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Sweden

Retail Food Sector Report for Sweden and Finland

Annual

2007

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Report Highlights:
The consolidation and restructuring of the Nordic retail food sector offers interesting opportunities for U.S. suppliers in terms of volume and variety of products in demand. Best prospects include processed fruits and vegetables, tree nuts, convenience food and products appealing to the health conscious. Additionally, the market is expanding for international and ethnic cuisines. A major impediment to increased U.S. sales is consumer resistance to products containing genetically modified (GMO) ingredients. Nevertheless, the dollar's declining value since 2005 has fueled new interest in U.S. food products.

Includes PSD Changes: No
Includes Trade Matrix: No
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[SW]

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SECTION I. MARKET SUMMARY

SWEDEN AND FINLAND

Economic growth in both Sweden and Finland has strengthened domestic demand for high-value consumer-ready products. Low inflation and reduced interest rates have kept consumer confidence high. Private consumption is expected to grow by about 2-3% per year in Sweden and Finland during the next few years. Retail food sales have remained high and further growth is expected. The drop in the value of the U.S. dollar since 2005 has fueled interest in U.S. food products.

The food retail sector in these markets is predominantly integrated and concentrated. In both Sweden and Finland, the three largest import/wholesale groups supply over 80% of the market. Restructuring of the Nordic retail food sector continues as pan-Nordic mergers and cooperative agreements seek to achieve greater efficiencies and economies of scale to fend off other European competitors. Swedish and Finnish retail chains are meeting the stiff competition through increased efficiency -- centralizing purchases, forming international alliances and expanding operations within the Nordic/Baltic region. In these concentrated markets where retailers have such large market share, growth at home becomes virtually impossible. Looking abroad, in the form of mergers and cooperation at the international level, has become the only possible path to growth.

The fastest growing "concept" in the food retail trade in Sweden and Finland is discount stores. While discount stores currently only account for about 10-13 percent of the retail trade in Sweden and Finland, volumes have tripled over the last ten years. Growth figures are showing no signs of leveling off, and this, of course, has stirred interest among foreign players to enter the domestically dominated Nordic food retail market. The German hard discounter Lidl has already established a presence in all of the Nordic countries. Other players are likely to follow. The entry of Lidl has undoubtedly changed the dynamics of food retailing and is putting pressure on the previously unthreatened Swedish and Finnish grocery conglomerates. Swedish and Finnish retailers are responding by refocusing their stores to a more price-oriented basis and introducing new private label items to match Lidl's low prices. Also, many retailers have opened up their own discount stores.

The trend throughout Europe of fewer but larger players continues. In 2006, over 70% of Swedish retail food sales of approximately USD 25 billion went through large supermarkets and hypermarkets. In Finland, large supermarkets and hypermarkets accounted for about 55% of retail food sales of USD 18 billion. There were about 6,000 food retail outlets in Sweden in 2006 compared to 13,000 in 1970. In Finland, the number of outlets dropped to 3,364 in 2006, slightly fewer than during the previous year.

Swedish and Finnish consumers are gravitating towards fresher, more convenient and more nutritious foods. High demands are made on food quality, origin and environmental concerns. The ongoing socio-demographic changes with busier life styles and increasing single-person households are affecting food retailing to a high degree. Retailers are shifting their product ranges towards an increasing share of healthier, ready-to-eat foods and home meal replacements. Eating out is growing faster than traditional retail sales. Both in Sweden and Finland, about 20 percent of meals are currently eaten out of the home. Fast food is the segment benefiting most from this trend. American-style fast food chains, sushi bars and coffee shops are extremely popular in these markets.

Organic and functional foods are gaining in popularity with significant consumer awareness in the area of food safety and healthy eating habits. This includes not only products with low fat benefits, but also those with nutritional advantages, such as added fiber, vitamins and minerals, or ingredients with perceived disease-preventative qualities. There are many functional food products either on the shelves or under development, especially in Finland, which has become the "Silicon Valley" of the functional food industry for Europe. Consumers are willing and able to pay higher prices for food and drink products that fall into these categories. Also, through increased travel and a willingness to move away from their culinary traditions, Swedish and Finnish consumers are more open to ethnic foods.

Internet retail food sales have been limited despite the region's high per capita ownership of computers and consumers' expressed interest in online food purchasing. The positive outlook of major retailers towards this sales vehicle has changed as the list of retailers terminating their websites is long. Currently, there are only a few profitable internet operators in food distribution in Sweden and Finland.

Average exchange rate 2006 in Sweden: US$ 1 = SEK 7.38
Average exchange rate 2006 in Finland: US$ 1 = EUR 0.80

Advantages and Challenges Facing U.S. Products in Sweden and Finland

Advantages	Challenges
Sophisticated markets. High acceptance of new products and concepts. U.S. products are considered high quality and trendy.	U.S. products at a price disadvantage compared to competitors based in the European Union.
Growing consumer demand for value-added products, convenience foods, international/ethnic cuisine, "functional" and organic foods.	High distribution and shipping costs.
Location gives access to a Nordic/Baltic market comprising 25 million consumers.	Strong hesitation with respect to genetically modified products.
High standard of living, well-educated workforce, growing incomes. English is widely spoken.	No access for hormone-treated beef from the U.S.
Favorable dollar exchange rate.	

SECTION II. ROAD MAP FOR MARKET ENTRY

As stated above, these markets are dominated by only a few import/wholesale/retail groups, and therefore, U.S. exporters have a relatively easy job of locating potential buyers. However, for the same reason, it may be difficult to get in the door. Depending on the product and the volume, there are different ways for American exporters to penetrate these markets:

- retailers/wholesale groups (large quantities)
- specialized importers/distributors (niche and select brand name and private label products)
- agents (products with strong brand names)

Market entry strategies for U.S. food products should include:

1) Market research in order to assess product opportunities and existing competition.
2) Advance calculation of the landed cost of a product in order to make price comparisons vis-à-vis competitors.
3) Locating an experienced distributor or independent reliable agent with strategic distribution channels to advise on import duties, sanitary regulations, and labeling requirements. It is advisable to initiate personal contact in order to discuss marketing matters such as funding for advertising, slotting allowance, in-store promotions and tasting events. Suppliers may also want to consider trade fair participation to raise awareness of their products.
4) Exploration of the purchasing arrangements of the larger retail chains.

Market Structure

The Swedish and Finnish retail food industry has long been characterized by stability and a low degree of internationalization. However, this picture began to change in 1999 when the Dutch retail food giant Ahold took over a 50% interest in Sweden's leading retailer ICA. Subsequently, there has been a wave of consolidations among retailers in the region resulting in a Nordic, rather than domestic, focus to marketing.

Looming international competition has increased the role of volume dynamics in the Nordic food retail sector. All major players are seeking to minimize costs by coordinating central purchasing and taking advantage of economies of scale. Also, Nordic retailers are aggressively promoting the development of private label product lines.

The general trend remains unchanged in Sweden and Finland, with hypermarkets and large supermarkets increasing sales volumes, while small and medium-sized stores lag behind. The number of retail outlets continues to decline, although at a somewhat slower pace.

Discount stores continue to gain market share in both Sweden and Finland. Although their share is still modest at around 10-13%, the sector has grown about 200% over the last ten years. Discount stores have not been developed as extensively in Finland as in Sweden. However, this scenario began to change with the market entry of German hard discounter, Lidl, into Finland in 2002. The expansion has been rapid: four years after launch, Lidl has 107 outlets and has grabbed a 4.1% market share in Finland. Lidl has had a considerable effect on the Finnish food retail market. The arrival of Lidl boosted competition and pushed down prices in the trade. The low-priced products appealed to the Finnish consumers, and Finnish retailers were not prepared for the price competition that Lidl kicked off. As a result, retailers are opening up their own discount units and increasing the number of products sold under their own label -- which provides better margins.

While Swedish consumers tend to be brand conscious, they also look for branded, and other, products at discount. In September 2003, Lidl established a presence in Sweden and in 2006, there were 117 outlets. Sweden's major retailer, ICA, and leading Danish retailer, Dansk Supermarked, combined forces in a joint venture to operate Netto discount stores in Sweden and Norway. So far, 84 Netto stores have opened in Sweden. Axfood, the main player in the discount sector in Sweden, has integrated several chains into the "Willys" group, a Swedish version of Lidl's outlets.

A. Super stores, supermarkets, hyper markets, discount stores

Sweden - Company Profiles

The Swedish wholesale and retail food market is dominated by three nationwide groups - ICA (47.7%), Coop (20.7%) and Axfood (18.2%) – while a fourth, Bergendahlsgruppen (7.9%), is mainly active in Southern Sweden. Together they account for over 80 percent of the food retail market. Each group has developed a tight integration of purchasing, importing, wholesaling, distribution and retailing. Imports of foods are either handled by the chains themselves or through specialized importers and agents. In the process of restructuring, these groups have moved to centralized purchasing and are also engaged in joint Nordic buying groups.

Nordic expansion has been high on the agenda for the major Swedish food retailers. The formation of Coop Norden in 2002 was the Swedish cooperative movement's first step toward working on a pan-Nordic basis. ICA, in turn, extended its Nordic cooperation by entering into a joint venture with Dansk Supermarked.

The **ICA Group** is one of the Nordic region's leading grocery retail groups with stores in Sweden, Norway and the Baltic countries. In 2006, ICA signed an agreement with Danish retailer Dansk Supermarked to reduce its holding in the discount concept Netto from 50 to 5 percent. Netto had previously been jointly owned by ICA and Dansk Supermarked. ICA Sweden is the leading food retail company in Sweden. It is the principal supplier to ICA retailers, who own and manage their stores as independent businesses. In 2006, sales in the 1,656 ICA stores accounted for 47.7% of Sweden's retail food sales in 2006.

COOP Norden is the result of a merger of three Scandinavian cooperatives; Coop Sweden (42%), Danish FDB (38%) and Coop Norway (20%) in 2002. The increase in competition from large international chains and the pace of changes in the industry prompted this merger of cooperatives. Through the merger, the three cooperatives can better face these challenges by benefiting from larger buying volumes, efficiencies in distribution, a common business development strategy and lower costs for information technology. In Sweden, Coop operates 824 outlets and accounted for 20.7% of Sweden's retail food sales in 2006.

Axfood AB was formed in November 1999 through the merger of Hemkop and D&D Dagligvaror and the subsequent acquisitions of Spar Sverige, SparInn Snabbgross and a 60% of the share capital in Spar Finland. The organization became one of the largest food retail operations in the Nordic countries. In 2006, the Finnish SOK purchase of Axfood's holding in Spar Finland was completed. Axfood had a market share of 18.2% of Sweden's retail food sales in 2006.

BergendahlsGruppen AB is a regional group with a strong base in the Southern part of Sweden. Bergendahls has a total of 257 outlets (food retail, discount, supermarkets) and a market share of 7.9%. In 2002, BergendahlsGruppen entered the Stockholm market with two outlets, Eko Lanna and City Gross. The City Gross outlets have, in general, a sales area of 7,000-12,000 square meters. In 2006, Bergendahlsgruppen opened another City Gross outlet in the Stockholm area.

SWEDEN – MAJOR FOOD RETAIL PROFILE

Retailer / Type of Outlet	Owner ship	Sales CY06 ($ Mill)	No. of Outlets	Location	Mkt Share	Purch / Agent Type
ICA AB -food retail -supermarkets -hyper-markets -gas marts/convenience -discount (joint)	Swedish/ Norwegian/ Dutch	12,637	1,656	Sweden Norway Denmark Estonia Latvia Lithuania	47.7	Direct/ importer/ wholesaler
Coop -food retail -gas marts/convenience -supermarkets -hyper-markets -department stores	Swedish Norwegian Danish	5,476	824	Sweden Norway Denmark	20.7	Direct/ importer/ wholesaler
Axfood -food retail -convenience -discount stores -supermarkets -gas marts/convenience	Swedish	4,811	843	Sweden Norway Denmark	15.1	Direct/ importer/ wholesaler
BergendahlsGruppen -food retail -discount stores -supermarkets	Swedish	1,825	257	Southern Sweden Stockhlm	7.9	Direct/ importer/ wholesaler
Lidl -hard discount stores	German	551	115	Sweden Finland Norway	2.1	Direct/ importer/ wholesaler
Netto -discount stores	Danish/ Swedish	436	84	Denmark Sweden	1.6	Direct/ importer/ wholesaler

Finland - Company Profiles

A few central wholesalers (S-Group, K-Group, Tradeka) together dominate the food industry with an aggregate market share of 85%. These chains have closely knit wholesale and retail arrangements comprising a compact and efficient goods delivery system and a nationwide network of retail shops as well as department stores and supermarkets. They also have hotel and restaurant chains and catering services. The centralized system makes distribution economical; purchases from abroad can be made in viable quantities considering the relatively small size of the market. Almost one-third of the total wholesale trade in Finland is transacted through these wholesale organizations.

The year 2006 was characterized by increasingly intensifying competition in the Finnish food retail market as the Finnish retail chains responded to the entry of international competitors. As a result of increased foreign competition and the EU enlargement of the Baltic countries, the Finnish food retail market has become more integrated with the EU internal market. A number of major mergers and acquisitions took place during 2005-2006, which led to fewer but much larger and more powerful domestic players.

Retailers have reacted to the price competitive market and to the German hard discounter Lidl's rapid expansion in Finland by lowering prices of their private label brands and by offering services such as bakeries, cafeterias, fresh meat and fish service points that aren't offered by discounters such as Lidl. Private label products increased their share in all retail chains.

S-Group
The S-Group and Tradeka Group represent the cooperative movement in Finland. The S-Group consists of member-owned regional cooperative societies and their subsidiaries and the Finnish Cooperative Wholesale Society (SOK). The S-Group operates department stores, supermarkets, hypermarkets, discount grocery stores, service stations, hotels and restaurants, hardware and agricultural stores as well as several specialty stores. The S-Group's grocery store chains have, during recent years, been extremely successful. This success can be measured by a market share increase from 15.9% in 1990 to 39.9% in 2006. In 2006, SOK gained ownership of the Spar Finland shares, and Spar Finland became a subsidiary of the S Group. SOK will integrate some of the Spar Finland store network within the S Group. Through its subsidiaries and associated companies, the S-Group also conducts food trade in the Baltic countries.

Kesko OY consists of the parent company Kesko Ltd. and its four subsidiaries of which Kesko Food Ltd. is the largest. The key businesses of Kesko Food Ltd. are the chain operations of the K-Food stores in Finland, Kespro's catering sales to HRI customers and wholesaling and retailing in the Baltic countries. The K-food stores are privately owned and buy most of their products from the Kesko wholesale organization. Centralized purchasing provides a competitive advantage by creating volume and synergy benefits. Also, Kesko works in cooperation with major European food chains in AMS (Associated Marketing Service). Total sales of the Kesko-affiliated retailers accounted for 33.5% of retail food sales in Finland in 2006. Kesko continues to expand its operations in the Nordic and Baltic countries. In the Baltic food trade, Kesko sold its 50 percent share in Rimi Baltic to its joint venture partner ICA Baltic AB. Kesko will focus on developing businesses in which it has a majority shareholding and on growing its food operations in Russia.

Tradeka's current business structure was formed in 2005, when Cooperative Tradeka Corporation's retail outlets and Wihuri/Ruokamarkkinat Ltd.'s retail chains joined forces to form a new company. As of August 2005, Tradeka Ltd. has been owned by Cooperative Tradeka Corp., Wihuri/Ruokamarkkinat Ltd., members of its cooperative management and

Industri Kapital, a Nordic private equity company. The new Tradeka Ltd. is the third largest actor in Finland's food retail industry and a market leader in the neighborhood shop market.

Stockmann Group is a Finnish company engaged in grocery retailing through its department stores in Finland, Russia and the Baltic countries. Sales in the seven Stockmann department stores accounted for 1.6% of Finland's retail food sales in 2006.

Lidl, the German hard discounter, entered the Finnish market by simultaneously opening up ten outlets around the country in August 2002. At the beginning of 2006, Lidl had 107 outlets throughout Finland and an estimated market share of 4.1%. Lidl's entry into the Finnish market has undoubtedly increased competition in the Finnish food retail sector. The low-priced products appeal to the Finnish consumer; Finnish retailers were not prepared for the price competition set off by Lidl. According to a market survey, Lidl's products are priced at about 10-15% below the average Finnish food prices and about 80% are private label products.

FINLAND – MAJOR FOOD RETAIL PROFILE

Retailer/Type of Outlet	Owner ship	Sales CY06 ($ Mill.)	No. of Outlets	Location	Mkt Share	Purchasing/ Agent Type
S-Group - hyper-markets - dept stores - supermarkets - self-service - small shops - discount stores	Finnish	7,269	**869**	Finland Estonia Latvia Lithuania	39.9	Importer/ wholesaler (Inex)
Kesko (K-Group) - hyper-markets - dept stores - supermarkets - self-service - small shops - discount stores	Finnish	6,104	**1,018**	Finland Sweden (hardware) Estonia Latvia Lithuania Russia	33.5	Importer/ wholesaler (Kesko Food)
Tradeka - hyper-markets - dept stores - supermarkets - self-service - small shops	Finnish	2,168	**747**	Finland Russia	11.9	Importer/ wholesaler (Tuko Logistics)
Lidl - hard discount	German	746	**107**	Finland Sweden Norway	4.1	Importer/ wholesaler
Stockmann Group -department stores	Finnish	286	**7**	Finland Russia Estonia Latvia Lithuania	1.6	Importer/ Wholesaler (Tuko Logistics)

Inex Partners OY is the S-Group's sourcing and logistics company, a subsidiary of SOK.

Kesko Food is responsible for the purchasing, logistics and chain management of the K-food stores.

Tuko Logistics is a purchasing and logistics company in charge of grocery purchasing for Tradeka and Stockmann.

B. Convenience Stores, Gas Marts, Kiosks

Entry Strategy

The convenience sector offers more limited opportunities for the U.S. exporter, but certain products could sell well via such outlets. Most of the convenience stores belong to established retail chains, and the same large wholesalers/retailers are suppliers to the convenience sector. Gas marts are either affiliated with gasoline companies or with the large retail food distribution groups. New-to-market exporters should target this sector in the same way as described under the entry strategy section for supermarkets.

Market Structure

Convenience stores have been in a continued decline in Sweden and Finland for the last couple of years, mostly due to tough competition from gas marts and the fact that supermarkets have progressively increased their opening hours to equal those of the convenience stores. However, several of the large retail chains have started a network of convenience stores with a large range of ready-made-meals as a complement to their larger outlets, and thus, can push prices down. These stores are especially popular in larger cities, where time-pressured lifestyles predominate.

Another positive trend for convenience stores is the increasing number of one-person households who do most of their grocery shopping in smaller stores and consume more ready-meals and other convenience foods. In Finland, opening hours for stores of under 400 sqm were extended in 2001. This prompted something of a renaissance for small convenience stores. In 2006, grocery sales in convenience stores reached $1.3 billion in Sweden and $162 million in Finland.

Gas marts continue to gain market share in Sweden and Finland, but at a somewhat lower pace. Sales through this channel, which saw rapid growth throughout the 1990s, have begun to slow down. The emergence of discount outlets with long opening hours, low prices and locations close to main roads has increased competition. Fast food is the fastest growing section in gas marts. The major food retailers have recognized this trend and have focused on expanding the range of products available. In 2006, total sales of grocery products in gas marts in Sweden amounted to $1.7 billion, or about 6% of total retail food sales. In Finland, sales reached $441 million in 2006.

Kiosks offer limited items such as snacks, sweets, cigarettes and magazines. The Rautakirja R-Kioski is Finland's leading kiosk chain and convenience outlet concept, where kiosks still have about 3% of total grocery sales. In recent years, R-Kioski has moved to selling more convenience products and enlarging the kiosks to fit changing customer needs. The chain comprises over 700 R-Kiosks in Finland, 200 in Estonia and over 500 in Lithuania. Rautakirja's involvement in Latvia derives from its 50% holding in Narvesen Baltija SIA. Narvesen Baltija is jointly owned by the Norwegian Reitan Narvesen and operates over 400 kiosks in Latvia. In Finland, grocery sales in kiosks reached $379 million in 2006.

SWEDEN - MAJOR GAS MARTS AND CONVENIENCE STORES

Retailer Name/ Outlet Type	Ownership	2006 Grocery Sales (US$ million)	No. of Outlets	Location	Purchasing Agent Type
Statoil/ICA Express, gas mart	Statoil/ICA (Norwegian/ Swedish)	694	499	Sweden Norway Denmark	Wholesaler/ importer (ICA)
OK/Q8, gas mart	Swedish/ Kuwait Petroleum	469	473	Nationwide	Wholesaler/ importer (Axfood)
Select, gas mart	Swedish Shell (Dutch/ Swedish)	323	240	Nationwide	Wholesaler/ importer (Reitan)
Preem, gas mart	Saudi/ Swedish	169	166	Nationwide	Wholesaler/ importer (Axfood)
Pressbyran, convenience	Reitan-gruppen (Norwegian)	361	330	Sweden Norway Latvia	Wholesaler/ importer (Reitan)
Handlarn, convenience	Axfood (Swedish)	218	224	Nationwide	Wholesaler/ importer (Axfood)
7-Eleven, convenience	Reitan-gruppen (Norwegian)	116	73	Sweden Norway Denmark	Wholesaler/ importer (Reitan)
NaraDej, convenience	ICA AB (Swedish)	187	225	Nationwide	Wholesaler/ importer (ICA)

FINLAND – MAJOR GAS MARTS AND CONVENIENCE STORES

Retailer Name/ Outlet Type	Ownership/ Partnership	2006 Grocery Sales (US$ million)	No. of Outlets	Location	Purchasing Agent Type
Neste/Pikoil, gas marts	Neste/Kesko Food	124	347	Nationwide Baltics Russia	Wholesaler/ Kesko Food
Shell Select, gas marts	Shell Finland	103	205	Nationwide	Wholesaler/ importer
Esso Snack & shop, gas mart	Esso Finland	90	160	Nationwide	Wholesaler/ Importer
Teboil, gas mart	Suomen Petrooli OY	57	182	Nationwide	Wholesaler/ Importer
R-Kioski, kiosk	Finnish	380	720	Finland Estonia Latvia Lithuania	Wholesaler/ Importer
Kymppi	Finnish	560	82	Nationwide	Wholesaler/ Inex

C. Traditional Markets - Small Independent Grocery Stores

The small "gourmet food" grocery stores offer limited possibilities for U.S. exporters. These stores are usually located in larger cities and sometimes carry a wide range of imported products, but they tend to buy in very small quantities.

SECTION III. COMPETITION

European Union (EU) member states provide the main competition to U.S. consumer-oriented food imports. EU-origin products have a natural advantage in many product categories simply because they enter Sweden and Finland duty free, while American exporters have to face the EU's external duty/tariff structure as well as non-tariff barriers to trade (e.g. beef hormone ban, sanitary restrictions on poultry and GMO policies).

A. Sweden's Imports of Consumer-Oriented Agricultural Products in 2004

Country Sweden	**Import 2002 ($1,000)**	**Import 2003 ($1,000)**	**Import 2004 ($1,000)**	**Market Share %**
Denmark	738,040	901,888	1,067,108	21
Netherlands	629,321	767,653	879,260	17
Germany	413,701	492,231	666,195	13
Italy	226,162	281,446	302,649	6
Spain	227,202	278,904	296,109	6
France	211,078	251,851	266,249	5
Belgium	147,272	162,872	172,508	4
Finland	143,900	172,508	204,777	4
Ireland	125,099	164,659	183,427	4
United Kingdom	141,599	147,137	168,720	3
Norway	81,446	81,522	97,708	2
Poland	35,774	59,779	76,062	1
United States	**73,247**	**72,326**	**75,475**	**1**
Costa Rica	30,213	44,499	66,169	1
Austria	40,064	45,335	53,649	1
Other	415,320	482,192	556,923	11
World	3,679,515	4,406,854	5,157,091	100

Source: UN Trade Statistics

Note: Imports from the U.S. are understated due to transit trade via other EU countries such as the Netherlands and Germany.

B. Finland's Imports of Consumer-Oriented Agricultural Products in 2004

Country Finland	Import 2002 ($1,000)	Import 2003 ($1,000)	Import 2004 ($1,000)	Market Share %
Germany	137,735	233,694	300,205	14
Sweden	214,960	247,168	274,608	13
Netherlands	154,521	191,058	224,842	11
France	135,713	150,922	172,046	9
Denmark	111,474	129,267	163,973	9
Spain	126,506	154,215	151,527	7
Belgium	61,460	74,948	86,322	4
Italy	61,452	74,413	80,294	4
Costa Rica	43,518	57,059	60,482	3
United Kingdom	48,432	51,216	55,031	3
Brazil	25,678	30,567	41,930	3
United States	**23,778**	**31,744**	**36,524**	**2**
Poland	13,860	20,702	33,388	2
South Africa	18,027	27,352	33,364	2
Chile	15,378	20,840	24,245	1
Other	231,745	276,266	294,662	14
World	1,424,325	1,771,493	2,033,483	100

Source: UN Trade Statistics

Note: Imports from the U.S. are understated due to transit trade via other EU countries such as the Netherlands and Germany.

SECTION IV. BEST PRODUCT PROSPECTS

A. Products Present in the Markets Which Have Good Sales Potential

Processed Fruits & Vegetables
Tree Nuts
Dried Fruit
Wine
Beer
Fish and Seafood
Fruit Juice
Sauces/Seasonings
Pancake/Cake Mixes
Rice (most U.S. rice currently packaged in other European countries)
Confectionery

B. Products Not Present in Significant Quantities but Which Have Good Sales Potential

Fresh Fruits and Vegetables
Organic Food
Ethnic Food
Snack Food
Niche Market/Specialty Food Products
Frozen Food
Rice Mixes
Vegetarian Food
Ready-Made/Convenience Meals
Pet Food
Non-Hormone Beef

C. Products Not Present Because they Face Significant Barriers

Hormone Treated Beef (EU hormone ban)
Poultry (sanitary restrictions)

SECTION V. POST CONTACT AND FURTHER INFORMATION

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For further information on exporting U.S. agricultural products to Sweden, please visit the FAS/Stockholm home page at: http://www.usemb.se/agriculture

SECTION VI. OTHER RELEVANT REPORTS

Report	Link
SW7017 Exporter Guide	http://intranetapps/GainFiles/200711/146292919.pdf