

Required Report: Required - Public Distribution

Date: July 16, 2024

Report Number: VE2024-0010

Report Name: Exporter Guide Annual

Country: Venezuela

Post: Caracas

Report Category: Exporter Guide

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Report Highlights:

This report outlines market conditions and opportunities for U.S. agricultural exports to expand or enter the Venezuelan market. While the economy stagnated in 2023, Venezuela is the sixth largest South American destination for U.S. agricultural and related product exports. In 2023, U.S. agricultural exports to Venezuela reached \$670 million, a 10 percent decrease year-on-year due to the economic crisis. Nevertheless, Venezuela continues to grow its retail sector, supermarkets are well stocked, and U.S. brand awareness and acceptance have increased over the last two years. Assuming international price levels like 2023, Venezuelan agricultural imports have the potential to grow next year, especially from the United States due to its competitive advantages including product price, quality, and geographical proximity.

Executive Summary: Venezuela is the sixth largest South American destination for U.S. agricultural and related product exports. In 2023, U.S. agricultural exports to Venezuela reached \$670 million, 10 percent lower year-on-year. Nevertheless, U.S. agricultural exports to Venezuela have grown 284 percent since 2019.

Consumer-Oriented Agricultural Imports

Consumer-Oriented Product Imports: In 2023, Venezuelan imports of U.S. consumer-oriented products decreased 27 percent to reach \$83 million, compared to \$114 million in 2022. 3106442876

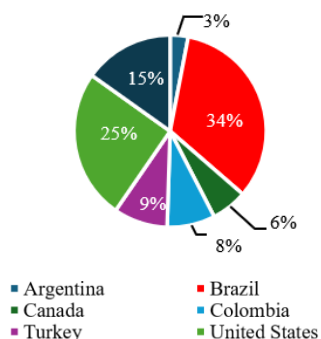


Chart 1: Calendar Year (CY) 2023 Total Agricultural Exports to Venezuela, Percentage, Value

Food Retail Industry: Venezuela’s retail sector has grown rapidly since 2022. The sector consists of over 3,600 supermarkets and 70,000 traditional *abastos*, or corner stores in Venezuela. *Bodegone* stores, which specifically sell imported food items (especially U.S. and European consumer goods) were once popular during the height of the economic crisis. The number of bodegones have declined by 25 percent due to growing price competition from supermarket chains.

Food Processing Industry: Major suppliers of food ingredients and raw materials to Venezuela include the United States, Canada, Turkey, Argentina, and Colombia. The food processing sector in Venezuela is composed of approximately 810 food and beverage manufacturers and processors, of which 50 percent represent small-scale enterprises which mostly utilize poultry, swine, and dairy products.

Food Service Industry: The food service, restaurant, and institutional sector had growth in the last quarter of 2022, but has since slowed down in 2023 with fewer restaurants openings and some closures, owing to demand and fluctuating cost of food products, including imports.

Quick Facts CY 2023

Imports of Consumer-Oriented Products

\$849 million (\$83 million from the United States)

List of Top 10 Growth Products

- 1) Pork and Products
- 2) Confectionary
- 3) Soups and Food Prep.
- 4) Sauces/Condiments
- 5) Dairy & Cheeses
- 6) Tree Nuts
- 7) Pet food
- 8) Eggs & Products
- 9) Processed Fruit
- 10) Cereals/Baked Goods

Food Industry by Channels (USD)

Retail Food Industry	\$4 billion
Food Service-HRI	\$300 million
Food Processing	\$3 billion
Food and Agriculture Exports	\$662 million

Top 5 Venezuela Retailers

- 1) Dia a Dia Practimercados
- 2) Fórum
- 3) Gama
- 4) Lider Hipermercado
- 5) Plaza Supermercado
- 6) Central Madeirense
- 7) Víveres de Cándido
- 8) Rio Supermarkets

GDP/Population

2023 Population (Millions): 27
 2023 GDP (Billions USD): \$98.7
 2023 GDP Per capita (USD): \$3,659

Sources: FAS (Post) Historical Data Series, Trade Data Monitor

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Large consumer base with slowly growing incomes, including middle class.	Challenges with travel to Venezuela with U.S. entities/citizens.
Economy increasingly dollarized.	Lack of awareness about the range and value of U.S. agricultural products.
Food consumption increasing; new interest-free credit app is available.	
Opportunities	Challenges
Highly motivated and growing retail sector in Venezuela.	Heavy competition from MERCOSUR countries, esp. Brazil and Argentina.
Supermarkets well stocked and recovered.	Lack of access to credit impedes trade; complex process of importing and registering new products.
U.S. product and brand awareness have increased.	

Section I: Market Overview

In 2023, the Venezuelan economy experienced a 3.3 percent growth, supported by an increase in oil activity of 13 percent and non-oil activity of 2 percent. The economy was depressed until October 2023 when the United States released part of the sanctions on the oil sector (GL-44) license and Chevron initiated production and exports, resulting in an increase in public spending and the level of exchange interventions in the money market, oxygenating the economy the last quarter of 2023.

Venezuela’s agricultural imports reached \$2.7 billion in 2023, a 7 percent decrease year-on-year. Brazil was the largest exporter of agricultural and related product exports to Venezuela in 2023 (\$910 mill), followed by the United States (\$670 mill), Turkey, Colombia, and Canada. In 2023, U.S. agricultural and related product exports to Venezuela reached \$670 million, a 9 percent decrease from 2022. Venezuela is currently the sixth largest destination for U.S. agricultural and related product exports in South America.

Despite the 2023 drop in agricultural exports, trade opportunities are growing in Venezuela, and U.S. companies can benefit from the strong consumer preference for U.S.-origin products, supported by an irreversible de facto dollarization of the Venezuelan economy. At present, more than 60 percent of food availability is derived from imports. Additionally, the United States’s geographic proximity to Venezuela provides shorter shipping times (three to five days) as compared to other suppliers.

Imports of Consumer Oriented Products

In 2023, Venezuela’s total imports of U.S. consumer-oriented decreased 27 percent to \$83 million, a 12 percent share of total U.S. agricultural exports to the country. Top product exports to Venezuela included bakery goods, cereals, condiments and sauces, tree nuts, pork and pork products, fresh and processed fruits, and beer.

Advantages and Challenges

Advantages	Challenges
<ul style="list-style-type: none"> • Venezuelan economy is increasingly dollarized; the U.S. dollar circulates as the preferred currency. • Private sector plays greater role in importing of food products actor in importing agricultural and products. • Venezuelan consumers consider U.S. products to be high quality. • Local retailers see U.S. suppliers as a trusted source in terms of ensuring trade volumes, standards, and product quality. • American culture and consumers highly influence the Venezuelan media are familiar with U.S. brands and products. • Retailers increasing their variety of food products offered to consumers. • At present, limited interference by authorities for import permit issuances for private sector entities. • Despite the economic crisis, some traditional U.S.-origin franchises³ continue to operate in Venezuela and remain popular. 	<ul style="list-style-type: none"> • Imported products are expensive for most consumers, who remain very price sensitive. • Some countries, especially in South and Central America and the Caribbean, have trade agreements with Venezuela that establish preferential import tariffs for certain products. Turkey receives tariff preferences under a trade agreement to export pasta and wheat products, that the government established new sanitary restrictions on Turkish products. • Inflation and devaluation, although have decreased compared to previous years have affected consumer ability to purchase goods, and consumption remains severely constrained. • Complex import permitting and registration processes for certain agricultural or food products.

Table 1. Origin of Venezuelan Agricultural Imports by Volume (Thousand Metric Tons) CY 2022-2023

Country	2022	2023	Annual Change %	% Market Share
Brazil	1,353.3	1,395.5	3.1	33.0
United States	1,248.4	1,238.8	(0.7)	29.3
Canada	246.2	445.4	80.9	10.5
Turkey	378.9	418.4	10.4	9.9
Argentina	291.3	282.8	(2.9)	6.7
All Others	570.3	444.3	(22.1)	10.5

Data source: Trade Data Monitor

Table 2: Venezuela, CY 2023 Primary Agricultural and Related Product Imports by Origin

Exporting Country	Total Value (Millions USD)	Top Exported Products
Brazil	\$910	Sugar, soybean oil, condiments, sweet cookies, pasta
United States	\$670	Soybeans, corn, wheat, pet food (for retail), cotton, distilled spirits, cranberries, and peaches (preserved), mixed nuts, dry beans, cheeses, sparkling wines, cigarettes, processed cereals, beans, select livestock (sheep, horses, and swine)
Turkey	\$252	Pasta, processed cereals, wheat flour, sweet cookies, personal care products, household cleaning products
Colombia	\$225	Vegetable oils, soybean oil, baking inputs, animal feeds, sauces and mixed condiments, breads, pastries, cakes, biscuits, cereals, powdered milk, wheat flour, fertilizer.
European Union (27)	\$123	Sparkling wines, food preparations, potatoes (preserved), fresh and processed tomatoes, pasta, cheese, olive oil, malts
Canada	\$171	Mustard seeds, pet food, durum wheat, pulses (lentils)
Argentina	\$91	Wine, wheat flour, baking inputs, processed cereals

Data Source: Trade Data Monitor.

The reestablishment of U.S. food product exports in Venezuela is linked to the recent growth of modern retail. Prominent supermarket chains now include Forum, with four years of operation with 22 outlets, as well as Aikos (established in 2019, 21 outlets) and Rio Supermarket, (established in 2019, 14 outlets). The recent growth of the retail sector has in turn diminished the role of *bodegones*, independent stores that emerged during the economic crisis which exclusively offered imported products, often at high prices. These vendors filled the demand of middle to high-income consumers for products they could not find on the local market. However, the number of *bodegones* have declined by 25 percent over the past year, totaling approximately 400 establishments, several have migrated or converted into supermarkets.¹

Public Sector Market Participation

The supermarket chains in Venezuela are private businesses which provide food supplies to middle class consumers. At the same time, the Venezuelan regime looks to bridge gaps in food supply and availability for lower income consumers through a combination of salary bonuses. Its

¹ Source: National Association of Supermarkets and Auto services of Venezuela (ANSA); June 2023 data.

primary food aid program includes a monthly box of food staples delivered by the communal councils of each neighborhood to qualifying households, known as the CLAP distribution program.² The CLAP boxes typically include various staple food products such as pasta, rice, and beans and are currently priced at USD \$1.00, and are intended to last one month to feed a typical family of five members. The box includes a combination of domestically produced and imported agricultural goods, while deliberately excluding any U.S.-origin products.

Section II: Exporter Business Tips

Venezuela's supermarket chains are the primary means to provide goods to middle to high-income consumers. When utilizing key local suppliers (wholesalers/distributors), U.S. exporters can potentially sell through gas marts, grocery stores, and convenience stores. Depending on product brand and volumes, major food importers/wholesalers supply certain supermarket chains, including provincial retailers. Currently, the largest chain of supermarkets imports direct as most have opened offices in Panama or Miami to ease operations and guarantee access supplies. Distributors are used by the largest supermarket chains to import specific products and often import for smaller niche markets. Some supermarket chains also supply products to certain markets and shops. Additionally, international auditors advise local importers to obtain quality certificates for certain products offered by the exporter. Many exporters have used the [USDA export credit guarantee program](#) that encourages financing of commercial exports of U.S. agricultural products to Venezuela and reduce financial risk.

Tips to Consider When Exporting to Venezuela

- Exporters can contact importers, wholesalers/distributors, or supermarkets through the Venezuelan Association of Supermarkets (ANSA), the Venezuelan Chamber of the Food Industry (CAVIDEA) or the Venezuelan American Chamber of Commerce (VENAMCHAM). When selecting a partner (agent or representative), consider running a background check on the prospective partner through local chambers of commerce before signing any contractual agreements. Consider consulting the [Specially Designated Nationals and Blocked Persons \(SDN\) List](#) to search for subject sanctions prohibitions (full-block and sectoral sanctions) on specific entities.
- Supermarket chains are effective negotiators and may request exclusivity, especially if they can maintain high volumes of the product. If the product price set by the exporter is outside market standards, importers can choose to approach local distributors who could offer a better or same price with reduced logistic charges. U.S. exporters can potentially sell through gasoline stations, grocery stores, or convenience stores.
- Building relationships with importers and wholesalers/distributors is critical. Personal visits/meetings are preferred by Venezuelan food importers, who may be willing to travel to meet in person. However, consult the [U.S. State Department Travel Advisory and Guidance page](#) before considering any travel to Venezuela.
- Consider developing additional market intelligence to identify relevant buyer and consumer needs. Local companies (including Venezuelan polling firms) and food associations can provide relevant information/data to identify niche markets, consumer trends, market development opportunities, and recommended business practices.

² Established in 2016, the "Local Committees for Supply and Production" (Comité Local de Abastecimiento y Produccion, or CLAP) program is intended to support communities with severe food shortages.

- Consider consolidation when shipping smaller consignments with reduced volumes.
- Attend trade events like the National Restaurant Association Show, Alimentec³ (Bogota), or the Americas Food and Beverage Show, which provide opportunities to meet and educate Venezuelan importers. Local trade shows in Venezuela are currently not taking place.
- Many retailers are willing to display point-of-purchase marketing materials for U.S. brands and products if marketing/communication materials are in Spanish. Work closely with local importers to comply with food import regulations to facilitate import registration and minimize port of entry risks. This includes ensuring packages and containers comply with Venezuelan labeling regulations.

Section III: Import Food Standards, Regulations and Procedures

The Venezuelan authority uses the United Nations Automated Customs System (SIDUNEA) in Venezuelan ports.⁴ Through SIDUNEA, customs clearance 3-8 business days. Importers have previously reported delays in this clearance process. By law, only nationals and customs agencies with local Venezuelan personnel can clear shipments. Customs agencies interact with the national customs administration and estimate and pay port charges, levies, and taxes on behalf of the importer, in addition to completing paperwork. The commission of the customs agencies can be made as a fixed amount or calculated based on one percent of the CIF value, plus operation costs.

All goods to be imported into Venezuela must be subject to an Advance Information Declaration to the Service National Integrated Tax Administration (SENIAT) and, once they enter the country, a Single Customs Declaration must be submitted within five business days of this arrival. Fines can be imposed on any merchandise when the declarations are conducted outside the established due term.

When an importer delays or refuses to claim a product that arrives at Venezuelan ports, the goods will fall into a state of abandonment and SENIAT will inform other national authorities to give destination to the goods that are regularly awarded to other public institutions depending on their nature, use, condition, among other aspects.

Venezuela Customs regulations state that the accepting consignee is the owner of the goods for customs purposes and is responsible for all payments due to local authorities and service providers. Importers of food, cosmetics or medicines must register all their products with the Health Comptroller's Office belonging to the Ministry of Health before placing the product on the Venezuelan market. If the product is not processed or its state is natural (vegetable or animal) it corresponds to the Institute of Integral Agricultural Health attached to the Ministry of Agriculture, while if it is seafood products it oversees the Socialist Institute of Fisheries (INSOPESCA) attached to the Ministry of Fisheries and Aquaculture.

³ Alimentec will be a USDA-endorsed trade show in 2026.

⁴ The Automated System for Customs Data is implemented by the Customs and Tax Administration for the registration, exchange, and processing of information, as well as for the control of the arrival, storage, introduction, permanence, and extraction of merchandise.

To Import Food Products into Venezuela, the Following Documents are Required:

- The Customs Declaration.
- The final commercial invoice.
- The original of the bill of lading, or the air waybill.
- Those that are legally enforceable, depending on the type of goods in question (it may be a Health Certificate from the Country of Origin, Health Registration, Licenses relevant to the competent public body, among others).

Other Documents as Needed:

- Certificate of Origin: This document certifies the place of manufacture or obtaining of the goods, which determines the tariff or commercial treatment given to them at the time of their entry into a certain customs territory.
- Certificate of Non-National Production (CNP) or Insufficient National Production (CNPI).
- Packing List.

Some of the foods could be subject to an exemption from the Value Added Tax (VAT), to obtain this benefit they must comply with pre-import procedures before the Ministry of Food. In addition, the Venezuelan regime periodically publishes an Executive Decree containing a list of goods subject to exemptions from import duties and VAT.

If samples are sent, the non-tariff restrictions will not apply to entry if they enter for the purpose of registration, testing, studies, verifications or analysis, the quantity, nature, and value of which do not demonstrate a commercial purpose. In these cases, prior authorization issued for this purpose by the Customs Office of entry shall be required.

Customs regulations stipulate that the consignee is the owner of the shipment and is responsible for all customs payments. Importers must register all their products with the Ministry of Health Food Comptroller Division prior to placing the product on the Venezuelan market.

The Following Customs Documents Needed to Export Primary Goods:

- Certificate of Origin: This document accredits the place of origin of the goods, which determines the tariff or commercial treatment given to them at the time of their entry into a certain customs territory.
- Certificate of non-local production (CNP).
- Phytosanitary and sanitary certificates as relevant.
- Licenses pertinent to the competent public agency.

If shipping samples, products intended for consumption are treated as private imports and are assessed duties and a value-added tax (VAT). Exemptions apply only to samples for the purposes of registration, testing, studies, verifications, or analysis of the goods, when the quantity, nature and value do not demonstrate commercial purpose. However, there is a door-to-door import practice in Venezuela that was exempted from duties and VAT in 2022. As of July 15, 2023, certain imports are exempted unless the product exceeds (USD) a \$2,000 customs duty. This only applies for air cargo and land transportation, as maritime transportation is not included.

When the load's value is below \$2,000 CIF, the consignment is assessed a 38 percent tariff rate. The latter could be used as a mechanism to bring samples of consumer products by air for promotion. Further information on import procedures, duties, and custom fees, refer to the Venezuelan Food and Agricultural Importer Regulations (FAIRS) report (See, [GAIN: VE2024-0004](#)). The U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC) administers economic sanctions related to Venezuela. These sanctions exempt transactions related to the export of agricultural and food products, and do not prevent the issuance of export certificates by the USDA.⁵

Section IV: Market Sector Structure and Trends

In CY 2023, the total value of Venezuelan agricultural imports decreased 10 percent year-on-year. However, Venezuela's imports of intermediate products grew 2 percent, and consumer-oriented products rose 27 percent year-on-year. Although per capita consumption remains low in Venezuela, food consumption grew from 13 kilograms (kg) in 2018, to 29 kg by 2023, supporting food and beverage sectoral growth. Most consumers' food purchases remain food staples, including pastas, rice, corn flour, coffee, and cooking oils (Table 3). Nevertheless, limited purchasing power remains as the main factor affecting food security and nutrition.

Table 3. Best-Selling Imported Products in Venezuelan Supermarkets

Product	Monthly Expense Per Consumer (USD)	Approximate Volume/Month
Corn Flour	\$8.96	8 kg
Powdered Milk	9.40	900 grams
Rice	\$6.78	6 kg
Edible Oils	\$8.88	2 lt
Sugar	\$4.84	4 kg
Pasta	\$6.40	4 kg
Mayonnaise	\$6.55	445 grams
Coffee	\$21.06	2 kg
Margarine	\$10.16	2 kg
Wheat Flour	\$3.38	2.5 kg
Tomato Sauce	\$1.95	600 grams

Data Source: ANSA monthly food basket for a traditional four-person family in Venezuela, 2023

Retail Sector Trends

Starting in July 2020, Venezuela's retail sector reopened and adapted a new business model, to where 165 supermarkets nationwide presently exist. These supermarkets offer stability and accessibility of food products not seen in over a decade (Table 5).⁷ The fastest growing supermarket chains include Forum, (with 20 stores), Aikos-Plus, (21 stores), and Rio Supermarket (18 stores).

⁵ In addition, OFAC administers general licenses that authorize certain transactions involving certain blocked persons related to the exportation or re-exportation of agricultural commodities, including food products. [See link](#) for more OFAC guidance for Venezuela.

Table 4. Venezuela: List of Formal and Informal Retailers

Top Traditional Retailers	Top Non-Traditional Retailers
Dia a Dia Practimercados	Forum Supermarket
Central Madeirense	Rio Supermarket
Gama	Rio Vida
Lider Hipermercado	Que Papaya Hypermarket
Plazas Supermercado, Víveres de Cándido	New retail markets: Luxor, Garzón, AIKOS, Paramo, Bodegon La Canaima

Data Source: ANSA.

Online deliveries (delivery/pick up) represent approximately 6 percent of total supermarket sales and continue to increase. Prior to the COVID-19 pandemic, online sales were approximately 2 percent of total sales. However, a growing customer base has become accustomed to receiving delivered products. By value, Venezuela’s e-commerce channel (supermarkets and drugstores) reached a 1.7 market share in March 2023, compared to 1.2 percent in 2022, a 42 percent growth in value. Primary manufacturers engaged in e-commerce in Venezuela include PepsiCo, Nestlé, Alimentos Polar, Proctor and Gamble, Colgate Palmolive, and El Tunal.

Other Consumer and Retail Trends

- The typical Venezuelan basket includes tuna fish, sardines, oatmeal and oat flour, dehydrated broths, meats, cereals, flours (corn and wheat flours), ready cereals, preserved fruits, condiments sauces, including and powdered spices, sweeteners, sausages, gelatins, melted cheese, tomato sauce, pasta, and dehydrated soups.⁶
- The self-service channel (supermarkets) has a 34 percent in value to total basket, where food represents 49 percent of purchases. The traditional channel (corner stores, proximity stores) has an importance of 66 percent in value to total basket, where food is represents 22 percent of the purchase value.
- The restaurant and institutional sector (HRI) previously had growth trend in the last quarter of 2022, this growth has slowed down in 2023 with fewer restaurants openings and some closures.
- Canned products are in high demand due to long-lasting shelf life, especially green peas, corn, and mushrooms.
- The frozen food market is a growing market in Venezuela, which grew 20 percent year-on-year in 2022 and maintained the same trend in 2023. While French fries are the primary frozen product preferred by consumers, a growing trend for healthy products has spurred demand for frozen cassava, plantains, vegetable *arepas*, sweet potatoes, chicken bites and others. Products that are easy to cook with an adequate price-value ratio have market potential, with due care of the cold chain.
- The pet food market has been one of the fastest growing categories since the pandemic. Like Colombia, there are many pet-friendly restaurants, malls, and stores, offering

⁶ Source: Post sources and Nielsen IQ.

opportunities for increased pet food consumption.

- Payment platforms like Zelle and Pipol Pay declined in use from 60 to 30 percent in 2022 and maintained the same trend in 2023 due to the March 2022 implementation of the three percent tax on U.S. dollar transactions. Consumers can avoid this tax if paying in bolivars with cash or debit cards.
- The free interest credit platform *Cashea* is a new development in the Venezuelan retail and business sectors, with a penetration of 4 million consumers and more than 3,000 associated business. This product has stimulated consumption of foods and other goods as new consumer credit options are expanding to different sectors.
- Proximity stores (i.e., local stores in neighborhoods) have grown in popularity for consumers especially during times of gasoline shortages.
- Stores have been focusing on improving supply, quality, and convenience to strengthen consumer loyalty. This has included investing in store illumination and improved customer service, better assortment of products, and rebranding. Additionally, retailers have continued developing their own in-house brands.
- Packaging styles have changed in terms of smaller size and reduced product materials.
- For certain affluent Venezuelan consumers, trends are more important than price. Some remain highly influenced by food trends in other countries, especially customer service.

Section V: Agricultural and Food Imports

Primary U.S. bulk commodities exported to Venezuela include corn, wheat, rice, soybeans, and cotton. For intermediate products, the United States remains the top exporter of soybean products (meal and oil). According to the National Poultry Federation of Venezuela, imports increased in 2023 as Venezuela’s feed industry increased 4 percent its production supply growing poultry demand. Currently, consumer-oriented products make up only 12 percent of total U.S. agricultural exports to Venezuela, but this trend is growing (Table 5).

Table 5. Venezuela: Top Consumer Oriented Product Imports CY 2022-2023

Product Category	2022	2023	% Change
Consumer Oriented Total	114,021	83,325	27
Soups and Food Preparations	52,703	36,032	(32)
Cigarettes	10,331	4,056	(60)
Distilled Spirits	7,729	2,604	(66)
Processed Vegetables	7,466	1,832	(78)
Dairy Products	6,972	7,980	14
Bakery, Cereals, and Pasta	6,219	8,638	39
Chocolate and Cocoa Products	3,645	2,976	(18)
Chewing Gum and Candy	3021	323	92
Non-Alcoholic Beverages	2,768	2,560	8
Pet Food	2,068	1,806	(13)
Other Products	11,099	14,518	(61)

Data Source: U.S. Census Bureau, Global Agricultural Trade System (GATS).

Top Market Potential U.S. Consumer-Oriented Products to Venezuela

Pork and Pork Products

Charcuterie (processed pork products) is a thriving business in Venezuela due to the high demand for processed and ready-to-eat foods (including cheeses). The charcuterie industry is dedicated to the production of sausages, cold cuts including hams, mortadella, pates, and other animal origin products, and according to industry sources, has experienced an annual sustained growth of 10- 15 percent. The most popular pork products in Venezuela are sausages and cold cuts, typically made with U.S pork. In 2023, U.S. pork and pork product exports to Venezuela totaled \$1.2 million, a 52 percent growth year-on-year. Venezuela is the seventh largest market for U.S. pork in South America.

Food Preparations

Canned foods, gelatins, soups, and frozen preparations have remained a mainstay for Venezuelan retailers for years. In 2023, U.S. exports of this category reached 36 million, representing 43 percent of the consumer-oriented food product segment.

Confectionary Products

Although the snack market has slightly decreased in 2023, it remains a market full of opportunities. The most consumed snack products include chocolates, sweet cookies, candies, chewing gum, lollipops, and processed potato or corn chips. Venezuela is the third largest market for U.S. exports of confectionary in South America, which grew by 448 percent in 2022.

Section VI: Key Contacts and Further Information

U.S. Embassy in Colombia ⁷ Office of Agricultural Affairs (OAA) Calle 24 Bis No. 48-50 Bogota, D.C. Colombia http://www.fas.usda.gov	Phone: (011-57-1) 275-4623 Email: AgBogota@usda.gov
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Key Institution Contacts

Venezuelan Supermarkets Association (ANSA)
<http://www.ansa.org.ve>

Venezuelan Food Industry Chamber (CAVIDEA)
<https://www.cavidea.org>

Venezuelan American Chamber of Commerce (VENAMCHAM)
<https://www.venamcham.org>

Venezuelan Agricultural Producers Association (FEDEAGRO)
<https://fedegro.org>

⁷ The United States since 2019 has suspended operations in Venezuela. All agricultural trade affairs of the USDA are managed by OAA in Bogota, Colombia.

DATANALISIS
<https://datanalisis.com>

TRADEX (Export, import, logistics and other services for trade and customs in Venezuela)
www.tradex.com.ve

Appendix I –Bulk, Intermediate & Consumer Oriented Goods Trade

Table 6. 2019-2023 U.S. Agricultural Trade to Venezuela by Category (USD Thousands)

Category	2019	2020	2021	2022	2023
Agricultural & Related Products	176,851	438,031	630,966	738,095	669,776
Intermediate Products	72,095	157,391	223,586	350,874	359,183
Bulk Products	60,459	214,568	307,716	268,835	221,059
Consumer Oriented Products	40,994	63,385	96,432	114,438	83,325
Agricultural Related Products	3,303	2,687	3,233	3,949	6,210
Total	176,851	438,031	630,966	738,095	669,776

Attachments:

No Attachments