

Quinoa Market Update Europe, 12.5.2014

Quinoa Imports from South-American (Bolivia, Ecuador, Peru) countries into Europe

	2012	2013
January	737.5	789.2
February	465.3	616.3
March	498.9	896.72
April	290.1	638
May	364	528.7
June	413.5	928.7
July	249.9	924
August	681.2	911.1
September	452.2	1027.9
October	532.1	966
November	565.4	771.4
December	551.9	686.1
Total	5,802.00	9,684.12

Due to publicity of the FAO during the International Year of the Quinoa 2013 and the European consumers' interest in health foods, the quinoa imports into Europe in 2013 have reached almost 10,000 MT; almost double in comparison to the year before. Although developed industrial countries, such as Canada, France, Australia and others started cultivating quinoa in 2013; the majority of quinoa imported into Europe originates from South-American countries, mainly Bolivia and Peru.

30 years ago, the quinoa trade started as a solidarity trade with Bolivia as the exclusive exporter of quinoa. In 2012, Bolivia still has considerably higher quinoa export figures than Peru but it can be observed that this difference between the two Andean countries tends to decrease quickly.

Although Peru's production and export figures rise quickly, that rise is not as obviously reflected in the European statistics. That can be explained with the fact, that most Peruvian exports are destined for the North-American market whereas Bolivia remains the most important supplier for the European market.



Quinoa Imports into Europe (in MT) from:						
	Bolivia		Ecuador		Peru	
Month/Year	2012	2013	2012	2013	2012	2013
January	640.5	580.0	-	22.5	97.0	186.7
February	354.0	417.9	43.0	0.1	68.3	198.3
March	456.0	733.7	-	0.0	42.9	163.0
April	280.0	529.8	-	2.6	10.1	105.6
May	298.0	396.7	3.6	2.0	62.4	130.0
June	304.6	725.7	0.4	1.5	108.5	201.5
July	86.2	640.4	-	4.6	163.7	279.0
August	519.6	695.0	1.9	3.3	159.7	212.8
September	385.2	737.4	-	24.9	67.0	265.6
October	439.8	563.0	-	0	92.3	403
November	480.2	341.8	-	4.3	85.2	425.3
December	436.1	393.0	1.5	4	114.3	289.1

Totals	Bolivia	Ecuador	Peru
Total Jan-Dec 2012	4,680.20	50.40	1,071.40
Total Jan-Dec 2013	6,754.40	69.82	2,859.90
Growth Rate	44%	39%	167%

Imports from all South-American countries have increased throughout the season 2012/2013. Above, it is visible, that Bolivia remains the most important supplier of quinoa for the European market. Opposed to Ecuador, which does not seem to be a big competitor, Peru is making big steps in increasing its exports to Europe.



Comparison Quinoa Imports into Europe from South-American countries

