

Growth of EU quinoa imports accelerates to 57% in January-May 2015

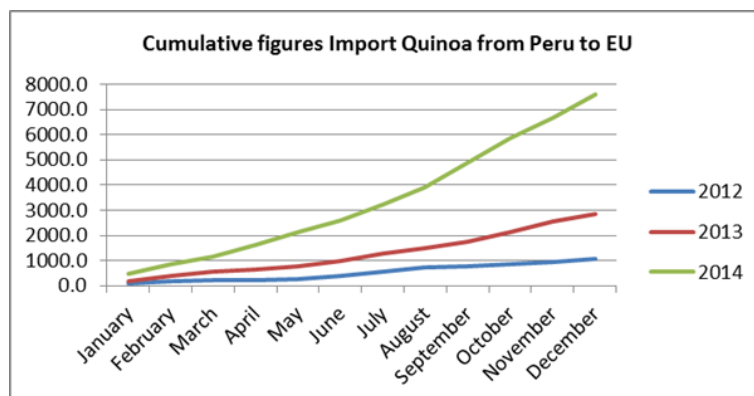
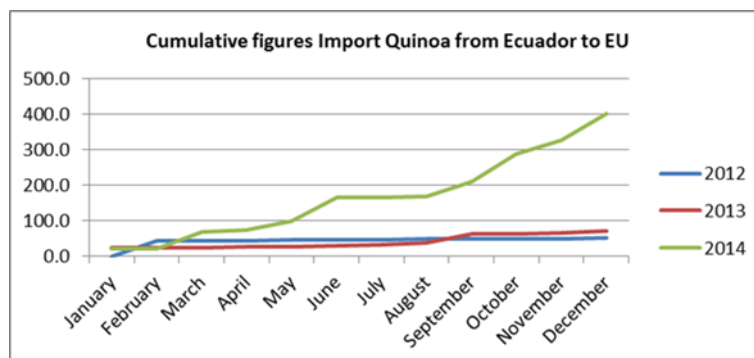
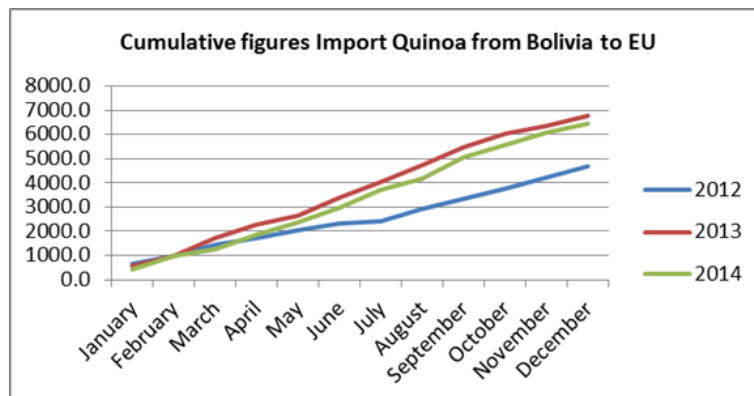
Growth of EU quinoa imports from Peru, Bolivia and Ecuador accelerated to 57% in January-May 2015 compared to the same period in 2014. In January- May 2014 imports grew at 'only' 32% compared to this period a year before. In 2014 as a whole the import volume from these three countries was 14,468 MT, which constituted an increase of 49% compared to 2013. In 2014 growth had slowed down somewhat compared to 2013, the "International Year of Quinoa".

European imports are benefitting from the lower import prices, caused primarily by increasing production in Peru. Peru is also consolidating its position as market leader, having pushed Bolivia to the second place. The market share of Peruvian quinoa exported to EU is 61% in Jan – May 2015. Quinoa from Bolivia, the largest player in the previous years, now accounts for 32% of the total amount of quinoa exported to the EU. Exports from Bolivia even fell 3% compared to the same period last year, while exports from Peru grew by 107%. Ecuador is also coming up as a substantial supplier to the EU market. Exports from Ecuador grew 397%, resulting in a market share of 7% in Jan – May 2015.

Month	Bol in 2012	Bol in 2013	Bol in 2014	Bol in 2015	Ec in 2012	Ec in 2013	Ec in 2014	Ec in 2015	Peru in 2012	Peru in 2013	Peru in 2014	Peru in 2015
January	640.5	580.0	416.0	451.0	0.0	22.5	21.7	65.2	97.0	186.7	489.7	1203.9
February	354.0	417.9	538.2	557.2	43.0	0.1	0.0	87.4	68.3	198.3	352.0	494.6
March	456.0	733.7	321.1	518.3	0.0	0.0	46.8	58.5	42.9	163.0	298.2	919.9
April	280.0	529.8	563.8	390.6	0.0	2.6	5.1	103.0	10.1	105.6	474.1	958.3
May	298.0	396.7	535.5	391.4	3.6	2.0	25.7	179.8	62.4	130.0	506.1	813.7
June	304.6	725.7	600.0		0.4	1.5	66.8		108.5	201.5	478.0	
July	86.2	640.4	723.3		0.0	4.6	0.0		163.7	279.0	649.7	
August	519.6	695.0	487.1		1.9	3.3	2.1		159.7	212.8	683.0	
September	385.2	737.4	852.2		0.0	24.9	40.6		67.0	265.6	945.2	
October	439.8	563.0	522.5		0.0	0.0	78.2		92.3	403.0	979.5	
November	480.2	341.8	516.5		0.0	4.3	40.0		85.2	425.3	819.7	
December	436.1	393.0	394.9		1.5	4.0	73.5		114.3	289.1	919.0	
Total	4680.2	6754.4	6471.1		50.4	69.8	400.5		1071.4	2859.9	7594.2	

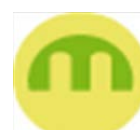
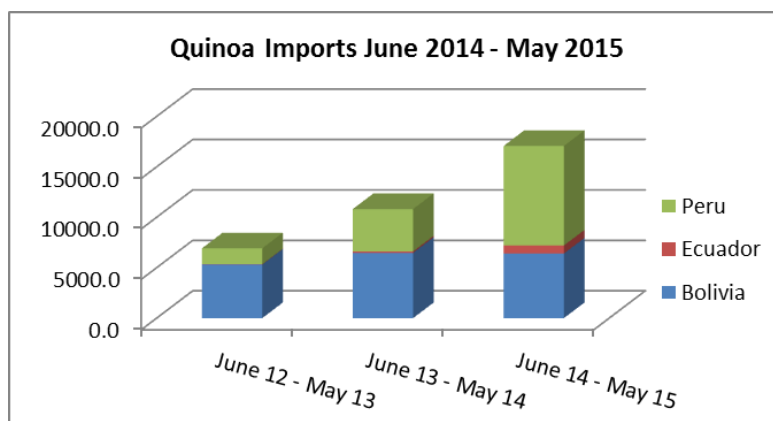
Source: Eurostat, July 2015

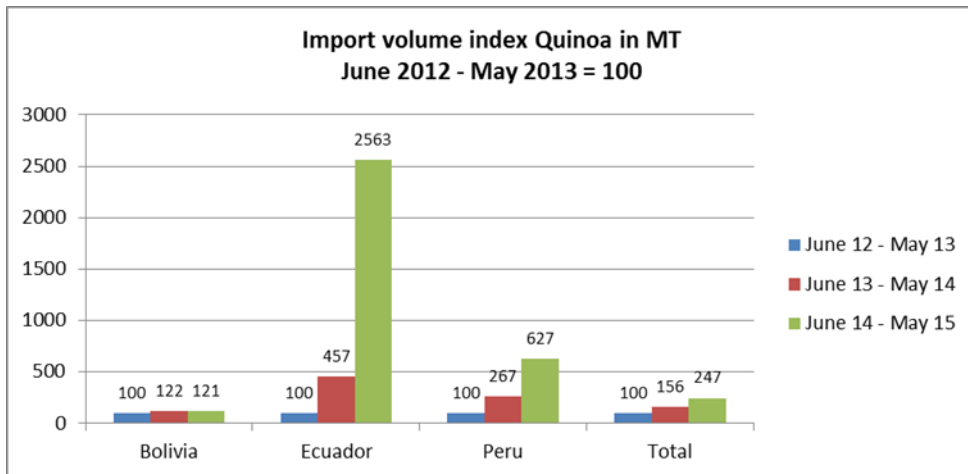




Source: Eurostat, elaborated by Mercadero

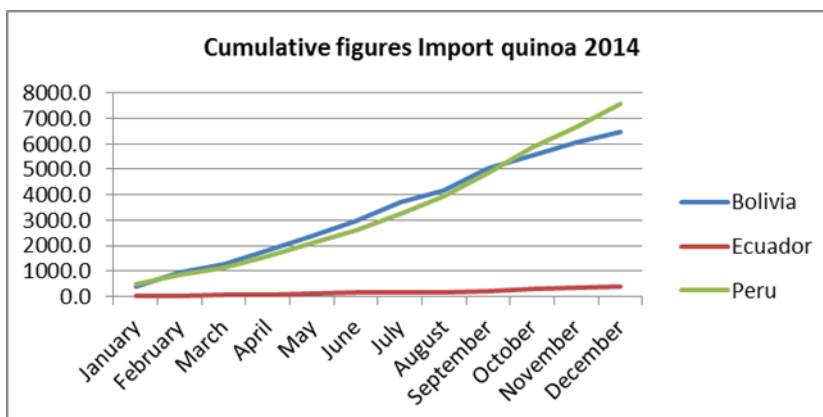
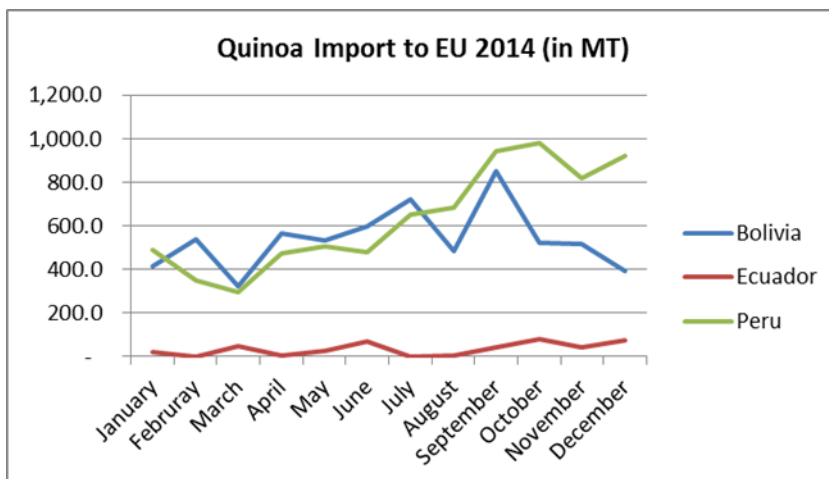
The following graph illustrates the quinoa imports to the EU until May 2015 from Bolivia, Peru and Ecuador.





Source: Eurostat, elaborated by Mercadero

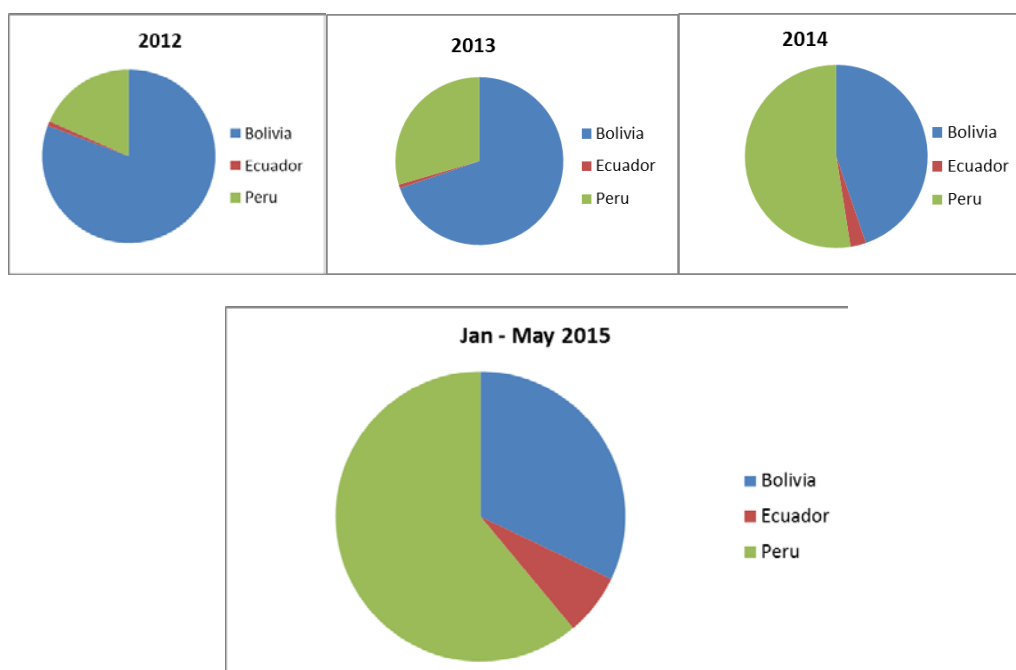
In 2012 and 2013 Bolivia was by far the most important supplier to the European market, but in 2014 this picture changes. In 2014 quinoa imports from Peru have been higher than imports from Bolivia. We see that also the cumulative volume of Bolivia was lower than of Peru.



Source: Eurostat, elaborated by Mercadero



Total quinoa imports from Bolivia, Peru and Ecuador to the EU together have increased from 5,802 MT in 2012 to 9,684 in 2013 and 14,468 in 2014. When we look at the pie charts below we can observe that in 2014 the proportion of the quinoa imported into Europe that originates from Bolivia is 45%, while in 2012 this percentage was 81%. In Jan – May 2015 the market share of quinoa from Bolivia decreased further to 32%.



Source: Eurostat, elaborated by Mercaderero

