

FDEA Meet the Buyer Market and Buyer Profiles

As at 1st June 2018

China

- China's middle class has overtaken the United States to become the largest in the world according to a 2015 report on the distribution of global wealth.
- Within many product categories, premium segments now outpace mass segments.
- There are now over 160 cities in China with a population of over 1 million. Mega-cities like Shanghai, Beijing and Guangzhou have served as the engines of this growth, creating jobs and wealth.
- Chinese consumers are extremely connected and actively interact with each other and brands via the internet, so brand awareness is key to success
- Every single day of every week, an estimated 150,000 new Chinese shoppers join the ranks of the hundreds of millions in the country who have discovered the world of e-commerce

Our Buyers:

Company	Shanghai City Supermarket
Website	www.cityshop.com.cn
Type of company	Importer/Distributor/Grocery retail chain
Products of interest	Snacks, biscuits, yogurts

Company	Glory World (Beijing) Trading Co. Ltd.
Website	www.bjgloryworld.com/index.html
Type of company	Importer/Distributor
Products of interest	Baby food, crisps, chocolate, cereals, other leisure foods, healthy and natural foods

Company	Santander JD Worldwide E Commerce Proposition
Website	www.jd.com
Type of company	Ecommerce operator
Products of interest	All food and drink except fresh foods and alcoholic drinks

France

- 6th Largest grocery market in the world and No 2 destination for British products
- Famous for its cuisine and places high value on quality
- 66 million inhabitants, of which 85% in urban locations: Greater Paris provides access to over 12 million consumers
- Well-developed market with excellent internal supply chain and logistics structure.
- Major growth in health and wellbeing organic categories

Our Buyers:

Company	Mediascore
Website	www.shoppingcity.fr
Type of company	Importer/Distributor
Products of interest	TBC

Germany

- It's the biggest and one of the wealthiest markets in Europe although price conscious food shoppers
- One of the oldest populations in the world
- Heavily reliant on imports to meet consumer demand
- Large non-German population & German's inclination to travel abroad fuelling demand for foreign products.
- Significant sectors of the population looking for products to meet specific dietary or religious needs e.g. free-from, halal, vegan

Our Buyers:

Company	Gofood
Website	www.gofood.eu
Type of company	Importer / Distributor
Products of interest	Sweet and Savoury Ambient Snacks for German and Austrian retailers

India

- Expatriates and affluent middle classes are a significant target for premium and gourmet products
- Growing demand for free from and health and wellbeing products
- Ecommerce opportunities for imported food and drink are significant and growing
- Gourmet food stores are the ideal entry ground for foreign players keen to enter the food and drinks sector in India
- Convenience and healthy eating trends continue to drive sales

Our Buyers:

Company	MRK FOODS PVT. LTD.
Website	www.mrkfoods.in
Type of company	Importer/Distributor
Products of interest	Snacks, confectionery items, seasoning, frozen food products, juices, cheese, etc.

Company	Lcomps & Impex Pvt. Ltd
Website	www.lcomps.com
Type of company	Importer/Distributor
Products of interest	Snacks, confectionery items, milk based products e.g. cheese, frozen food (vegetarian & non-vegetarian), seasoning items, juices

Israel

- Population of almost 9 million people, 75% of whom are Jewish and 25% non-Jewish.
- Consumers are sophisticated and enjoy cosmopolitan food tastes; Israelis are willing to pay more for high-value products.
- The Israeli food industry is expanding rapidly and consumer habits are changing: Israelis are eating out more frequently and to selecting premium foods; meals out of home represent the largest percentage of household spend on food and drink.
- Since the introduction of the 2016 “Cornflakes Law”, products such as pasta, breakfast cereals, cookies, crackers, snacks, rice and beans can now be imported into Israel by independent traders, increasing competition and decreasing prices.
- Kosher products have a high market share in Israel; large supermarket chains and hotels buy only kosher products.
- Israeli consumers are increasingly health-conscious and aware of the need to eat a balanced diet. Local food manufacturers, importers, retailer and restaurants are adjusting product lines and menus for a growing population of vegans, vegetarians, and gluten-sensitive consumers.

Our Buyers:

Company	Marom Moshe
Website	under construction
Type of company	Importer/Distributor
Products of interest	Good brands that have good value and taste

Mexico

- Second largest consumer market in Latin America after Brazil with a stable economic trading environment
- A more educated population, expansion of urban lifestyle in small cities, credit availability as well as the growing number of “dual income no kids” couples, all offer opportunities for imported products of high quality and value.
- Women continue to join the workforce in larger numbers, leading to increased demand for consumer-ready food products. Urban women in particular are shifting to healthier lifestyles for themselves and their children and are thus shifting their food consumption patterns to a more Western style. These trends are also impacting food distribution and food consumption in restaurants and hotels which in turn helps sales of imported and usually higher value products.
- Retailers are expanding their high-end formats where import products are the main focus for consumers. Key categories include Health and wellness products (including dietary supplements) and convenience foods (including snacks, and instant meals)
- Greater knowledge about organic products is opening new product opportunities at the retail level

Our Buyers:

Company	Gifan International
Website	www.gifan.com.mx
Type of company	Importer/Distributor/Wholesaler/Ecommerce retailer
Products of interest	Healthy products and premium brands

South Korea

- 51.7M inhabitants/ In the World Bank’s Doing business 2018 report, Korea was ranked 4th easiest in the world to do business.
- Korea by nature depends heavily on imports to satisfy its food and agricultural needs. Consumers maintain strong attention to new international food and consumption trends as they are further exposed to foreign food culture.
- Korea is an emerging market where new ideas and trends are eagerly tried and accepted. Local processing, retail, and HRI foodservice industries continue to expand. Consumers generate more diversified and sophisticated demand for food as their income level continues to rise.
- Korean consumers are generally biased toward locally produced agricultural products. Many consumers still maintain an idea that local products are superior in quality and safety over imported products.
- Well-being, a theme that evoked new consumer trends of seeking both physical and psychological health by adopting more wholesome approaches in daily life has further heightened the Korean consumers’ attention to healthy diets. As a result, sales of functional foods as well as regular foods that are associated with health benefits continue to grow.

Our Buyers:

Company	Goldenbell International
Website	www.golden-bell.co.kr
Type of company	Importer/Distributor
Products of interest	Sauces, confectionery, beverages, juices, fresh and frozen product – generally interested to find new products

Company	DY Grove
Website	www.pedlar.co.kr
Type of company	Importer/Distributor/Wholesaler
Products of interest	Range but especially dairy products

Spain

- Second largest country in Europe after France
- Spain is showing a strong recovery from the economic downturn post 2008 – its economy grew 3.2% in 2015 and this growth is expected to continue in 2016 outperforming most EU member countries.
- With a population of 46 million plus 68 million tourists, including 15 million from the UK and an estimated 1.5 million British ex pats, Spain is a significant and diverse market for UK food and drink suppliers
- Big opportunities in health and wellbeing and organic category

Our Buyers:

Company	Taste of America
Website	www.tasteofamerica.es
Type of company	Importer/Distributor, Grocery retail chain, Ecommerce retailer
Products of interest	Sauces, snacks, drinks, premium and mainstream categories. Trending and innovative product ranges

Company	Tindale and Stanton
Website	www.ts-spain.com
Type of company	Importer/Distributor, Wholesaler for retail and foodservice
Products of interest	All range of products that are well known in the UK

Thailand

- Second largest economy in ASEAN after Indonesia
- About 37 million middle-to-upper income consumers are eager to purchase imported food products.
- Tourism accounts for 10% of the country's GDP
- A dynamic and eager younger population (between ages of 15 and 35, representing 30 percent of the total population) is willing to try new products and is receptive to trends that fit their westernized lifestyles.
- Well-developed retail and foodservice sector

Our Buyers:

Company	Dynasty Foods
Website	www.dynastyfood.co.th
Type of company	Importer/Distributor
Products of interest	We are interested in a wide range of ambient shelf stable products, including chocolate, biscuits, confectionery, sauces, spices, whole bean coffee, tea, cereal and cereal bars, peanut butter, jam, chocolate spreads, protein snacks, healthy snacks

Turkey

- Home to nearly 80 million people at the crossroads of Europe and Asia, making it an ideal hub for exporters wishing to break into the wider Middle East market.
- Although Turkey has a strong food industry, there is still lots of opportunities for imported products.
- The retail landscape is increasingly moving towards Western-style hyper and supermarket models, which is likely to result in even greater sales volumes and shelf space for foreign produce
- The foodservice sector, buoyed by the tourism industry (circa 150,000 hotels), is particularly robust.
- Turkey is the largest food manufacturing nation in the Middle East, driving demand for good quality ingredients.

Our Buyers:

Company	Demak Gida AS
Website	www.demaktrade.com
Type of company	Importer/Distributor
Products of interest	Free From, Vegan

Company	GFC Consulting
Website	www.gfcfood.com
Type of company	Importer/Distributor
Products of interest	Vegan, Low Calerie/"light" products

United Arab Emirates

- The Middle East region is open for business – it’s a growing and an increasingly more influential travel hub with excellent communication links
- Emerging channels like Ecommerce and convenience growing rapidly
- Blogging and reviews growing more powerful
- Shift towards younger, single households
- Well-developed market – 80% if market is via “modern trade” outlets

Our Buyers:

Company	Hunter Foods
Website	www.hunterfoods.com
Type of company	Importer/Distributor
Products of interest	“Better for You” products that are clean label ideally in the cereals, snacks, nuts, biscuits/crackers and superfoods categories

Company	Spinneys/JHF Foods
Website	www.spinneys-dubai.com
Type of company	JHF are the UK sourcing arm of Spinneys a mainstream supermarket chain
Products of interest	Organic, healthy, halal products

URUGUAY

- Uruguay’s per capita gross income and spending levels rank amongst the highest for major Latin American economies
- Solid reputation for having strong institutions, social stability and a predictable policy framework
- The middle socio economic class represents 60% of almost 3.5 million people of total population, the higher percentage in Latin America
- In the last years, Uruguay has been placed on the top positions of the Global Retail Development Index ranking, result of the high average ticket, industry conditions and consumption habits

Our Buyer:

Company	Henderson y Cía S.A. – Tienda Inglesa
Website	www.tiendainglesa.com.uy
Type of company	Retailer/Importer
Products of interest	Organic products (all categories), gluten free (all categories), Beverage (wine, beer, gin), Sweet & Snacks (cookies and chips), Pasta, Oil and Legumes.

USA

- A large, rich and diverse market
- 308 million people
- Strong British heritage
- Time is a Rare Commodity - busy Americans are continually seeking convenience driven foods that enable ease of preparation, portability and packaging.
- High Purchasing Power - average consumer spending and retail sales per capita are roughly two times greater in the US than Europe. This has resulted in a growing interest in high quality (and expensive) food and drink products from abroad

Our Buyers:

Company	Optimum Buying
Website	www.optimum-buying.com
Type of company	European sourcing for USA retailers: Cost Plus World Market / Big Lots / The Vermont Country Store / Norm Thompson
Products of interest	Biscuits, Candies, Sauces, Ready Meals, Vegetables in Jars, Oil Olive, Rice, Pasta, Snacks, Non Alcoholic Drinks