food and beverages. That is another reason we are particularly pleased to support this IESE research project.

As part of this same commitment in general, and open to any sector or industry, CaixaBank also develops the CaixaBank Index for Business Internationalization (abbreviated ICIE), which analyzes the main aspects that determine the decision of Spanish companies to internationalize in a given country. These decisions may include the sale of products, the search for suppliers, or the establishment of a manufacturing plant. The study is performed for a total of 67 countries, both advanced and emerging, and it allows a ranking to be developed that reflects their attractiveness for Spanish companies over time. In a similar vein, CaixaBank also develops *Country Files,* with detailed information and analyses that enable our customers to have an expert opinion that can help them in their process of opening up to the outside world.

1.
Presentation and Introduction

We are pleased to present a new edition of the Vademecum, *Vademecum on Food and Beverage Markets 2018: Selling Across Continents*, the outcome of the close partnership between IESE Business School and Deloitte, the coauthors of this study.

The internationalization of the food and beverage industry is still one of the most important driving force for the growth of the industry worldwide. The Vademecum is a useful, practical tool for firms engaged in international business or intending to do so, since it contributes and provides important information on over 80 countries, with a special focus on the most attractive ones.

In preparing this sixth edition, we introduced some changes regarding data and qualitative analysis. Yet, we did so maintaining the original spirit of the Vademecum as a practical document that helps identifying markets with a high business potential for the food and beverage sector and that serves as a practical guide for analyzing and accessing them. We also maintained the global focus of the Vademecum in order to make it useful for any company in the sector, regardless of its country of origin and product category.

The Vademecum has kept the same basic structure as previous editions in terms of approach and content, but the 2018 edition incorporates some significant changes, which we highlight below:

- It features an update of the Food and Beverage Attractiveness Index (FBA Index), including pillars and new indicators as well as Contries at a Glace section for all the countries covered by the index. The newly constructed index has not only been used to build the 2018 ranking, but also to update those of 2017 and 2016. In doing so, we can now gain insights into how the countries have evolved across a three-year period.

- Country Profile Analyses, for a sample of 30 countries, for which extended and recent information (2016, 2017, 2018) is set out. The summaries of each country retain the usual structure, yet some changes related to the way we present some information and data have been incorporated. Such changes include, among others, a new presentation of disposable incomes per country based on income bands, the inclusion of a renewed analysis of the prices of each local market and the inclusion of country insights based on the opinion of local experts from each of the countries analyzed (Section 4.4).

As in previous editions, it is important to provide a correct understanding of the scope and interpretation of the Vademecum, reminding readers of some key points. The Vademecum responds to an intention to systematize information, following a pre-established framework and order that enables the country data to be interpreted in a coherent, comparative fashion. Likewise, it seeks to update and revise the data year after year. This explains why the Vademecum not only incorporates information from last year (2017), but why in some categories data from previous years has also been updated.

The rationale behind this is that, in fact, available statistical data on the industry is subject to periodic revisions: national statistics on demographics, population censuses and world trade databases.[1] This means that after each edition of the Vademecum is published, there may be variations in the data with respect to the data that was published in the previous year's Vademecum.

Before presenting the results of the FBA Index for 2018, we should make special mention to the commitment received from Deloitte and their team led by Fernando Pasamón, as well as the support and involvement of our research assistant, Anna Akhmedova and the Academic Material Research Division team at IESE. Special thanks also to La Caixa for its trust in us and in this project.

Lead Researchers
Adrián Caldart, *Senior Lecturer in Strategic Management and Academic Director the Food and Beverage Industry Meeting, IESE*
Júlia Gifra, *Research Manager, Food and Beverage Industry Meeting, IESE*

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[1] See **Appendix III** for all reference sources.

2.
The Food and Beverage Attractiveness Index

The decision to export or to invest in a foreign country depends on numerous factors, such as the economic situation and perspectives of the country, its cultural traits, as well as factors related to the company intending to internationalize, such as its origin, its capabilities and its corporate culture, among others. An analysis of the target markets is perhaps one of the most complex aspects when it comes to defining an internationalization strategy and to determine which country may or may not be attractive. A priori and in general, certain parameters are necessary to arrive at the conclusion that a country has sufficient actual or potential attractiveness as destination for exports or foreign direct investments (FDI).

This Vademecum was created with the goal of helping companies take these first few steps. Thus, the purpose of the FBA Index is to serve as a useful first reference point in the task of prioritizing countries, which then will require a further in-depth analysis in order to assess precisely their strengths and weaknesses as targets for exports or market entry with local operations.

Even though we are part of an increasingly globalized and interconnected world, the reality of each country poses singular challenges that require differentiated strategies. Companies must adapt their strategies to the characteristics of the clients — identifying their needs, preferences, habits and cultural traits, and getting to know the competitive as well as the regulatory environment. Companies from different countries are exposed to these differences between countries in varied ways, as factors such as culture or the geographic distance can be easy to deal with by firms from a certain country and insurmountable for firms from another one. Thus, the data contained in the Vademecum can be interpreted and assessed in different ways by different readers.

The presentation of the index starts with an explanation of the methodology behind its construction. In doing so, we first explain the purpose and role of each pillar constituting the Index and of the indicators that compose them. We then explain how data was standardized and weighted. Finally, we discuss insights that emerge out of the 2017/2018 Index.

2.1 Index Structure: Selection of Pillars, Indicators and Sub-Indicators

The FBA Index tracks the performance of 80 countries in terms of three pillars: Economic and Legal, Population, and Food and Beverage. The pillars are organized into indicators, some of which include several sub-indicators. The choice of data composing the index intends to reflect different factors that help to determine the attractiveness of a country as a destination for trade and foreign direct investment in the food and beverage sector. All the sources and data information are presented in Appendix III.

The overall score for each country in the index is the outcome of the weighting and aggregation of all the pillars and indicators that are showed in **Table 1**.

Table 1. Pillars and weights

The FBA Index 2017/2018		
Pillars: weights and rankings		
Pillar 1: Economic and legal	Pillar 2: Population structure	Pillar 3: Food and beverage
25%	30%	45%

Pillar 1: Economic and legal environment

Export and market entry potential, as well as export and market entry strategies for a particular market, are significantly subject to whether and how the focal company can deal with the economic characteristics and the legal framework of that market. Thus, the first pillar of the FBA Index is intended to provide insight into the economic and legal environment of each of the 80 countries under analysis. We did so through the following indicators:

1. *Gross Domestic Product (GDP) per capita* is a basic economic indicator and the most common indicator of material standards of living. It provides a starting point to approximate the understanding of the market. It is especially useful when making cross-country comparisons, as it shows the relative economic wealth of countries.

2. *GDP growth* is a related economic indicator that shows the pace of economic growth. It is important to view both GDP per capita and GDP growth simultaneously, in order to obtain an objective perspective of the economic climate.

3. *Market and trade efficiency* is the third indicator that, in turn, is composed of five sub-indicators, selected with the aim of comparing business efficiency across countries.

   3.1 *Goods and labor market efficiency* is a sub-indicator that helps to compare countries on their efficiency in producing and trading products and services, as well as the efficiency in using its human resources.

   Firstly, goods market efficiency, or business productivity, is driven by healthy market competition — both domestic and foreign — with effective governmental regulation, ensuring that the most efficient firms, producing goods demanded by the market, are those that thrive. Market efficiency, or business productivity, also depends on demand conditions, such as customer orientation and buyer sophistication. For cultural or historical reasons, customers may be more demanding in some countries than in others, forcing companies to be more innovative and customer-oriented.

   Secondly, labor market efficiency and flexibility of the labor market are critical in ensuring that workers are allocated to their most effective use in the economy and provided with incentives to give their best effort in their jobs. Labor efficiency depends on the ability of market to shift workers from one economic activity to another, rapidly and at a low cost, and to allow for wage fluctuations without much social disruption. Efficient labor markets must also ensure clear strong incentives for employees and make efforts to promote meritocracy in the workplace and equity between women and men.

   Thus, this sub-indicator is the result of the simple average score across the two elements: goods market efficiency and labor market efficiency.

   3.2 *Domestic market access* is another sub-indicator that measures the level and complexity of a country's tariff protection due to its trade policy. Technically, this sub-indicator compares countries on the trade-weighted average tariff applied by each country, the share of goods imported without tariffs (duty-free) and the complexity of the tariff regime — measured through tariff variance, the prevalence of tariff peaks and specific tariffs — and the number of distinct tariffs.

   3.3 *Foreign market access* is a sub-indicator that is meant to help compare countries on the average tariffs they face, as well as the margin of preference in destination markets negotiated through bilateral or regional trade agreements or granted in the form of trade preferences.

   3.4 *Efficiency and transparency of border administration* is a sub-indicator that compares countries on efficiency, transparency and costs associated with importing and exporting goods. Technically, this sub-indicator assesses the range, quality and comprehensiveness of key services offered by customs and related agencies, and the average time, costs and number of documents required to, respectively, import and export goods. The sub-indicator also assesses the time predictability of border procedures, as well as the transparency of the process — as measured by the availability and quality of information provided by border agencies — and the prevalence of corruption.

3.5 *Quality of transport infrastructure and service* is a sub-indicator that assesses the quality of infrastructure and of related transportation and postal services. Well-developed physical and digital infrastructures affect productivity directly, by connecting economic agents, reducing transaction costs, easing the effects of distance and time, facilitating the flow of information and facilitating integration of markets into global value chains.

4. *Institutional environment* is the fourth indicator. Information on the legal framework and legal security of a particular country is an unquestionably important factor for firms intending to do business in it. An unpredictable, arbitrary institutional environment is the cause behind the failure of many internationalization initiatives. The following sub-indicators were taken into account to construct the institutional environment indicator:

4.1 *Property rights* measures the control over an asset and its returns, providing incentives to invest (in physical or human capital or technology), create, innovate and maintain trade relations.

4.2 *Irregular payments and bribes* measures the level of malfunctioning of property rights, and corruption in the private and/or public sectors.

4.3 *Judicial independence* provides information on how well the institutional environment functions, measuring failures in juridical independence.

4.4 *Efficiency of legal framework in settling disputes* provides information on the time and cost efficiency of legal procedures.

4.5 *Transparency of government policymaking* deals with the efficiency of the institutional environment in providing business and trade security and a level playing ground for economic agents.

4.6 *Business costs of terrorism, crime and violence* measures different forms of violence that act as barriers to entering a market by increasing costs and decreasing security and economic transactions.

4.7 *Ethical behavior of firms* provides information on corporate and ethical governance standards.

4.8 *Strength of auditing and reporting standards* provides information on the costs associated with control and corporate governance.

4.9 *Protection of minority shareholders' interests* is a sub-indicator focused on legal protection for minority investors.

Pillar 2: Population Structure

The second pillar, population structure, is intended to provide an insight into consumer characteristics in the countries included in the index. This pillar compares countries based on the three indicators discussed below.

1. *Population* is an indicator of the size of the consumer market.

2. *Population growth* is a demographic indicator that shows annual changes of population resulting from births, deaths and net migration. Identifying causes of population changes might be useful in understanding the country specifics and providing insight about consumer segments. Thus, high levels of migration might be related to the efficiency of labor markets.

3. *Median disposable income per household* is the amount of disposable income that divides the household income distribution of a country into two equal groups: half having disposable income above that amount and half having income below that amount. This indicator complements the two previous ones, as it provides insight into the population's purchasing power and, therefore, into its economic capability to access certain types of products.

Pillar 3: Food and Beverage

Finally, from an industry-specific perspective, it is important to know the international trade of the different countries' food and beverage products, as well as how much their population spends on food and beverage consumption. The third pillar, Food and Beverage, provides insights through the following indicators:

1. *Consumer expenditure per capita on food and beverage,* which is somewhat correlated to the abovementioned indicator of disposable income. Yet, the expenditure on food and beverage is not exclusively driven by overall income, but also by other economic, cultural and social factors.

2. *Imports of food and beverage* is an indicator of the highest importance for the index. Countries might be importing food and beverage for a variety of reasons: insufficient local production, high prices of locally produced food, or cultural and social trends leading to consumer preferences in favor of imported food and beverage. On the other hand, low imports might be an indicator of market saturation by healthy local levels of production, economic inability of the population to access foreign products or protectionism, among other reasons. Companies might draw insights by comparing the amount of imports and exports in general, as well as in their specific market, in order to evaluate each country's market potential.

3. *Exports of food and beverage* is also an important indicator, especially for firms intending to invest in a country's local producers.

Appendix III includes food and beverage categories that were used to calculate the third pillar.

2.2 Standardization and Weighting of Data

As already mentioned, the FBA Index is based on three pillars and several indicators. For current ranking, all the data is from 2017/2018 and is derived from a variety of sources. To provide some historical perspective of the evolution of the Index, all calculations were replicated with data for 2016/2017 and 2015/2016.

All of the indicators have been standardized, as they originally came in different units and scales.

After standardization, all indicators have been weighted, as shown in **Table 2**.

Table 2. FBA Index: weighted pillars and indicators

Pillars and indicators	Weight
Pillar 1: Economic and legal	**25%**
Indicator 1: GDP per capita	5%
Indicator 2: GDP growth	5%
Indicator 3: Market and trade efficiency	5%
Indicator 4: Institutional environment	10%
Pillar 2: Population structure	**30%**
Indicator 5: Population	15%
Indicator 6: Population growth	5%
Indicator 7: Median disposable income per household	10%
Pillar 3: Food and beverage	**45%**
Indicator 8: Consumer expenditure per capita	10%
Indicator 9: Imports	30%
Indicator 10: Exports	5%

The food and beverage pillar accounts for 45% of the overall weight, followed by population structure (30%) and, finally, economic and legal (25%). Among all indicators, imports of food and beverage have the major weight (30%), followed by population (15%) and consumer expenditure per capita on food and beverage, and institutional environment (10% each).

The outcome of the Index is the organization and comparison of countries based on a rich measure, rooted in objective and recent data from reliable sources and weighted according to validated criteria. It thereby sketches a country climate in terms of its attractiveness for setting up a business or directing exports there. The index results in a ranking of 80 countries.

2.3 Results and Scores for the 2017-2018 FBA Index

Table 3 shows the 2017-2018 ranking with its scores and the comparison with the 2016-2017 ranking, as well as the most important conclusions and considerations.

Table 3. Results and scores for the 2017-2018 FBA Index

Country	Rank 2017/2018	Score 2017/2018	Rank 2016/2017	Var. 1 year
United States	1	70.70	1	0
China	2	58.94	2	0
Germany	3	48.41	3	0
Netherlands	4	45.38	4	0
Hong Kong	5	42.93	6	1
France	6	42.56	7	1
Japan	7	42.49	5	-2
United Arab Emirates	8	42.12	10	2
Switzerland	9	41.85	9	0
United Kingdom	10	39.69	8	-2
Canada	11	39.45	11	0
Norway	12	38.75	12	0
Australia	13	38.67	14	1
India	14	37.34	17	3
Belgium	15	37.10	13	-2
Sweden	16	36.46	15	-1
New Zealand	17	35.20	16	-1
Israel	18	34.31	20	2
Singapore	19	34.06	18	-1
Denmark	20	33.62	19	-1
Italy	21	32.77	21	0
Finland	22	32.59	23	1
Spain	23	32.49	24	1
Ireland	24	32.49	22	-2
Austria	25	31.72	26	1
Qatar	26	30.71	25	-1
South Korea	27	28.52	27	0
Malaysia	28	25.75	31	3
Bahrain	29	25.40	30	1
Kuwait	30	25.00	36	6
Saudi Arabia	31	24.94	28	-3
Taiwan	32	24.88	29	-3
Mexico	33	24.15	32	-1
Estonia	34	23.23	33	-1
Indonesia	35	23.18	42	7

Country	Rank 2017/2018	Score 2017/2018	Rank 2016/2017	Var. 1 year
Portugal	36	22.88	34	-2
Chile	37	22.58	40	3
Argentina	38	22.54	46	8
Russia	39	22.52	38	-1
Poland	40	22.46	35	-5
Czech Republic	41	22.46	37	-4
Turkey	42	21.13	44	2
Slovenia	43	21.10	39	-4
Lithuania	44	21.02	41	-3
Uruguay	45	20.93	43	-2
Brazil	46	20.66	48	2
Costa Rica	47	20.60	47	0
Greece	48	20.23	45	-3
Romania	49	19.74	50	1
Kazakhstan	50	19.73	49	-1
Philippines	51	19.41	56	5
Slovakia	52	19.23	51	-1
Thailand	53	18.81	54	1
Latvia	54	18.60	52	-2
Viet nam	55	18.60	58	3
Jordan	56	18.52	57	1
Egypt	57	18.17	63	6
Guatemala	58	18.12	59	1
Croatia	59	17.97	55	-4
Kenya	60	17.39	68	8
South Africa	61	17.33	53	-8
Peru	62	17.31	60	-2
Pakistan	63	17.26	65	2
Hungary	64	17.19	61	-3
Dominican Republic	65	16.45	64	-1
Nigeria	66	16.27	66	0
Morocco	67	15.95	62	-5
Colombia	68	15.43	69	1
Azerbaijan	69	15.30	71	2
Georgia	70	15.11	67	-3
Iran	71	14.28	73	2
Bulgaria	72	13.98	70	-2
Algeria	73	13.85	74	1
Ecuador	74	13.58	72	-2
Tunisia	75	13.18	77	2
Cameroon	76	13.15	78	2
Serbia	77	13.08	75	-2
Bosnia-Herzegovina	78	12.38	76	-2
Ukraine	79	11.82	79	0
Venezuela	80	8.49	80	0

2.4 Insights from the 2017-2018 FBA Index

Geographical Distribution of Countries

Table 4 and **Figure 1** below are graphic illustrations of the ranking and results of the index. Table 4 clusters the data by region. This is interesting from the standpoint of internationalization strategies, which can be devised with a regional focus. In addition, it organizes the geographical distribution of the countries in the index into brackets of 10, respecting their original order within the ranking for each region. This shows the weight of each region at different levels of the ranking illustrating their relative attractiveness as destinations for international initiatives related to Food and Beverage.

- Europe as a whole is the most attractive region. As the ranking's geographical sample illustrates, five out of the top 10 countries, and nine out of the top 20, are European.

  - From 1 to 10: Germany (3/80), the Netherlands (4/80), France (6/80), Switzerland (9/80) and the United Kingdom (10/80)

  - From 11 to 20: Norway (12/80), Belgium (15/80), Sweden (16/80) and Denmark (20/80).

  In general, European countries score high on the first pillar (Economic and Legal) and on the third (Food and Beverage). Specifically, in these countries market and trade efficiency are high, due to the impact of the highly developed infrastructure and their membership in the European Union. The median disposable income per household is rather high, as is the consumer expenditure per capita on food and beverage. On average, the amounts of imports in Europe are high and are only surpassed by those from Asian countries.

- After Europe, Asia is the next most attractive region. This year China occupies one of the top positions (2/80), followed by Hong Kong (5/80), up one position, and Japan (7/80), with a slight decline. India (14/80) and Singapore (19/80) close a regional market with enormous potential, not only from a demographic point of view but also from that of economic growth and a surging middle class. Over the three-year period, the majority of Asian countries have gained positions in the ranking.

  In Asia, the majority of countries enjoy high levels of population growth as well as the emergence and growth of the middle class, reflected in increasing median disposable income per household. Although, it must be noted that there is a huge economic and demographic disparity among countries in this region.

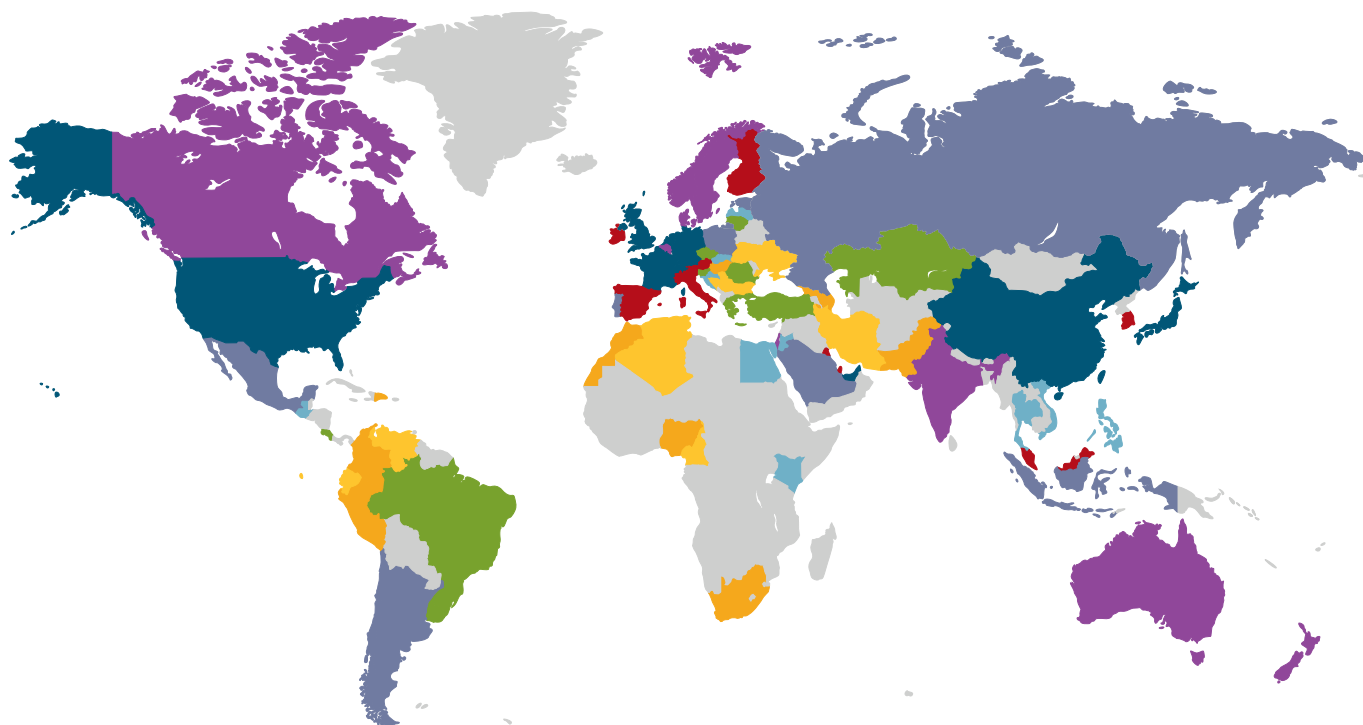**Figure 1. FBA Index: world map of countries, shaded by position**

Table 4: FBA Index: ranking of countries clustered by region

Index Ranking	Europe	Asia	Americas	Africa and the Middle East	Oceania
1–10	Germany Netherlands France Switzerland United Kingdom	China Hong Kong Japan	United States	United Arab Emirates	
11–20	Norway Belgium Sweden Denmark	India Singapore	Canada	Israel	Australia New Zealand
21–30	Italy Finland Spain Ireland Austria	South Korea Malaysia		Qatar Bahrain Kuwait	
31–40	Estonia Portugal Russia Poland	Taiwan Indonesia	Mexico Chile Argentina	Saudi Arabia	
41–50	Czech Republic Turkey Slovenia Lithuania Greece Romania	Kazakhstan	Uruguay Brazil Costa Rica		
51–60	Slovakia Latvia Croatia	Philippines Thailand Vietnam	Guatemala	Jordan Egypt Kenya	
61–70	Hungary Georgia	Pakistan Azerbaijan	Peru Dominican Republic Colombia	South Africa Nigeria Morocco	
71–80	Bulgaria Serbia Bosnia and Herzegovina Ukraine	Iran	Ecuador Venezuela	Algeria Tunisia Cameroon	

With a few exceptions, such as Azerbaijan, most countries in the region are middle-to-high importers of food and beverage. This is especially the case of China and Japan that occupy a prominent place in the ranking. If we look at the two most populated countries in the world, China and India, we note that, while their populations are similar, China imports four times more food and beverage than India, totaling US$117 billion, versus US$30 billion imports from India.

Other indicators that reflect the economic disparity among Asian countries relate to median disposable income, the food and beverage expenditure per capita and price levels. Hong Kong, Singapore, Japan, South Korea and Taiwan, are economies that score among the ranking's highest on median disposable income and also have high food and beverage prices. Regarding expenditure, Hong Kong and Japan, have the world's highest expenditure on food and beverage per capita. By contrast, India, Pakistan, Iran, Indonesia and Vietnam, are countries with the lowest food and beverage expenditure per capita in the ranking.

- For North America, the markets of the United States (1/80) and Canada (11/80) continue to occupy high and important positions for almost all the indicators. Mexico (33/80) has dropped one position in the ranking this year, mainly due to losses in the first indicator (GDP per capita).

- In Latin America, Chile (37/80), Argentina (38/80), Brazil (46/80) and Colombia (68/80) have climbed in the ranking from previous year, while Uruguay (45/80) has dropped two positions. Venezuela has stayed in the last position of the ranking throughout the three year period due to its increasingly gloomy economic situation

In general, and with few exceptions, America as a region is a potent exporter of food and beverage, with such countries as the United States, Brazil, Canada, Argentina, Mexico and Chile being among the index's leading exporters. Imports are also high, mainly in the United States, Canada, Mexico and Brazil, but not across the whole region.

Consumer expenditure on food and beverage in this region is homogeneous and is relatively high. It can be noticed that Latin American consumers spend higher share of their disposable income on food and beverage than those in other regions.

- In the case of Africa and the Middle East, the United Arab Emirates (8/80) and Israel (18/80) are the top countries in the regional ranking. In general, the Middle East economies show just a medium potential for the food and beverage industry, as Qatar (26/80), Bahrain (29/80), Kuwait (30/80) and Saudi Arabia (31/80) gravitate towards a medium-high position in the index.

- In Africa, Egypt (57/80) has moved up six positions and Kenya (60/80) nine positions in two years. If we analyze only sub-Saharan Africa, the most attractive countries end up being South Africa (61/80), despite it has moved down 10 positions in two years, and Nigeria (66/80), which has moved up four positions. The middle-classes continue to grow in the latter, standing out the enormous demographic potential of the country, even though its imports have declined recently. Africa is marked by relatively low participation in the international trade of food and beverage, with the exception of a few countries — mainly Egypt and Algeria.

3.
Country Profiles

As in the previous edition, in this year's Vademecum we also present a further insight into a selected number of countries.

3.1 Countries Analyzed

The selection of the countries analyzed in more detail in this edition does not correspond exclusively to their position in the ranking. An attempt has been made to achieve greater geographical representation and diversity, considering economic importance and regional significance. Selected countries are listed in **Table 5**.

Table 5. Countries analyzed

Europe	Asia Pacific	North America	Latin America	Africa and the Middle East
France	Australia	Canada	Argentina	Israel
Germany	China	Mexico	Brazil	Morocco
Italy	Hong Kong	United States	Chile	Nigeria
Netherlands	India		Colombia	Saudi Arabia
Poland	Indonesia		Peru	South Africa
Russia	Japan			
Spain	South Korea			
Turkey	Singapore			
United Kingdom				

3.2 Structure of Information and Data Sources

The selection of sources used to conduct this research reflects the criteria of ensuring the figures are as up-to-date as possible and of maintaining as much uniformity among the countries as possible. The list of bibliographic references for all the information published in the country profiles can be found in Appendix III. Nevertheless, we should provide a few clarifications to help readers understand the scope of the scope and purpose information provided for each country.

Figure 3 and 4 outline the content of the country profiles. Each country profile is 2-page long and contains the following data:

Figure 3. Organization of content in country profile (Page 1)
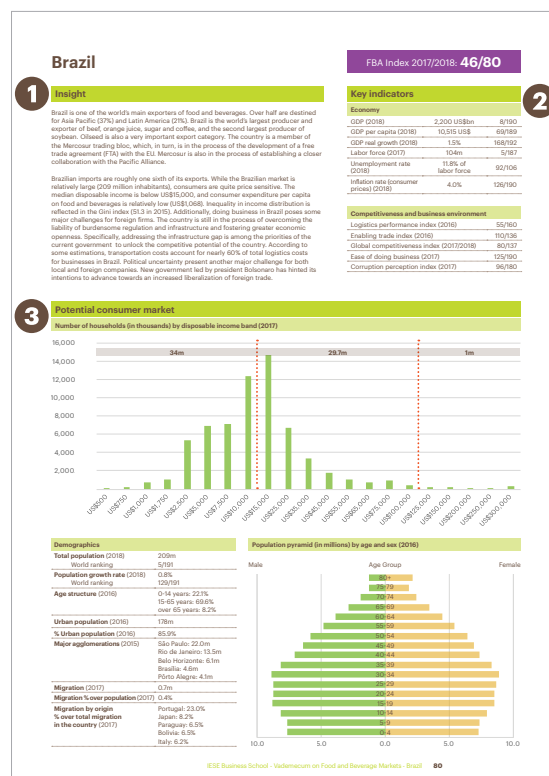
1 Insight

Each country profile begins with a country insight section that helps to interpret the data provided from a qualitative perspective. Insights cover macroeconomic, political and regional perspectives, as well as details on trends and opportunities.

2 Key Indicators

This section presents a selection of key indicators for the country under review. All data for this section corresponds to 2017/2018.

The economic data provides a comprehensive outlook of the economic conditions in the country (GDP per capita, labor force, unemployment rate and inflation rate) and the data on competitiveness and business environment refers to global indexes developed by different international organizations. Specifically, we included data on the country´s position in several well-known indexes that assess different aspects of a country´s competitiveness. These illustrate factors that are important in the context of food and beverage exports, since they reflect a country's position with respect to import procedures and tariffs, the state of infrastructure, regulations and the relative ease of importing, opening subsidiaries or franchises, or selling new products in that country.

③ Potential Consumer Market

This section details different aspects of the economy's demographic situation. This year we introduced the chart that presents the number of households by disposable income bands.

Disposable income is defined as gross income minus social security contributions and income taxes. There are 21 income bands. To facilitate the comparison, the chart was divided into three parts.

The demographic picture of the country includes three parts: (1) population size, growth rate, age structure and demographic pyramid; (2) share of urban population and major urban agglomerations; and (3) information on migration. Each aspect of the demographic picture provides data to explore different possible sources of customer segmentation.

Together, this information can be interpreted in many ways, depending on the reader's particular viewpoint. For instance, we can see a country's potential by looking at the different age brackets or the share of the immigrant population and their home countries (market niches), or the proportion of the urban population, among other possible interpretations.

Figure 4. Organization of content in country profile (Page 2)

④ International Trade

This section summarizes information on international trade for the country under review. The international trade data illustrates the main origins of imports and destinations for exports, according to the geographical distribution of the trade balances.

In this edition, we have added several subcategories for calculation of imports and exports for which new figures are available.[3] These categories are presented in the methodology section of the FBA Index. It is important to note here that, while the data for calculation of the FBA Index was extracted from Euromonitor International, the data on imports and exports of food and beverage for country profiles correspond to 2016 and is based on the United Nations International Merchandise Trade Statistics.[4] Disclosed information on imports and exports of major food and beverage categories can be found in Appendix II. The data is in US dollars and the figures are rounded up or down.[5]

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[3] This explains why differences may be seen in comparisons with other sources or studies, depending on how the systematization is conducted and which categories and products are involved.
[4] The definitive data for 2017/2018 has not been completed or closed as of the date of preparing and completing this research. So, there is always a time lag of one year in the import and export data, which corresponds to 2016.
[5] As a result, the sum of certain sections that account for 100% may show slight variations.

5 Local Market

This section details different aspects of the local food and beverage market. All data presented here was collected between July and August of 2018. The figures on final consumer prices were slightly modified this year and provide price differences in four different cities. Cities were selected in different regions of each country and always include the capital city. For each country, we provide price data for five different food categories.

Main retailers section provides information on the number of stores of five main retailers in each country. This information was based on Deloitte Global Research.

The contact details of the most important exhibitions and fairs, and trade and industry associations — as well as customs, duties and taxes by country are provided, as usual. Deloitte Global Research was the main source used to provide this information, which was complemented with other sources when necessary. Specific details are provided in section 4.4.

6 Experts' Opinions

Finally, in this year's edition we included insights from experts in the food and beverage sector. These insights are included in the section 4.4 and are centered on the following topics:

- main trends from the consumer perspective
- main trends, challenges and characteristics from the manufacturer and retailer perspective
- untapped opportunities in the food and beverage market
- specific market conditions that should be considered by a foreign company that might make the entry troublesome

The selection of experts and the realization of the questionnaire was carried out by the Deloitte team. The format and data structure outlined above are reproduced equally for all 30 countries.[6]

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[6] Except Morocco.

3.3 Country Profile Analysis

China

Insight

After decades of being an industrial low-cost manufacturer, China is changing to become a more consumption-led and environmentally aware society, and so the economy is gradually changing to become more value-added and innovation-driven. China has one of the world's largest vegetarian populations, and healthy eating and environmental concerns are the lifestyle trends among the young consumers. The Chinese government also plans to reduce meat consumption (as reflected in the Health Ministry dietary guidelines in 2016), in an effort to cut greenhouse gas emissions and reduce rates of obesity.

China is a member of the World Trade Organization (WTO) and has FTAs with several countries: the Association of Southeast Asian Nations (ASEAN), Australia, Chile, Costa Rica, Iceland, Georgia, New Zealand, the Maldives, Pakistan, Peru, Singapore, South Korea and Switzerland. The country is also in the process of negotiating FTAs (with Sri Lanka, Israel, Norway, Mauritius, Moldova, Panama, Japan and Korea) and studying the possibilities of FTAs with Colombia, Fiji, Nepal, Canada, Bangladesh, Mongolia and Palestine. China also has bilateral investment agreements with over 100 countries and economies. The Customs Clearance Handbook (2016), compiled by the General Administration of Customs (China Customs), is a comprehensive guide to China's customs regulations.

China is the 2nd biggest importer and 4th biggest exporter of food and beverages. Grain and oil seeds compose around 40% of its imports, followed by meat (almost 11%). The distribution sector has shown recent innovations, such as the futuristic Hema Xiansheng supermarket chain, Alibaba´s new retail push.
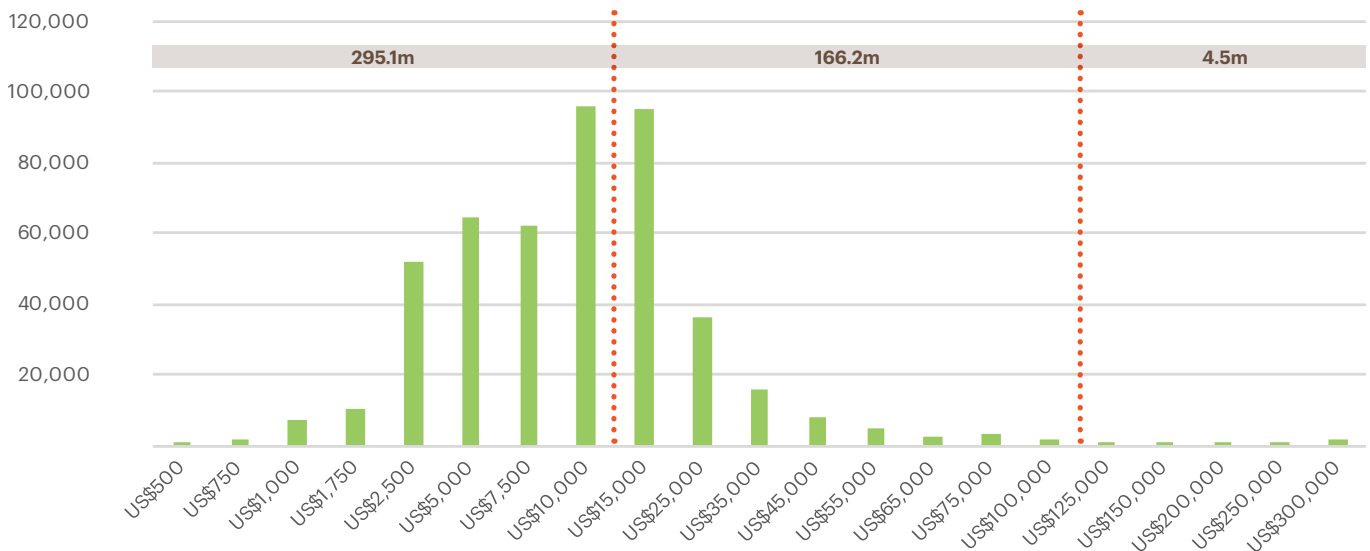
Key indicators

Economy

GDP (2018)	13,119 US$bn	2/190
GDP per capita (2018)	9,377 US$	74/189
GDP real growth (2018)	6.5%	19/192
Labor force (2017)	785m	1/187
Unemployment rate (2018)	4.0% of labor force	24/106
Inflation rate (consumer prices) (2018)	2.4%	74/190

Competitiveness and business environment

|	
Logistics performance index (2016)	27/160
Enabling trade index (2016)	61/136
Global competitiveness index (2017/2018)	27/137
Ease of doing business (2017)	78/190
Corruption perception index (2017)	77/180

Potential consumer market

Number of households (in thousands) by disposable income band (2017)


Demographics

Total population (2018)	1,399m
World ranking	1/191
Population growth rate (2018)	0.6%
World ranking	137/191
Age structure (2016)	0-14 years: 17.7%
	15-65 years: 72.2%
	over 65 years: 10.1%
Urban population (2016)	783m
% Urban population (2016)	56.8%
Major agglomerations (2015)	Shanghai: 27.1m
	Beijing: 20.5m
	Chongqing: 15.9m
	Tianjin: 13.6m
	Guangzhou: 13.3m
Migration (2017)	1.0m
Migration % over population (2017)	0.1%
Migration by origin % over total migration in the country (2017)	China, Hong Kong: 27.6%
	Republic of Korea: 19.1%
	Brazil: 7.6%
	Philippines: 7.5%
	Indonesia: 4.1%

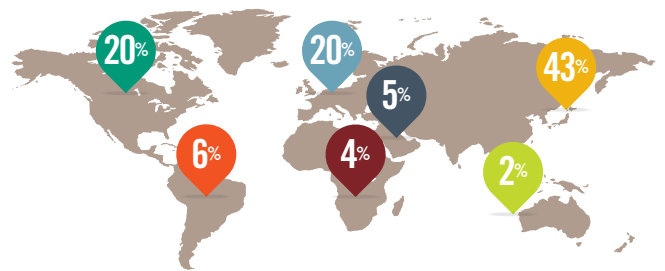### Population pyramid (in millions) by age and sex (2016)
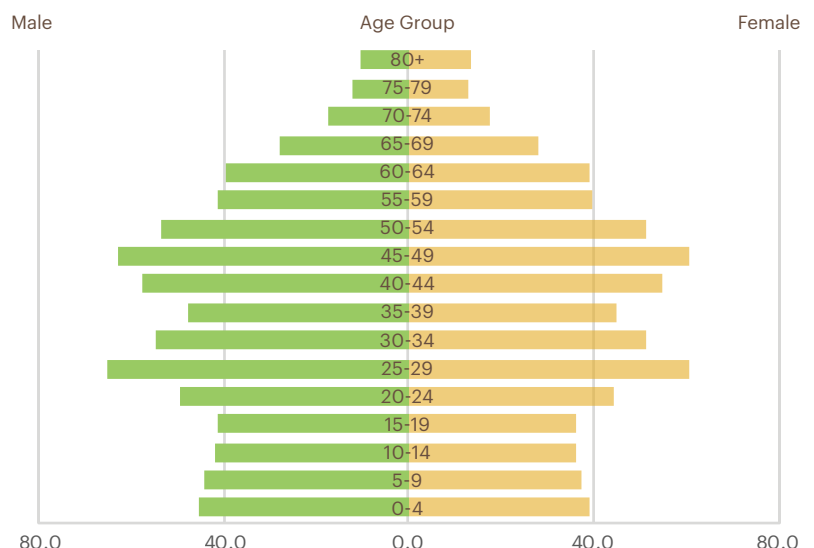
International trade

Imports by origin (2017)
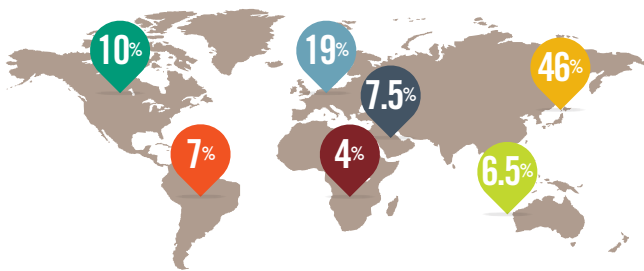
Exports by destination (2017)

Europe · Asia Pacific · North America · Africa · Middle East · Latin America · Australasia

Top five imports (2016)		
Category	US$m	% of total
Oil seed, oleagic fruits & grain	38,295	40.0%
Meat	10,263	10.7%
Animal & vegetable fats	7,041	7.3%
Fish & seafood	6,918	7.2%
Fruits & nuts	5,865	6.1%
Total top five imports	68,381	71.4%
Total imports of food and beverage	95,802	

Top five exports (2016)		
Category	US$m	% of total
Fish & seafood	13,705	21.8%
Vegetables	10,546	16.8%
Meat, fish & seafood preparations	7,942	12.6%
Other vegetables & fruits	7,338	11.7%
Fruits & nuts	5,485	8.7%
Total top five exports	45,016	71.6%
Total exports of food and beverage	62,860	

Local market

Shopping basket (2018: final consumer prices in US dollars)

Category	Product	Beijing (Capital)	Guangzhou	Chengdu	Shangai
Meat	Chicken Breasts (1Kg)	$3.32	$4.22	$3.00	$5.19
	Beef Round (1Kg)	$9.60	$11.10	$7.14	$12.08
Bread / Cereals	White Bread (500g)	$1.50	$1.28	$1.25	$2.22
	Rice (1Kg)	$0.97	$1.09	$1.25	$1.05
Dairy	Milk (1L)	$1.76	$1.73	$2.08	$2.46
Fruits / Vegetables	Apple (1Kg)	$1.44	$1.58	$1.28	$2.23
	Tomato (1Kg)	$1.07	$1.32	$1.57	$1.47
	Potato (1Kg)	$0.64	$1.16	$0.64	$1.34
Soft drinks	Imported Beer (0.33L)	$2.19	$2.09	$1.72	$2.28
	Domestic Beer (0.33L)	$0.50	$0.59	$0.48	$0.62

Main retailers (2017)

Retailer	China Resources Enterprise & Tesco (Vanguard)	Yonghui Superstores Co. Ltd.	Sun Art G. (Auchan / RT Mart)	Carrefour	Wal-Mart
Number of stores	≈ 4,100	≈ 490	≈ 460	≈ 450	≈ 440

Organizations' websites (2018)

Main Fairs & Exhibitions	
SIAL - The Asian Food Marketplace	www.sialchina.com
IFE: China International Food Exhibition	www.chinaexhibition.com
Trade and industry associations	
Chinese National Association of Industry and Commerce	www.cnaic.org
Information on customs, duties and boarders	
General Administration of customs	www.customs.gov.cn

Germany

Insight

Germany is a large market, both in terms of population and in terms of median disposable income per household. The country is one of the largest food and drink producers in the EU that relies on both domestic and foreign suppliers. As a result, Germany is highly integrated in the international trade of food and beverages, with the world's highest imports and exports. Most of German foreign trade gravitates to European partners. Asia Pacific is the second biggest trading partner.

Importing to Germany might come at a challenge due to the existence of some non-tariff barriers, such as phytosanitary restrictions and traceability requirements. Additionally, German consumers are looking for a combination of a low cost and high quality, which explains the more than 40% growth of private labels in recent years. While large processors import ingredients directly from foreign suppliers, numerous small and medium-sized firms source their ingredients from local producers or local importers, which might increase the price and decrease the competitiveness of imported products.

Consumer aspirations are also related to healthy eating and commodity. As a result, the share of organic food and Internet retailing has grown in the last few years. Thus, the organic food market is the second biggest in the world after the United States, with sales amounting to €8.6 billion. Furthermore, online grocery is gaining momentum, as the grocery retailing landscape is evolving dramatically. Grocery retailers such as Rewe and Edeka rapidly extended their delivery areas. Meanwhile, AmazonFresh was also launched in 2017 in three cities: Berlin, Potsdam and Munich.

Key indicators

Economy

GDP (2018)	3,935 US$bn	4/190
GDP per capita (2018)	47,535 US$	18/189
GDP real growth (2018)	1.8%	161/192
Labor force (2017)	43m	15/187
Unemployment rate (2018)	3.7% of labor force	17/106
Inflation rate (consumer prices) (2018)	1.8%	37/190

Competitiveness and business environment

|	
Logistics performance index (2016)	1/160
Enabling trade index (2016)	9/136
Global competitiveness index (2017/2018)	5/137
Ease of doing business (2017)	20/190
Corruption perception index (2017)	12/180

Potential consumer market

Number of households (in thousands) by disposable income band (2017)
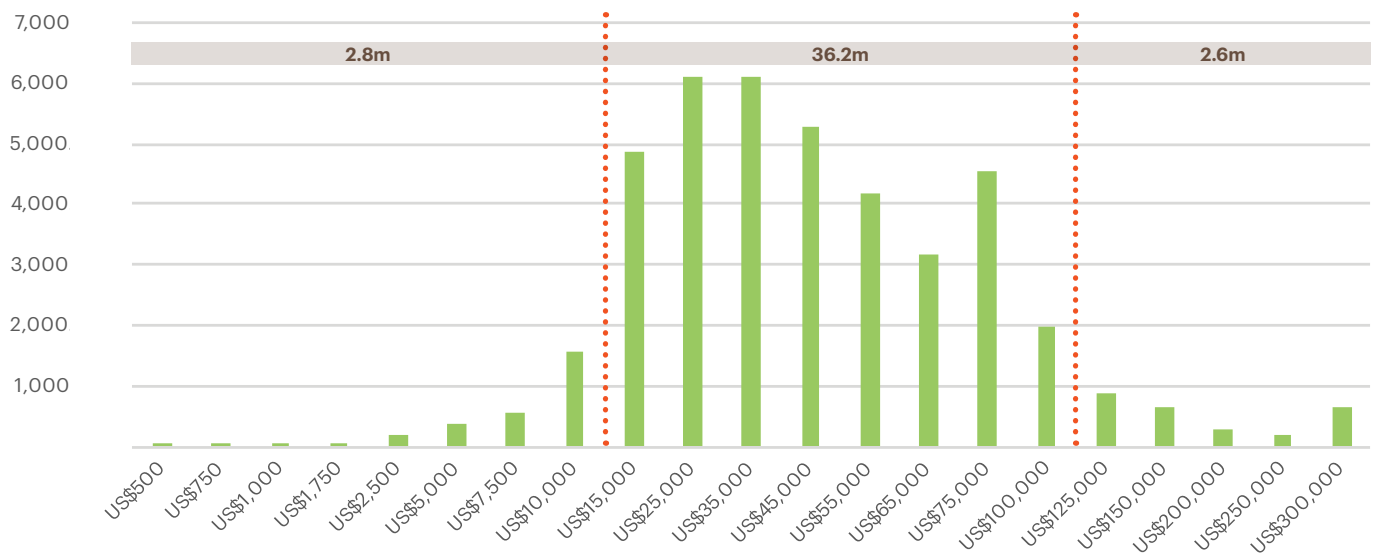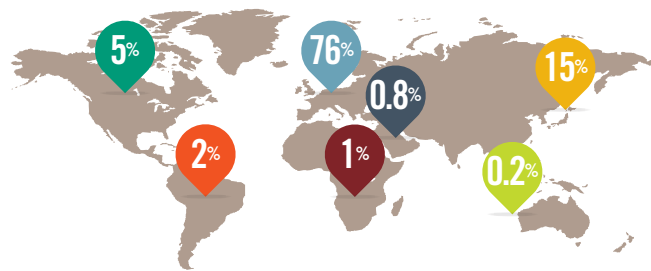

Demographics

Total population (2018)	83m
World ranking	17/191
Population growth rate (2018)	0.4%
World ranking	143/191
Age structure (2016)	0-14 years: 13.1% 15-65 years: 65.6% over 65 years: 21.3%
Urban population (2016)	62m
% Urban population (2016)	75.5%
Major agglomerations (2015)	Berlin: 3.6m Hamburg: 1.8m Munich: 1.5m Cologne: 1.1m Frankfurt am Main: 0.8m
Migration (2017)	12.2m
Migration % over population (2017)	14.7%
Migration by origin % over total migration in the country (2017)	Poland: 15.9% Turkey: 13.7% Russian Federation: 8.9% Kazakhstan: 8.4% Romania: 4.9%

### Population pyramid (in millions) by age and sex (2016)
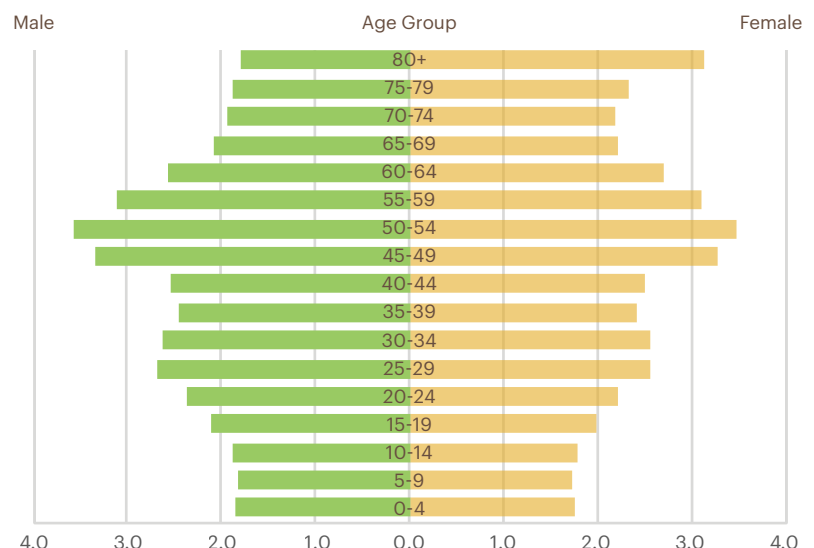
International trade

Imports by origin (2017)

Europe 76% · Middle East 0.8% · Asia Pacific 15% · North America 5% · Latin America 2% · Africa 1% · Australasia 0.2%

Exports by destination (2017)

Europe 68% · Middle East 2.5% · Asia Pacific 14% · North America 10% · Latin America 3% · Africa 1.5% · Australasia 1%

■ Europe	■ Asia Pacific	■ North America
■ Africa	■ Middle East	■ Latin America
■ Australasia		
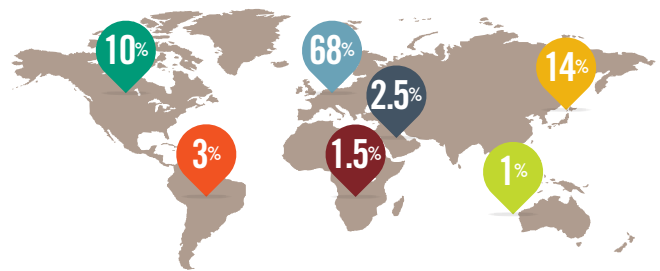
Top five imports (2016)

Category	US$m	% of total
Fruits & nuts	10,222	12.3%
Dairy products	7,575	9.1%
Beverages	7,552	9.1%
Meat	6,947	8.3%
Vegetables	6,487	7.8%
Total top five imports	**38,783**	**46.5%**
Total imports of food and beverage	**83,389**	

Top five exports (2016)

Category	US$m	% of total
Dairy products	8,991	13.3%
Meat	8,501	12.6%
Cereal, flour & milk preparations	6,570	9.7%
Beverages	6,370	9.4%
Cocoa	5,869	8.7%
Total top five exports	**36,301**	**53.7%**
Total exports of food and beverage	**67,600**	

Local market

Shopping basket (2018: final consumer prices in US dollars)

Category	Product	Berlin (Capital)	München	Frankfurt	Hamburg
Meat	Chicken Breasts (1Kg)	$8.20	$9.00	$9.15	$9.15
	Beef Round (1Kg)	$13.73	$14.01	$13.68	$14.85
Bread / Cereals	White Bread (500g)	$1.48	$1.67	$1.50	$1.47
	Rice (1Kg)	$2.09	$2.49	$2.30	$2.50
Dairy	Milk (1L)	$0.92	$0.98	$0.90	$0.83
Fruits / Vegetables	Apple (1Kg)	$2.65	$2.67	$2.56	$2.88
	Tomato (1Kg)	$3.06	$3.28	$3.04	$3.05
	Potato (1Kg)	$1.54	$1.17	$1.45	$1.21
Soft drinks	Imported Beer (0.33L)	$1.35	$1.26	$1.31	$1.24
	Domestic Beer (0.33L)	$0.61	$0.64	$0.63	$0.53

Main retailers (2017)

Retailer	Edeka (Edeka / Netto)	Aldi	Schwarz-Group (Lidl / Kaufland)	Rewe (Rewe / Penny)	Metro (Metro / Real)
Number of stores	≈ 11,000	≈ 4,100	≈ 3,800	≈ 3,500	≈ 390

Organizations' websites (2018)

Main Fairs & Exhibitions	
ANUGA: Taste the Future	www.anuga.com
International Green Week of Berlin	www.gruenewoche.de
Trade and industry associations	
German Association for the Food Industry	www.bve-online.de
German Federation for Food Law and Food Science	www.bll.de
Information on customs, duties and boarders	
German Customs Administration	www.zoll.de

Spain

Insight

Spain is a relatively big and attractive market, with a population of 46 million. Median disposable income (US$37,700) and consumer expenditure per capita on food and beverages (US$2,500) are relatively high. Additionally, over the last year, Spain received 81.8 million overnight visitors and 39.9 million same-day visitors, who spent over €87 billion — according to local ministry estimations.

In terms of food and beverages, Spain stands out for its foreign trade — roughly three quarters of which takes place within the EU (73% of exports and 65% of imports). Exports reached US$46 billion in the last few years, with the main categories being fruits (20%), vegetables (14%), meat (13%), animal and vegetable fats and oils (10%), and beverages (9%). Imports reached US$32 billion, with fish accounting for 19% and fruits and nuts (almonds, walnuts, pistachios) for 9%.

The Spanish food, beverage and agricultural processing sector continue to consolidate its position and importance as the country's most important industrial sector. The Spanish retail food market is highly diversified, but consolidation is on the way, as several major players have been experiencing margin squeeze due to fierce price competition. Internet retailing is expected to see the fastest growth in the medium term, as more players are likely to enter or reinforce their presence in this channel to improve the online shopping experience.

Key indicators

Economy

GDP (2018)	1,420 US$bn	14/190
GDP per capita (2018)	30,689 US$	29/189
GDP real growth (2018)	2.5%	140/192
Labor force (2017)	23m	28/187
Unemployment rate (2018)	15.6% of labor force	98/106
Inflation rate (consumer prices) (2018)	1.4%	18/190

Competitiveness and business environment

|	
Logistics performance index (2016)	23/160
Enabling trade index (2016)	15/136
Global competitiveness index (2017/2018)	34/137
Ease of doing business (2017)	28/190
Corruption perception index (2017)	42/180

Potential consumer market

### Number of households (in thousands) by disposable income band (2017)
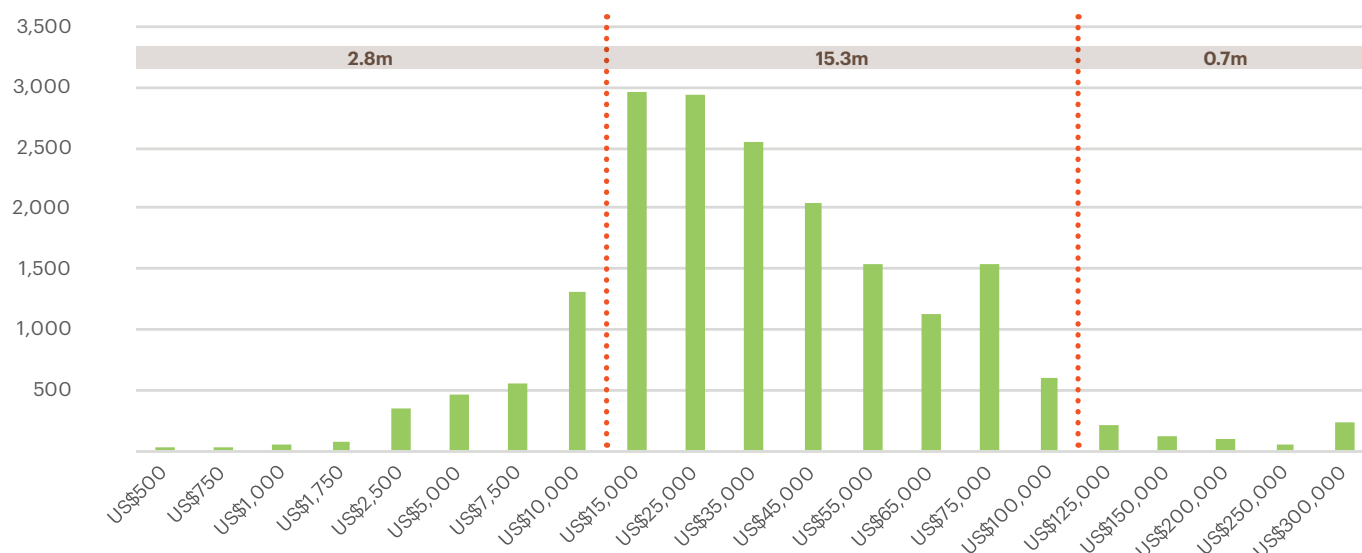
Demographics	
Total population (2018)	46m
World ranking	30/191
Population growth rate (2018)	-0.1%
World ranking	174/191
Age structure (2016)	0-14 years: 14.8%
	15-65 years: 66.1%
	over 65 years: 19.2%
Urban population (2016)	37m
% Urban population (2016)	79.8%
Major agglomerations (2015)	Madrid: 6.6m
	Barcelona: 5.6m
	Valencia: 0.8m
	Zaragoza: 0.7m
	Sevilla: 0.7m
Migration (2017)	5.9m
Migration % over population (2017)	12.9%
Migration by origin % over total migration in the country (2017)	Morocco: 11.9%
	Romania: 11.0%
	Ecuador: 7.1%
	Colombia: 5.9%
	United Kingdom: 5.2%

Population pyramid (in millions) by age and sex (2016)
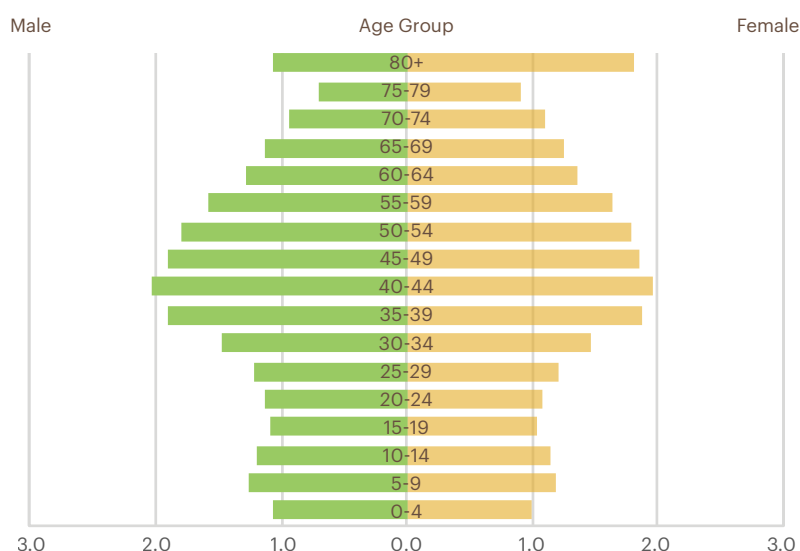
International trade

Imports by origin (2017)
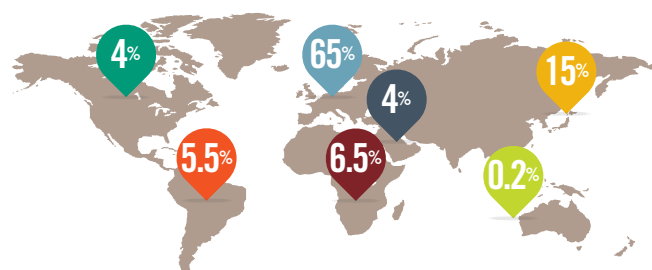
Exports by destination (2017)

Europe · Asia Pacific · North America · Africa · Middle East · Latin America · Australasia
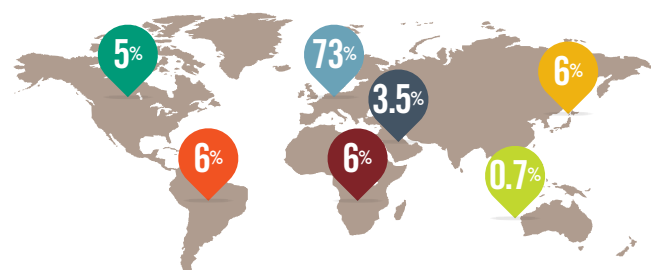
Top five imports (2016)		
Category	US$m	% of total
Fish & seafood	6,244	19.4%
Fruits & nuts	2,976	9.2%
Cereals	2,912	9.0%
Animal & vegetable fats	2,546	7.9%
Oil seed, oleagic fruits & grain	2,271	7.0%
Total top five imports	16,948	52.6%
Total imports of food and beverage	32,237	

Top five exports (2016)		
Category	US$m	% of total
Fruits & nuts	9,058	19.7%
Vegetables	6,524	14.2%
Meat	5,821	12.7%
Animal & vegetable fats	4,671	10.2%
Beverages	4,318	9.4%
Total top five exports	30,392	66.1%
Total exports of food and beverage	45,968	

Local market

Shopping basket (2018: final consumer prices in US dollars)

Category	Product	Madrid (Capital)	Sevilla	Barcelona	Bilbao
Meat	Chicken Breasts (1Kg)	$7.30	$6.94	$7.89	$6.70
	Beef Round (1Kg)	$12.94	$11.60	$13.78	$16.31
Bread / Cereals	White Bread (500g)	$1.13	$1.08	$1.40	$1.35
	Rice (1Kg)	$1.19	$1.02	$1.09	$1.35
Dairy	Milk (1L)	$0.94	$0.84	$0.99	$1.00
Fruits / Vegetables	Apple (1Kg)	$2.01	$2.02	$2.08	$2.13
	Tomato (1Kg)	$1.79	$1.63	$1.86	$2.50
	Potato (1Kg)	$1.32	$1.05	$1.20	$1.22
Soft drinks	Imported Beer (0.33L)	$1.53	$1.59	$1.70	$1.69
	Domestic Beer (0.33L)	$0.59	$0.87	$0.61	$0.83

Main retailers (2017)

Retailer	Distribuidora Internacional de Alimentación, S.A. (Dia / Clarel / Dia Market)	Mercadona	Carrefour (Carrefour / Market / Express)	Grupo Eroski	Lidl
Number of stores	≈ 4,100	≈ 1,600	≈ 1,000	≈ 1,000	≈ 500

Organizations' websites (2018)

Main Fairs & Exhibitions	
HOREQ	www.expohip.com
Alimentaria	www.alimentaria-bcn.com
Trade and industry associations	
Federación Española de la Alimentación y Bebidas	www.fiab.es
Information on customs, duties and boarders	
Customs and Excise Taxes Department	www.agenciatributaria.gob.es

United Kingdom

Insight

The United Kingdom's population of 66 million is growing very slowly, making the challenge of an aging population more severe. Median disposable income per household is relatively high at US$51,000, with 80% of households distributed between US$15,000 and US$100,000. UK households are small, mainly consisting of 2 people. Most of consumer expenditure goes on meat (16%), bread and cereals (12%), vegetables (11%) and sugar (11%). The trend for healthy food is on the rise, driving sales of premium, less process and functional food. After years of decline, the market for organic food is seeing a moderate growth. Food safety is an important issue, making the traceability and quality assurance a necessary condition for all players along the food supply chain. Environmental and ethical issues related to food industry are also important trends in the society. The UK is one of the leading Fairtrade markets in Europe.

The United Kingdom occupies the 10th position in the Food and Beverages Attractiveness (FBA) Index and is one of the world's most important importers and exporters of food and beverages. From a regional standpoint, the United Kingdom is the fourth largest importer of food and beverages, behind Germany, the Netherlands and France. Europe is the main trade area of food and beverages, but trade with Asia and North America is also significant. Despite the uncertainties surrounding Brexit, international trade seems not to have been affected so far. Yet, the situation might evolve negatively, as several multinational firms have been signaling their willingness to relocate key activities out of the UK in the event a "hard" Brexit materializes. Food and beverage imports total US$55.5 billion and exports account for US$26 billion. Beverages and spirits account for 21% of international trade in the food industry.

Key indicators

Economy

GDP (2018)	2,661 US$bn	6/190
GDP per capita (2018)	40,026 US$	25/189
GDP real growth (2018)	1.5%	169/192
Labor force (2017)	34m	17/187
Unemployment rate (2018)	4.4% of labor force	30/106
Inflation rate (consumer prices) (2018)	2.6%	85/190

Competitiveness and business environment

|	
Logistics performance index (2016)	8/160
Enabling trade index (2016)	8/136
Global competitiveness index (2017/2018)	8/137
Ease of doing business (2017)	7/190
Corruption perception index (2017)	8/180

Potential consumer market

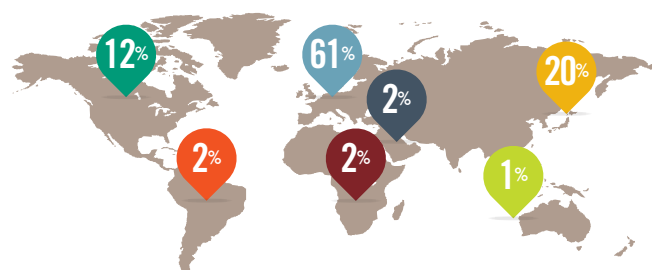### Number of households (in thousands) by disposable income band (2017)
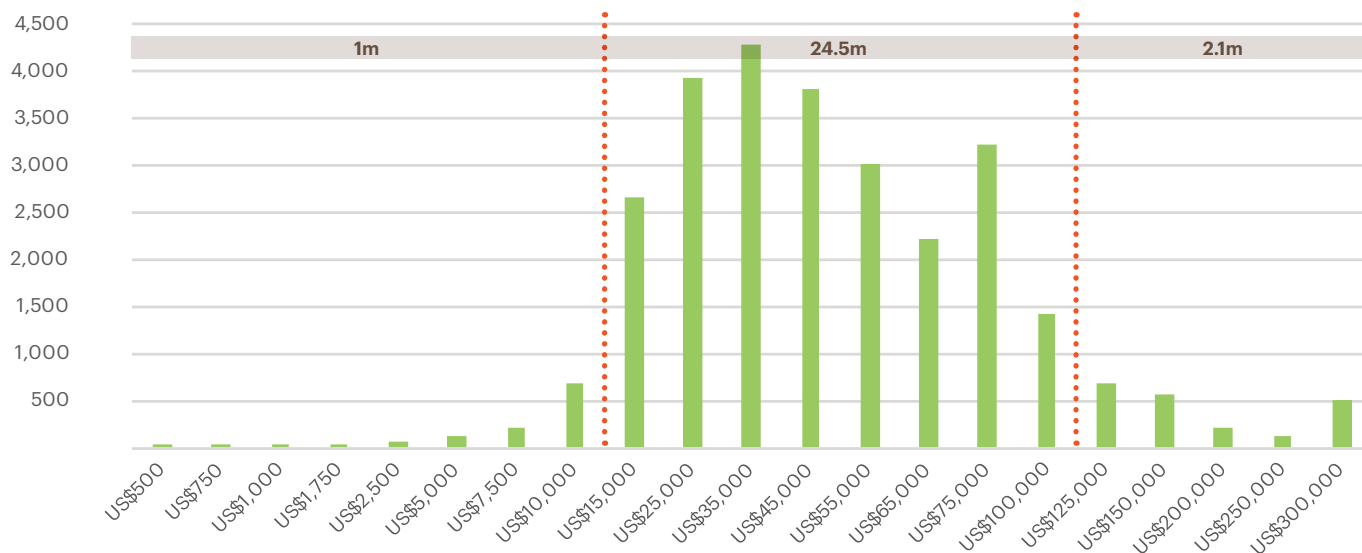
Demographics

Total population (2018)	66m
World ranking	21/191
Population growth rate (2018)	0.7%
World ranking	133/191
Age structure (2016)	0-14 years: 17.6%
	15-65 years: 64.0%
	over 65 years: 18.4%
Urban population (2016)	54m
% Urban population (2016)	82.8%
Major agglomerations (2015)	London: 9.3m
	Manchester: 2.7m
	Birmingham: 2.6m
	West Yorkshire: 1.9m
	Glasgow: 1.7m
Migration (2017)	8.8m
Migration % over population (2017)	13.3%
Migration by origin **% over total migration** **in the country** (2017)	Poland: 9.9%
	India: 9.5%
	Pakistan: 6.0%
	Ireland: 4.5%
	Germany: 3.4%

Population pyramid (in millions) by age and sex (2016)
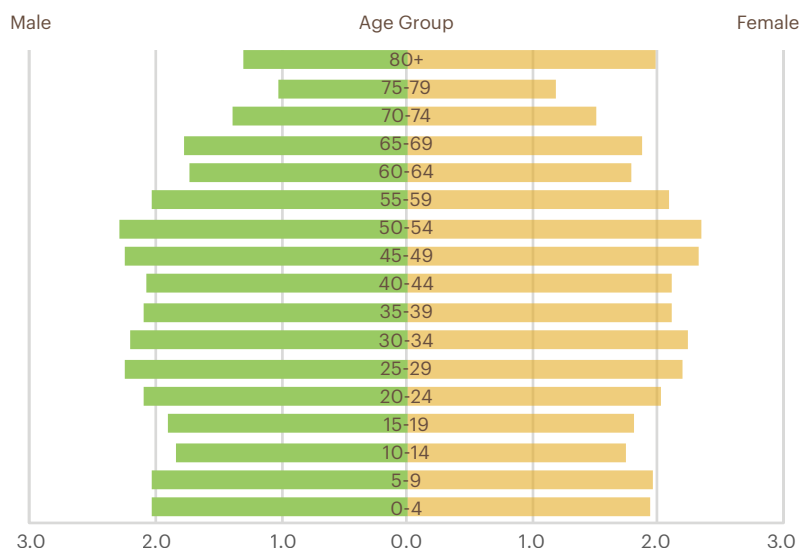
International trade

Imports by origin (2017)

Europe 61%
Asia Pacific 20%
North America 12%
Middle East 2%
Africa 2%
Latin America 2%
Australasia 1%

Exports by destination (2017)

Europe 58%
Asia Pacific 15%
North America 15%
Middle East 6%
Africa 2%
Latin America 2%
Australasia 2%

Legend: Europe | Asia Pacific | North America | Africa | Middle East | Latin America | Australasia
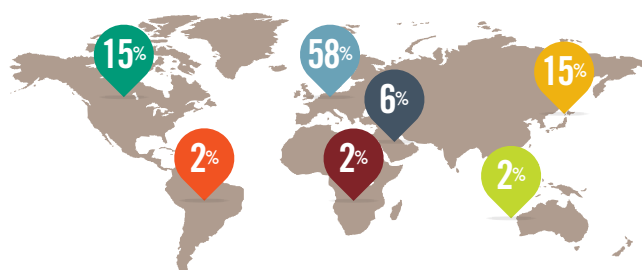
Top five imports (2016)

Category	US$m	% of total
Beverages	7,850	14.1%
Fruits & nuts	6,290	11.3%
Meat	5,460	9.8%
Meat, fish & seafood preparations	4,362	7.8%
Vegetables	4,183	7.5%
Total top five imports	**28,144**	**50.6%**
Total imports of food and beverage	**55,586**	

Top five exports (2016)

Category	US$m	% of total
Beverages	9,485	36.4%
Miscellaneous preparations	2,589	9.9%
Fish & seafood	2,043	7.8%
Cereal, flour & milk preparations	2,039	7.8%
Meat	1,890	7.3%
Total top five exports	**18,047**	**69.3%**
Total exports of food and beverage	**26,059**	

Local market

Shopping basket (2018: final consumer prices in US dollars)

Category	Product	London (Capital)	Southampton	Birmingham	Manchester
Meat	Chicken Breasts (1Kg)	$8.98	$7.94	$6.64	$7.76
	Beef Round (1Kg)	$11.04	$7.19	$9.81	$8.99
Bread / Cereals	White Bread (500g)	$1.39	$1.32	$1.17	$1.31
	Rice (1Kg)	$2.06	$1.70	$1.73	$1.64
Dairy	Milk (1L)	$1.21	$1.26	$1.20	$1.16
Fruits / Vegetables	Apple (1Kg)	$2.64	$1.96	$2.31	$2.31
	Tomato (1Kg)	$3.01	$1.83	$1.78	$2.23
	Potato (1Kg)	$1.59	$1.31	$1.19	$1.83
Soft drinks	Imported Beer (0.33L)	$2.74	$3.71	$2.13	$2.94
	Domestic Beer (0.33L)	$1.38	$1.39	$1.36	$1.51

Main retailers (2017)

Retailer	Tesco	Sainsbury's (Sainsbury's / Agros)	Asda	Morrisons	Aldi
Number of stores	≈ 3,400	≈ 2,200	≈ 520	≈ 500	≈ 500

Organizations' websites (2018)

Main Fairs & Exhibitions	
Food and Drink Expo	www.foodanddrinkexpo.co.uk
IFE: International Food and Drink Trade Event	www.ife.co.uk
Trade and industry associations	
Food and Drink Federation (FDF)	www.fdf.org.uk
British Soft Drinks Association	www.britishsoftdrinks.com
Information on customs, duties and boarders	
HM Revenue Customs	www.hmrc.gov.uk
HM Treasury	www.gov.uk/government/organisations/hm-treasury

United States

Insight

The United States leads the FBA index in 2018. It is a very large (327.5 million inhabitants), heterogeneous market with a very high median disposable income per household (US$83,000), yet this is income is unequally distributed — as is reflected in its Gini coefficient of 41.5 (2016). While the economy is seemingly strong, uncertainties about inequality and the country's ability to remain competitive are important issues of concern. The impact of the gradual increase in interest rates also raises doubts on the future evolution of the economy. Under the presidency of Trump, the United States is reshaping its international politics practically all over the world. On the trade side, the United States has declared an intention to withdraw from NAFTA.

The country has a highly diversified set of international trade partners, with the Asian region in first place, followed by Europe and Latin America — notably Mexico. The United States pressed its trade partners: Canada and Mexico to re-negotiate NAFTA, substituting it by the USMCA. UMSCA was agreed formally on November 1st, 2018, and still has to be ratified. The new treaty gives the United States more access to Canadian dairy market than NAFTA. The United States is the biggest market for organic products in the world, with sales accounting for €35.7 billion.

Key indicators

Economy

GDP (2018)	20,200 US$bn	1/190
GDP per capita (2018)	61,687 US$	8/189
GDP real growth (2018)	2.3%	149/192
Labor force (2017)	163m	3/187
Unemployment rate (2018)	4.1% of labor force	26/106
Inflation rate (consumer prices) (2018)	2.3%	72/190

Competitiveness and business environment

|	
Logistics performance index (2016)	10/160
Enabling trade index (2016)	22/136
Global competitiveness index (2017/2018)	2/137
Ease of doing business (2017)	6/190
Corruption perception index (2017)	16/180

Potential consumer market

### Number of households (in thousands) by disposable income band (2017)

8.6m — 77.5m — 40.1m
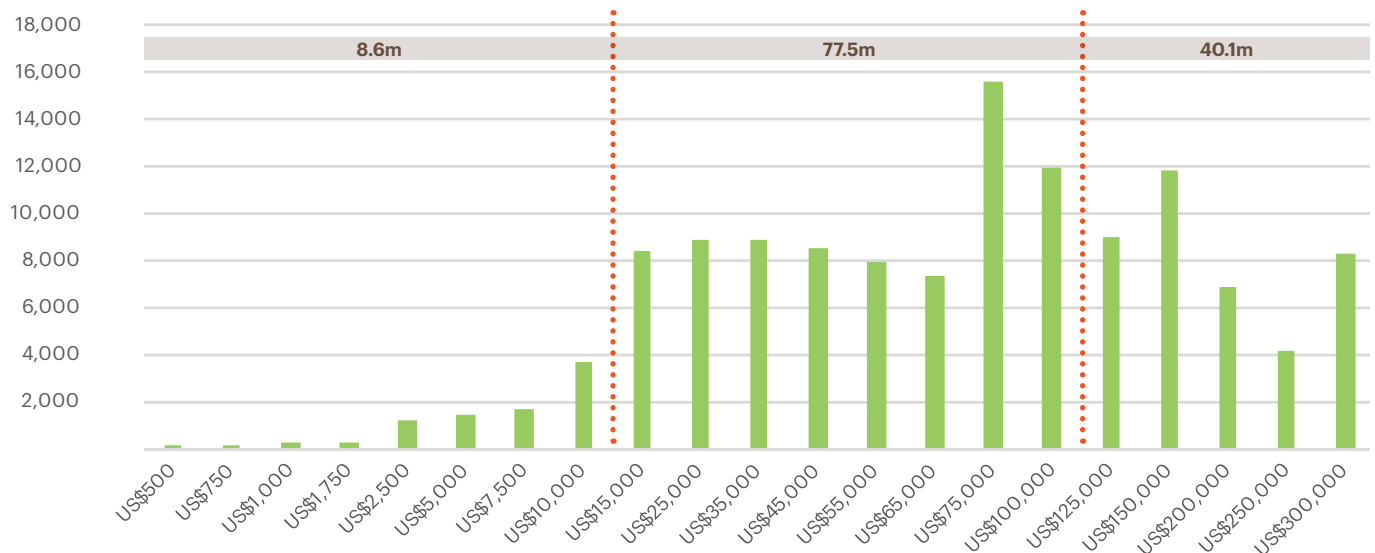
Demographics

Total population (2018)		327m
World ranking		3/191
Population growth rate (2018)		0.7%
World ranking		135/191
Age structure (2016)		0-14 years: 19.0%
		15-65 years: 65.9%
		over 65 years: 15.0%
Urban population (2016)		264m
% Urban population (2016)		81.8%
Major agglomerations (2015)		New York: 18.8m
		Los Angeles: 12.4m
		Chicago: 8.9m
		Houston: 6.4m
		Dallas: 6.3m
Migration (2017)		49.8m
Migration % over population (2017)		15.2%
Migration by origin % over total migration in the country (2017)		Mexico: 25.5%
		China: 4.9%
		India: 4.6%
		Philippines: 4.2%
		Puerto Rico: 3.8%

Population pyramid (in millions) by age and sex (2016)
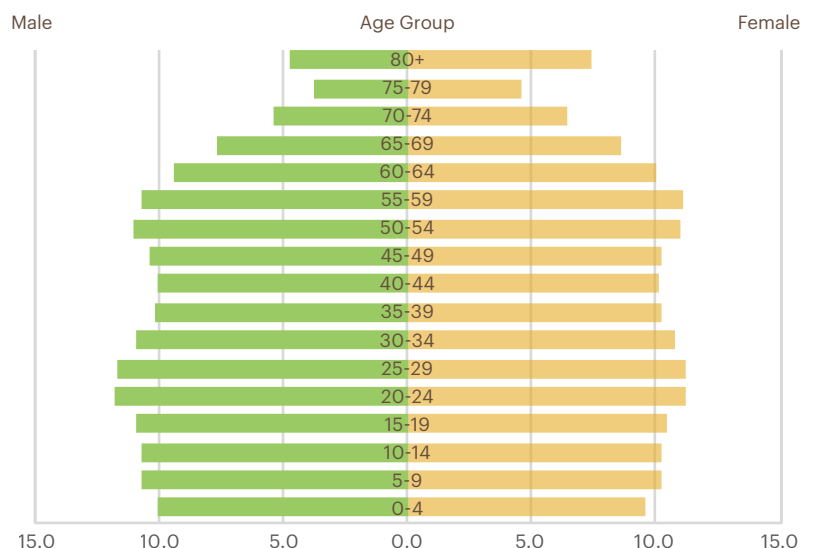
International trade

Imports by origin (2017)
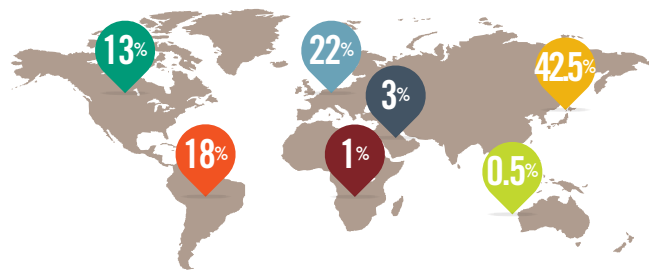
Exports by destination (2017)

| Europe | Asia Pacific | North America | Africa | Middle East | Latin America | Australasia |
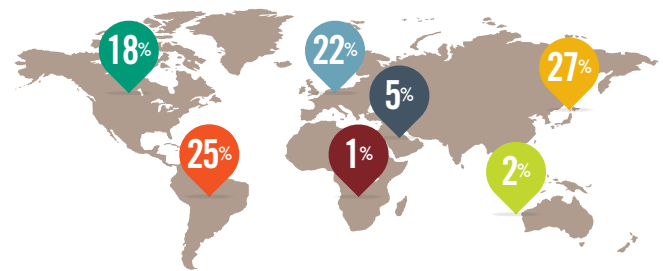
Top five imports (2016)

Category	US$m	% of total
Beverages	23,292	17.7%
Fruits & nuts	16,717	12.7%
Fish & seafood	16,370	12.4%
Vegetables	10,311	7.8%
Coffee & tea	7,939	6.0%
Total top five imports	**74,629**	**56.7%**
Total imports of food and beverage	**131,610**	

Top five exports (2016)

Category	US$m	% of total
Oil seed, oleagic fruits & grain	27,703	22.0%
Cereals	19,000	15.1%
Meat	14,655	11.6%
Fruits & nuts	14,065	11.2%
Miscellaneous preparations	8,636	6.9%
Total top five exports	**84,060**	**66.8%**
Total exports of food and beverage	**125,845**	

Local market

Shopping basket (2018: final consumer prices in US dollars)

Category	Product	Washington (Capital)	Los Ángeles	Miami	New York
Meat	Chicken Breasts (1Kg)	$13.23	$10.09	$6.77	$13.51
	Beef Round (1Kg)	$14.80	$14.02	$11.73	$15.90
Bread / Cereals	White Bread (500g)	$3.25	$3.06	$2.86	$4.00
	Rice (1Kg)	$4.27	$4.72	$3.93	$6.91
Dairy	Milk (1L)	$0.93	$1.04	$0.94	$1.18
Fruits / Vegetables	Apple (1Kg)	$7.05	$4.19	$5.11	$6.97
	Tomato (1Kg)	$5.16	$3.93	$3.53	$6.34
	Potato (1Kg)	$3.66	$3.37	$2.55	$3.65
Soft drinks	Imported Beer (0.33L)	$4.50	$2.92	$4.60	$2.68
	Domestic Beer (0.33L)	$2.90	$1.73	$2.07	$1.65

Main retailers (2017)

Retailer	Wal-Mart + Sam's Club	Kroger	Albertsons (Albertsons / Safeway / Pavilions)	Ahold Delhaize (Food Lion / Giant)	Publix
Number of stores	≈ 5,300	≈ 2,700	≈ 2,200	≈ 2,100	≈ 1,100

Organizations' websites (2018)

Main Fairs & Exhibitions	
IFT: Annual Meeting & Food Expo	www.iftevent.org
International Baking Industrial Exposition	www.ibie2019.com
Trade and industry associations	
American Association of Exporters and Importers (AAEI)	www.aaei.org
Chamber of Commerce of the USA	www.uschamber.com
National Foreign Trade Council	www.nftc.org
American Beverage Association	www.ameribev.org
American Meat Institute	www.meatami.org
International Food Information Council	www.ific.org
The Food Institute	www.foodinstitute.com
Information on customs, duties and boarders	
International Trade Administration	www.trade.gov

Appendix

Vademecum Data Sources

This appendix gathers the sources and references used in the elaboration and analysis of the 2017/2018 Vademecum on Food and Beverage Markets. It provides the sources used to prepare the Food and Beverage Attractiveness Index and the references and sources used in the elaboration of the country profiles.

FBA INDEX					
Pillar	**Data**	**Definition**	**Source**	**Year**	**Link**
ECONOMIC AND LEGAL	GDP per capita	Gross domestic product per capita, Current Prices, US $, GDP is expressed in current U.S. dollars per person. Data are derived by first converting GDP in national currency to U.S. dollars and then dividing it by total population.	World Economic Outlook Database, International Monetary Fund*	2018	www.imf.org
	GDP growth	Gross domestic product growth, %, last 5 years	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	Goods and labor market efficiency	Average score across two aggregate: goods market efficiency (incl. domestic and foreign competition) and labor market efficiency (incl. flexibly and efficient use of talent)	World Economic Forum, The Global Competitiveness Report	2018	www.weforum.org
	Domestic market access	Aggregate for domestic market access, weighted indicator, based on the estimation of tariff rate, complexity of tariffs, tariff dispersion, tariff peaks, specific tariffs, number of distinct tariffs, share of duty-free imports	World Economic Forum, The Global Enabling Trade Report	2016	www.weforum.org
	Foreign market access	Aggregate for foreign market access, weighted indicator, based on the estimation of tariffs faced and margin of preference of the destination market	World Economic Forum, The Global Enabling Trade Report	2016	www.weforum.org
	Efficiency and transparency of border administration	Aggregate for efficiency and transparency of border administration, weighted indicator, based on the estimation of customs services index, efficiency of clearance process, time to imports, cost to import, time to export, cost to export, irregular payments in exports and imports, time predictability of import procedures, customs transparency index	World Economic Forum, The Global Enabling Trade Report	2016	www.weforum.org
	Quality of transport infrastructure and services	Average score across two aggregate indicators: Availability and quality of transport infrastructure (incl. Air, railroad, port, road infrastructure) and Availability and quality of transport services	World Economic Forum, The Global Enabling Trade Report	2016	www.weforum.org
	Property Rights	Executive Opinion Survey question: "In your country, to what extent are property rights, including financial assets, protected?" [1 = not at all; 7 = to a great extent]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Irregular payments and bribes	Average score across the five components of the following Executive Opinion Survey question: "In your country, how common is it for firms to make undocumented extra payments or bribes connected with (a) imports and exports; (b) public utilities; (c) annual tax payments; (d) awarding of public contracts and licenses; (e) obtaining favorable judicial decisions?" In each case, the answer ranges from 1 [very common] to 7 [never occurs]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org

Except for GDP per capita for Pakistan and Egypt

Pillar	Data	Definition	Source	Year	Link
ECONOMIC AND LEGAL	Judicial Independence and government favoritism	Average score across two questions Executive Opinion Survey: "In your country, how independent is the judicial system from influences of the government, individuals, or companies?" [1 = not independent at all; 7 = entirely independent] and "In your country, to what extent do government officials show favoritism to well-connected firms and individuals when deciding upon policies and contracts?" [1 = show favoritism to a great extent; 7 = do not show favoritism at all]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Efficiency of legal framework in settling disputes	Executive Opinion Survey question: "In your country, how efficient are the legal and judicial systems for companies in settling disputes?" [1 = extremely inefficient; 7 = extremely efficient]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Transparency of government policymaking	Executive Opinion Survey question: "In your country, how easy is it for companies to obtain information about changes in government policies and regulations affecting their activities?" [1 = extremely difficult; 7 = extremely easy]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Business cost of terrorism, crime and violence	Average score across two questions in Executive Opinion Survey question: "In your country, to what extent does the threat of terrorism impose costs on businesses?" [1 = to a great extent—imposes huge costs; 7 = not at all—imposes no costs] and "In your country, to what extent does the incidence of crime and violence impose costs on businesses?" [1 = to a great extent—imposes huge costs; 7 = not at all—imposes no costs]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Ethical behavior of firms	Executive Opinion Survey question: "In your country, how do you rate the corporate ethics of companies (ethical behavior in interactions with public officials, politicians and other firms)?" [1 = extremely poor—among the worst in the world; 7 = excellent—among the best in the world]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Strength of auditing and reporting standards	Executive Opinion Survey question: "In your country, how strong are financial auditing and reporting standards?" [1 = extremely weak; 7 = extremely strong]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Protection of minority shareholders' interests	Executive Opinion Survey question: "In your country, to what extent are the interests of minority shareholders protected by the legal system?" [1 = not protected at all; 7 = fully protected]	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org
	Strength of investor protection	Strength of Investor Protection Index on a 0–10 (best) scale	World Economic Forum, Executive Opinion Survey	2017/ 2018	www.weforum.org

Pillar	Data	Definition	Source	Year	Link
POPULATION STRUCTURE	Population	Population of the country consists of all persons falling within the scope of the census. In the broadest sense, the total may comprise either all usual residents of the country or all persons present in the country at the time of the census.	International Monetary Fund	2018	www.imf.org
	Population Growth	Population growth, %, 2 year base	Own estimation, based on International Monetary Fund data	2016/ 2018	www.imf.org
	Median Disposable Income per Household	Median Disposable Income per Household, US $, fixed 2017 ex rate, current prices **	Euromonitor data, Euromonitor International	2018	www.euromonitor.com
FOOD AND BENEVERAGE	Consumer Expenditure per Capita	Consumer expenditure per Capita (per person) on food, alcholic drinks and non-alcholic beverage, US $, fixed 2017 ex rate, Current Prices**	Euromonitor data, Euromonitor International	2018	www.euromonitor.com
	Imports	Imports, US $, Imports of 17 food and beverage categories (indicated in methodology section)	Compiled from Euromonitor data, Euromonitor International	2017	www.euromonitor.com
	Exports	Exports, US $, Exports of 17 food and beverage categories (indicated in methodology section)	Compiled from Euromonitor data, Euromonitor International	2017	www.euromonitor.com

**The data on Venezuela on these indicators was not presented in Appendix I, as the hyperinflation suffered by the country impairs the reliability of these indicators.

Country profiles					
Pillar	**Data**	**Definition**	**Source**	**Year**	**Link**
KEY INDICATORS	GDP	Gross domestic product , Current Prices, US $, Values are based upon GDP in national currency converted to U.S. dollars using market exchange rates (yearly average). Exchange rate projections are provided by country economists for the group of other emerging market and developing countries. Exchanges rates for advanced economies are established in the WEO assumptions for each WEO exercise. Expenditure-based GDP is total final expenditures at purchasers' prices (including the f.o.b. value of exports of goods and services), less the f.o.b. value of imports of goods and services. [SNA 1993]	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	GDP per capita	Gross domestic product per Capita, Current Prices, US $, GDP is expressed in current U.S. dollars per person. Data are derived by first converting GDP in national currency to U.S. dollars and then dividing it by total population.	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	GDP real growth	Gross domestic product growth, %, last 5 years	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	Labor Force	Propoprtion of population that is economically active. Labor force comprises people ages 15 and older who supply labor for the production of goods and services during a specified period. It includes people who are currently employed and people who are unemployed but seeking work as well as first-time job-seekers. Not everyone who works is included, however. Unpaid workers, family workers, and students are often omitted, and some countries do not count members of the armed forces. Labor force size tends to vary during the year as seasonal workers enter and leave.	World Bank data	2017	www.data.worldbank.org
	Unemployment rate	Unemployment rate can be defined by either the national definition, the ILO harmonized definition, or the OECD harmonized definition. The OECD harmonized unemployment rate gives the number of unemployed persons as a percentage of the labor force (the total number of people employed plus unemployed). [OECD Main Economic Indicators, OECD, monthly] As defined by the International Labour Organization, unemployed workers are those who are currently not working but are willing and able to work for pay, currently available to work, and have actively searched for work. [ILO, http://www.ilo.org/public/english/bureau/stat/res/index.htm]	World Economic Outlook Database, International Monetary Fund, estimations ***	2018	www.imf.org

***Except for Colombia, India, Nigeria and Saudi Arabia

Pillar	Data	Definition	Source	Year	Link
KEY INDICATORS	Inflation rate (consumer prices)	Annual percentages of end of period consumer prices are year-on-year changes.	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	Logistics performance index	The LPI is a benchmarking tool created to help countries identify the challenges and opportunities they face in their performance on trade logistics and what they can do to improve their performance.	World Bank data	2016	www.lpi.worldbank.org
	Enabling Trade Index	evaluates 136 economies based on their capacity to facilitate the flow of goods over borders and to their destination.	World Economic Forum, The Global Competitiveness Report	2016	www.weforum.org
	Global Competitiveness Index	the Global Competitiveness Report ranks countries based on the Global Competitiveness Index, the ability of countries to provide high levels of prosperity to their citizens	World Economic Forum	2017/ 2018	www.weforum.org
	Ease of Doing Business	Ranks countries based on the effectiveness of the regulatory environment to be more conducive to the starting and operation of a local firm	WorldBank	2017	www.doingbusiness.org
	Corruption Perception Index	Ranking of countries by their perceived levels of corruption, as determined by expert assessments and opinion surveys	Transparency International	2017	www.transparency.org
COUNTRY INSIGHT	Country insight	Country insight sinthesizes information related with exportation of alimentation products from different areas: economy, demographics, trade agreements, local market.		2015/ 2018 2015/ 2018 2017/ 2018 2015	www.gain.fas.usda.gov www.export.gov www.weforum.org www.fibl.org/en
POTENTIAL CONSUMER MARKET	Number and Type of Housegolds by Annual Disposable Income	Each income band presents data referring to the number of households with a disposable income over that amount. The income bands themselves are current i.e. the values represent the amount of currency for each year in turn. Disposable income refers to gross income minus social security contributions and income taxes.	Euromonitor data, Euromonitor International, from national statitstics	2017	www.euromonitor.com
	Total Population	For census purposes, the total population of the country consists of all persons falling within the scope of the census. In the broadest sense, the total may comprise either all usual residents of the country or all persons present in the country at the time of the census.	World Economic Outlook Database, International Monetary Fund	2018	www.imf.org
	World Ranking		Own estimation, based on International Monetary Fund data	2018	www.imf.org
	Population Growth Rate	Population growth, %, 2 year base	Own estimation, based on International Monetary Fund data	2018	www.imf.org
	World Ranking				
	Urban population	Urban population refers to people living in urban areas as defined by national statistical offices. The indicator is calculated using World Bank population estimates and urban ratios from the United Nations World Urbanization Prospects.	World Bank staff estimates based on the United Nations Population Division's World Urbanization Prospects	2016	www.data.worldbank.org
	% Urban Population				

Pillar	Data	Definition	Source	Year	Link
POTENTIAL CONSUMER MARKET	Major agglomerations	Population of major Urban Agglomerations with 300,000 Inhabitants or More in 2018, by Country, 1950-2035 (thousands)	United Nations, Department of Economic and Social Affairs, Population Division (2018). World Urbanization Prospects: The 2018 Revision, Online Edition.	2015	www.population.un.org/wup
	Migration	Total migrant stock at mid-year by origin and by major area, region, country or area of destination	United Nations, Department of Economic and Social Affairs. Population Division	2017	www.esa.un.org
	Migration % Over Population	The share of immigrants as total population, %	Own estimation, based on UN data	2017	www.esa.un.org
	Age structure	Population by age brackets. Derived using ratio of age group from WPP and World Bank population.	World Bank staff estimates using the World Bank's total population and age/sex distributions of the United Nations Population Division's World Population Prospects: 2017 Revision.	2016	www.data.worldbank.org
INTERNATIONAL TRADE	Exports/Imports by destination	Destinations of imports and exports of food and beverage	Euromonitor International	2017	www.euromonitor.com
	Top 5 exports	Top five export cathegories in terms of trade value (US$)	DESA/UNSD, United Nations Comtrade database	2016	www.data.un.org
	% of total exports of food and beverage	The share of top five export cathegories in the total export value (US$), %	DESA/UNSD, United Nations Comtrade database	2016	www.data.un.org
	Top 5 imports	Top five import cathegories in terms of trade value (US$)	DESA/UNSD, United Nations Comtrade database	2016	www.data.un.org
	% of total imports of food and beverage	The share of top five import cathegories in the total import value (US$), %	DESA/UNSD, United Nations Comtrade database	2016	www.data.un.org

Pillar	Data	Definition	Source	Year	Link
LOCAL MARKET	Shopping basket	Final consumer prices in four cities (representative of different regions) for five food cathegories: meat, bread and cereals, dairy, fruits and vegetables, soft drinks***	Numbeo	2017	www.numbeo.com
	Main retailers	Top 5 retailers with number of stores	Deloitte Global Research	2017	
	Institutional contacts	Contacts of major exhibitions and fairs, trade and industry associations, information on customs, duties, taxes	Deloitte Global Research	2018	

*** *Except for Colombia, India, Nigeria and Saudi Arabia*

1. Meat and edible meat offal, which includes meat of bovine animals, fresh or chilled; meat of bovine animals, frozen; meat of swine (pork), fresh, chilled or frozen; meat of sheep or goats, fresh, chilled or frozen; meat of horses, asses, mules or hinnies, fresh, chilled or frozen; edible meat offal of bovine, swine, sheep, goat, horse; meat and edible meat offal of poultry, fresh, chilled or frozen; meat and edible offal not elsewhere specified or indicated, fresh, chilled or frozen; pig and poultry fat, fresh, chilled, frozen, salted, dried or smoked; meat and edible meat offal salted, dried; and flour and meal. This corresponds to HS classification 02.

2. Fish, Crustaceans, Mollusks and Aquatic Invertebrates, which includes fish, live; fish, fresh or chilled (no fillets or other meat); fish, frozen (no fish fillets or other fish meat); fish fillets and other fish meat, fresh, chilled or frozen; fish, dried, salted, smoked; edible fish meal; crustaceans, live, fresh, cooked; mollusks and aquatic invertebrates. This corresponds to HS classification 03.

3. Dairy Products, Eggs, Honey, and Other Edible Animal Products, which includes milk and cream, not concentrated or sweetened; milk and cream, concentrated or sweetened; buttermilk, yogurt, kefir, flavored or not; whey and milk products not elsewhere specified or indicated, flavored or not; butter and other fats and oils derived from milk; cheese and curd; birds' eggs, in the shell, fresh, preserved or cooked; birds' eggs, not in shell and yolks, fresh, dried; honey, natural; edible products of animal origin. This corresponds to HS classification 04.

4. Vegetables, which includes potatoes (except sweet potatoes), fresh or chilled; tomatoes, fresh or chilled; onions, shallots, garlic, leeks, fresh or chilled; cabbages, cauliflower, kale, fresh or chilled; lettuce and chicory, fresh or chilled; carrots, turnips and other edible roots, fresh or chilled; cucumbers and gherkins, fresh or chilled; leguminous vegetables, shelled or not, fresh or chilled; vegetables, temporarily preserved, not now edible; vegetables (raw or cooked by steam), frozen; vegetables not elsewhere specified or indicated, fresh or chilled; vegetables, dried, whole, cut, no added preparation; leguminous vegetables, dried and shelled; cassava arrowroot, fresh or dried; sago pith. This corresponds to HS classification 07.

5. Edible Fruit, Nuts, Peel of Citrus Fruit, which includes coconuts, brazil nuts and cashew nuts, fresh or dried; nuts not elsewhere specified or indicated, fresh or dried; bananas and plantains, fresh or dried; dates, figs, pineapples, avocados, fresh or dried; citrus fruit, fresh or dried; grapes, fresh or dried; melons and papayas, fresh; apples, pears and quinces, fresh; fruit and nuts (raw or cooked by steam), frozen; fruit not elsewhere specified or indicated, fresh; apricots, cherries, peaches, plums and sloes, fresh; fruit and nuts temporarily preserved, not now edible; fruit dried not elsewhere specified or indicated, mixtures of nuts or dried fruit; peel, citrus or melon, fresh, frozen, dried. This corresponds to HS classification 08.

6. Coffee, Tea, Maté and Spices, which includes coffee, coffee husks, substitutes for coffee; tea; maté; pepper, genus piper, genus capsicum or pimenta; vanilla beans; cinnamon and cinnamon-tree flowers; cloves (whole fruit, cloves and stems); nutmeg, mace and cardamoms; seeds, anise, badian, fennel, coriander, cumin; ginger, saffron, turmeric, thyme, bay leaves. This corresponds to HS classification 09.

7. Cereals, which includes wheat and meslin; rye in the grain; barley; oats; corn (maize); rice; grain sorghum; buckwheat, millet and canary seed, cereals. This corresponds to HS classification 10.

8. Milling Products, Malt, Starches, Inulin and Wheat Glute, which includes wheat or meslin flour; cereal flours, except of wheat or of meslin; cereal groats, meal and pellets; cereal grains, worked not elsewhere specified or indicated, cereal germs; flour, meal and flakes of potatoes; flour and meal of dried legume vegetables, sago, fruit; malt, whether or not roasted; starches, inulin; wheat gluten, whether or not dried. This corresponds to HS classification 11.

9. Oilseed, Oleic Fruits, Grain, Seed, which includes soybeans, whether or not broken; peanuts (groundnuts), raw; copra; flaxseed (linseed), whether or not broken; rape or colza seeds, whether or not broken; sunflower seeds, whether or not broken; oilseeds and oleaginous fruits not elsewhere specified or indicated, broken or not; flour and meal of oilseed and oleaginous fruits (not mustard); plants for pharmacy, perfume, insecticides; hop cones, fresh or dried, lupulin; seeds, fruit and spores, for sowing; locust beans, seaweed, sugar beet and cane, fruit pits; cereal straw and husks, unprepared, whether or not chopped or pellet; rutabagas, hay, clover and other foraged products. This corresponds to HS classification 12.

10. Animal, Vegetable Fats and Oils, which includes lard, other pig fat and poultry fat, rendered; fats, bovine, sheep or goat, raw or rendered; lard stearin, lard oil, not emulsified or prepared; fats and oils, their fractions, fish and marine mammal; wool grease and fatty substances derived therefrom; animal fat and oil and reaction not elsewhere specified or indicated, not chemically modified; soybean oil and its fractions, not chemically modified; peanut oil and its fractions, not chemically modified; palm oil and its fractions, not chemically modified; olive-residue oil and blends (1509 & 1510), not chemically modified; olive oil and its fractions, not chemically modified; sunflower-seed, safflower or cottonseed oil, not chemically modified; coconut, palm kernel or babassu, oil, not chemically modified; rapeseed, colza or mustard oil, not chemically modified; fixed vegetable fats and oils not elsewhere specified or indicated, not chemically modified; animal or vegetable fats and oils, hydrogen, not further prepared; margarine, edible mixtures, animal or vegetable fat and oil; animal/vegetable fats and oils, chemically modified; monocarb fat acids, acid oil; glycerol (glycerine), glycerol waters; vegetable waxes not elsewhere specified or indicated, beeswax and spermaceti. This corresponds to HS classification 15.

11. Other Meat, Fish and Seafood Food Preparations, which includes sausages, similar product meat, food preparation of these; prepared or preserved meat, meat offal and blood not elsewhere specified or indicated; extracts of meat, fish, crustaceans; prepared or preserved fish, caviar and caviar substitutes; crustaceans, mollusks, prepared or preserved. This corresponds to HS classification 16.

12. Sugars and Sugar Confectionery, which includes cane or beet sugar; sugars not elsewhere specified or indicated, including chemically pure lactose, caramel; molasses from the extraction or refining of sugar; sugar confection (including white chocolate), no cocoa. This corresponds to HS classification 17.

13. Cocoa and Cocoa Preparations, which includes cocoa beans, whole or broken, raw or roasted; cocoa shells, husks, skins and other cocoa waste; cocoa paste, defatted or not; cocoa butter, fat and oil; cocoa powder, not sweetened; chocolate and other food products containing cocoa. This corresponds to HS classification 18.

14. Cereal, Flour, Starch, Milk Preparations and Products, which includes malt extract, food preparation of flour, under 50% cocoa; pasta, prepared or not, couscous, prepared or not; tapioca and substitutes from starch in flakes; foods prepared by swell cereal, cereal not elsewhere specified or indicated, grain form; bread, pastry cakes, communion wafers. This corresponds to HS classification 19.

15. Vegetable, Fruit and Nut, which includes vegetables, fruit, nuts, prepared or preserved by vinegar; tomatoes prepared or preserved not elsewhere specified or indicated; mushrooms and truffles prepared or preserved not elsewhere specified or indicated; vegetables not elsewhere specified or indicated, prepared or preserved not elsewhere specified or indicated, frozen; vegetables not elsewhere specified or indicated, prepared, not elsewhere specified or indicated, not frozen; fruit, nuts, fruit-peel, preserved by sugar; jams, fruit jellies, marmalades, cooked; fruit, nuts prepared or preserved not elsewhere specified or indicated; fruit juices (and grape must) and vegetable juice, no spirit. This corresponds to HS classification 20.

16. Miscellaneous Edible Preparations, which includes extracts of coffee, tea or maté, roast chicory; yeasts, dead sing-cell micro-organic not elsewhere specified or indicated; baking powder; sauces and prepared, mixed condiments, mustard flour; soups, broths and preparations, homogenized composite food preparations; ice cream and other edible ice, with cocoa or not. This corresponds to HS classification 21.

17. Beverage, Spirits and Vinegar, which includes waters, natural, not sweetened, ice and snow; waters, sweetened and other non-alcoholic beverage not elsewhere specified or indicated; beer made from malt; wine of fresh grapes, grape must not elsewhere specified or indicated; vermouth and other wine of fresh grapes spec flavored; fermented beverage not elsewhere specified or indicated (cider, berry, mead); ethyl alcohol, denatured, alcohol; ethyl alcohol, denatured, under 80% alcohol, spirit beverage; vinegar and substitutes for vinegar from acetic acid. This corresponds to HS classification 22.

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