



## European import of chia seeds

Market update - June 2017

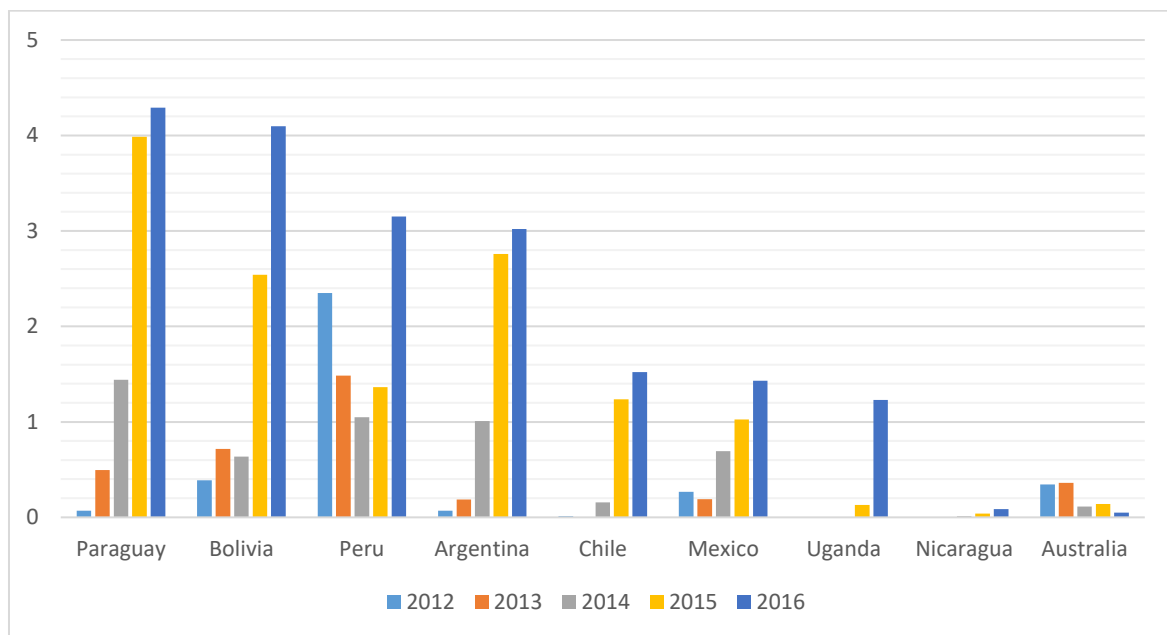
Compiled by: **Michel Peperkamp** | [ICI Business](#)

### 12079996: Oil seeds and oleaginous fruits, whether or not broken

(excluding edible nuts, olives, soya beans, groundnuts, copra, linseed, rape or colza seeds, sunflower seeds, palm nuts and kernels, cotton, castor oil, sesamum, mustard, safflower, melon, poppy seeds and hemp seeds)

**NOTE:** This market update is based on the assumption that 'chia seeds' is the principle or only product of the supplying countries within the used statistical code.

### European import of chia seeds from various supplying countries (in 1,000 tonnes)



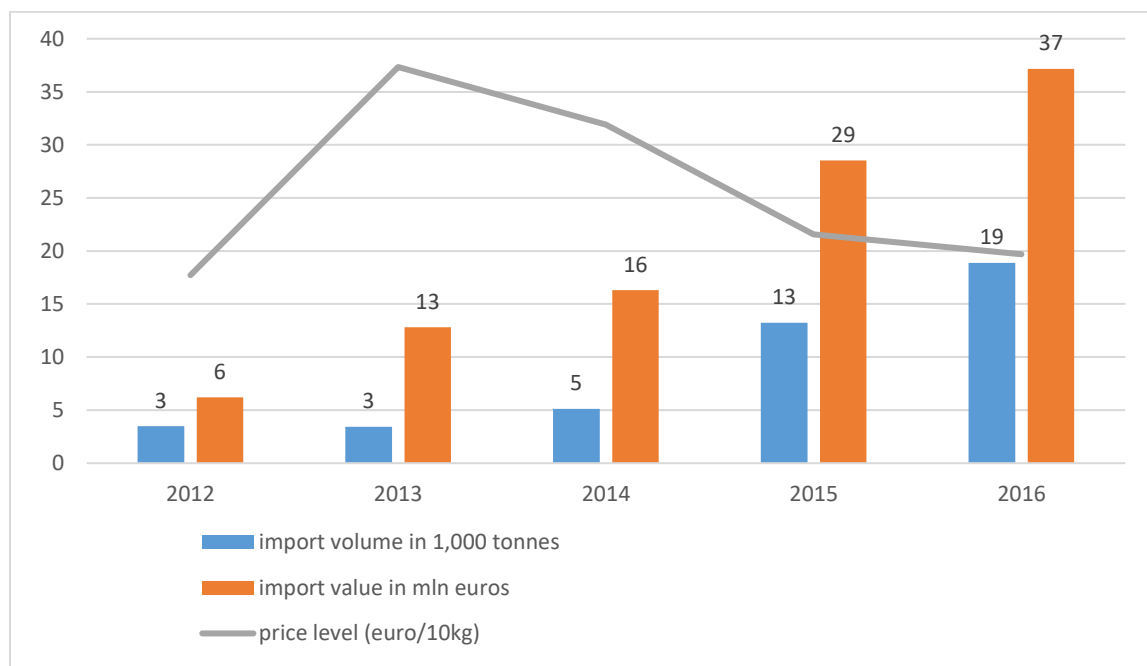
#### Important notes:

- The 2012-2013 import statistics from Peru are not reliable as compared with the global developments of chia seeds. The following years of Peruvian export include a significant volume of re-exported chia from Paraguay and Bolivia.
- The supply from Australia is likely to be higher than statistics indicate.

#### Developments in Africa:

- Uganda is a new and fast growing supplier of chia seeds. Smallholder farming is characteristic for the production of Uganda. Uganda's chia export is mostly directed to Germany and the Netherlands.
- Production has also started in other African countries such as Kenya and Tanzania.

### Estimated European import of chia seeds



#### Important notes:

- The statistical data above is based on the same suppliers as the first graph.
- Denmark is not included in the import statistics of chia seeds. Exporters reported around 1350 tonnes of chia export to Denmark in 2016. This results into a total **European import of just over 20,000 tonnes in 2016.**

#### Developments on the European market

- From January 2016 to March 2017:
  - **Germany** imports around 580 tonnes/month on average, with Paraguay, Bolivia and Mexico as the principle suppliers;
  - **The Netherlands** takes the 2<sup>nd</sup> place, importing and distributing around 335 tonnes per month;
  - **Spain** has a stable import of approximately 170 tonnes/month;
  - **The United Kingdom** averages around 100/month;
  - **Italy's** chia import has increased over the past 12 months (march 2016-march 2017), recently reaching 100 tonnes average per month;
  - Potential interesting growth markets are **Poland** and the **Czech Republic**, that each have imported 40-60 tonnes/month over the last year;
  - **France** is still a starting market for chia seeds, but with greater expected potential than the current 0-2 FCL per month over the last year (according to Eurostat statistics). France is also the first European country that has started to produce chia.
- Chia was the second most popular 'ancient grain' to use as ingredient in new product launches in 2016, according to Innova Market Insights. Quinoa held the first place.