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Sweden

Exporter Guide for Sweden and Finland

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Report Highlights:
Strong economic growth in both Sweden and Finland, and a strengthened domestic demand creates new marketing opportunities. The American image and trends continue to be popular in these markets. Thus, these are strong markets for high-value processed consumer goods.

Includes PSD changes: No
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SECTION I. MARKET OVERVIEW

SWEDEN

The Swedish economy has improved significantly in recent years, although structural problems prevail. In 1998, growth expanded by almost 3 percent and forecasted growth for 1999 and 2000 stands at 3.0 and 3.5 percent respectively. The inflation rate is at a record low, with projections for continued low levels over the next 2-3 years.

Despite the recent economic growth, Swedish consumers remained cautious until the second half of 1997, when the first signs that private household consumption was picking up could be seen. Domestic demand is expected to grow by 3.5% annually in both 1999 and 2000. Real households disposable income will increase by 3.6% in 1999 and by as much as 4.3% in 2000.

Sweden's entry into the EU in 1995 brought with it new economic policy goals. The next step of European integration is the Economic and Monetary Union (EMU) and the common currency (Euro). The government, however, decided for largely domestic political reasons that Sweden would not enter into the EMU from the start on January 1, 1999, but has chosen to keep its options open for a possible entry at a later date.

FINLAND

The Finnish economy has continued its recovery from the devastating 1990-93 recession; with early 1997 GDP having returned to pre-1990 levels. In 1997, the value of imports began to reflect the strong economic growth of the Finnish economy increasing volumes by 10.5 percent. This growth continued during 1998 when the value of imports increased by 12 pecent during the first six months compared to the same period the previous year. Growth in 1998 is currently placed at 9.5 percent and the projected growth for 1999 at 6 percent.

Private consumption was up 4.5 percent in 1998 and is forecasted to grow by 3.8 percent in 1999, 3.4 percent in 2000, and 3.2. percent in 2001. Consumer confidence remains high overall.

As was the case for Sweden, Finland's entry into the EU (1995) brought with it new economic policy goals. Finland joined the Exchange Rate Mechanism (ERM) of the European Monetary System in October 1996. On January 1, 1999, 11 EU member countries including Finland joined the third stage of the EMU. This third and final stage of EMU commenced with the irrevocable locking of the exchange rates of the eleven currencies participating in the Euro area and with the conduct of a single monetary policy under the responsibility of the European Central Bank.

For the U.S. exporter, it is important to understand that the EU membership also brings with it additional price advantages to other EU members. EU origin products will have a natural advantage in many product areas simply because they enter these markets duty free while American exporters have to face EU's external duty/tariff structure. However, the more competitive market introduced by EU membership may offer additional marketing opportunities for firms that have attractive products, and are willing to make the investment in terms of time and money.

The standard of living in Sweden and Finland continues to be high and indicators of consumer confidence are currently at an all time high, and this points to increased spending. The demand for consumer ready products will remain strong because of the very high proportion of two income families and relatively high per capita income. Another very important factor is the growing demand for "natural" (organic) and "healthy" food and drink products. The environmental or "green" philosophy that is a considerable factor in Sweden and Finland, plays itself out in the food and beverage market with significant consumer awareness in the area of food safety and healthy eating habits. Consumers are willing and able to pay higher prices for food and drink products that fall into these categories. Thus, this is a strong market for high value processed consumer goods. Also, consumers are open minded to new trends and products.

Advantages	Challenges
Sophisticated market. High acceptance of new products and concepts. U.S. products are considered high quality and trendy.	U.S. products at a price disadvantage compared to competitors based in the European Union.
Growing consumer demands of value-added products, convenience foods and functional foods. Proliferation of "healthy" and "greener" foods.	High distribution and shipping costs.
Favorable location gives access to a Nordic market comprising 25 million consumers spending about SEK 450 billion annually on food, beverages and meals out. Add the Baltic countries and the Baltic Sea Region has a total of some 100 million consumers.	Strong hesitations with respect to genetically modified products and hormone treated beef from the U.S.
High standard of living, well educated workforce, growing incomes.	High consumer awareness of food safety such as production conditions, animal welfare, use of fertilizers and pesticides in plants.

SECTION II. EXPORTER BUSINESS TIPS

Local Business Practices and Custom

Swedish and Finnish firms do not change suppliers readily and many commercial relationships have been built up and maintained over decades. This is, of course, beneficial to exporters who have a partner, but as a newcomer a lot of initial efforts have to be made to enter the market and to create confidence as a reliable supplier. A Swedish or Finnish buyer will expect total commitment to prompt deliveries, exact number of items and 100% quality for all kind of products. Being punctual is not only regarded as a sign of respect but also efficiency and Swedish or Finnish businessmen will have little understanding for cultural variation on this subject.

General Consumer Tastes and Preferences

Demand for convenience and prepared products continues unabated, as lifestyles become more hectic and leisure takes on a new meaning. Consumption of fresh ready-to-eat foodstuffs, especially microwavable meals, salads and bakery products continue to grow rapidly in these markets. Also, consumption of frozen food, including frozen ready-to-eat meals, pizzas etc. continue to increase and given the large and probably still growing proportion of two income families and the high proportion of working mothers, this trend is expected to prevail.

Hand-in-hand with the demand for convenience goes the raised consumer awareness of food safety and healthy eating habits. Consumers are placing more and more emphasis on quality and there is a considerable consumer awareness in the area of food safety and healthy eating habits. Assurance of production conditions, from animal welfare through the use of fertilizers and pesticides in plants, will continue to extend. The three most important quality factors are freshness, nutritional value, and raw material contents. Labeling is also a significant factor for Swedish and Finnish consumers.

Accordingly, there is a growing demand for healthy/natural food and drink products as the trend of "natural/organic and functional foods" approach spreads. Consumer interest in organics has expanded rapidly in the last two years, with trade estimates suggesting a yearly growth of some 25 to 30 percent. For more information on organics, please see Market Brief on Organic Products (SW8009). Functional foods - food or ingredients that provide a health benefit beyond the traditional nutrients they contain - continue to be popular in these markets. Examples in Finland include Cultor's birch sweetener Xylitol and Raisio's margarine Benecol that lowers the cholesterol. Benecol is marketed in the U.S. by the Johnson & Johnson company, McNeil Consumer Products. Finland has the potential to become the "silicon valley" of the functional foods industry, and there are many functional foods either on the shelves or under development. As functional foods gain ground around the world , it could well be that other European countries take their lead from Finland.

These changes in consumer lifestyles, in the shape of growing demand for healthier, "greener" and more convenient products, is one of the major driving forces behind the evolution of the food industry. The ready meals area, for example, is demonstrating the highest consistent percentage growth for decades. The new generation consumers is highly unlikely to return to food that requires much preparation, particularly as cookery skills are becoming less prevalent.

Food Standards and Regulations

Sweden and Finland have been members of the European Union since 1995 and have introduced EU practices on imports of agricultural products. Some agricultural products are subject to the standard import licensing system, EU-wide quotas, import taxes or other provisions. It is important to note that these markets are fully open to competitors within the EU while U.S. exporters will face EU import restrictions.

Food safety standards in these markets are very strict and imported foodstuffs must meet particular requirements. In negotiations with the EU, Sweden and Finland maintained the right to continue some of its food safety standards (which are in most respects tougher than those of the EU) for a transitional period after membership. In the meat and livestock areas, Sweden and Finland maintain what is essentially a zero tolerance for salmonella. Moreover, these countries obtained transitional authority to maintain their own border inspection controls for salmonella for an unspecified length of time. However, in all other respects, the Swedish and Finnish government conform to EU regulations.

For more information, please refer to EU FAIRS Report (E29117) on the Foreign Agricultural Service homepage at http://www.fas.usda.gov.

Import and Inspection Procedures

Detailed regulations apply to the importation of agricultural products to these markets. It is therefore most important that the U.S. exporter work closely with the importer to make sure that the products destined for these markets are in full conformity with the country's food safety, quality and labeling rules and regulations.

Sweden and Finland have exacting labeling requirements for foods. The health, sanitary and labeling rules are very strict and the laboratories have sophisticated capabilities to monitor product quality. A retail-size food package must show the name of the manufacturer, packer or importer, the commercial name of the product, net metric weights or volume, ingredients in descending order of weight, last recommended date of consumption, and storage instructions if perishable or intended for infants. The mandatory information described above must be labeled in Swedish and Finnish. Importers are helpful in arranging for proper labeling information.

The documents required from the exporter include a commercial invoice, a bill of lading, and such special certifications as may be necessary. Sanitary certificates, which must show the country of origin, are required for goods that may be suspected of bringing contagious animal or vegetable diseases into the country or for goods for which special stipulations are prescribed. The sanitary certification of origin must be legalized by an official authority in the country of production or export.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

Food Retail Sector

The wholesale and retail sectors in Sweden and Finland are largely integrated, and are highly concentrated in comparison with other countries throughout Europe. There are only a few major wholesale players in the food industry in Sweden and Finland.

The general trend remains unchanged in Sweden and Finland, with discount stores, hypermarkets and large supermarkets increasing in volume, while small and medium-sized stores lag behind. Other signs towards polarization include the ongoing move toward vertical integration, the increasingly common exclusive contracts with their emphasis on deliveries and sales, and the growth of private label. Supermarkets are responding to demands for an ever-widening list of products and product formats and are following trends in other European countries by producing quality, yet lower-priced, in-house labels.

SWEDEN - Swedish food retail sales rose 1.7% to SEK 146 billion (USD 18 billion) in 1998. The increase in consumption, equivalent to SEK 2.4 billion (USD 302 million), reflected a 1.2% rise in value, and a 0.5% gain in volume.

The wholesale and retail food market in Sweden is dominated by three groups, ICA, KF and the D&D Dagligvaror AB, accounting for 70 percent of the everyday commodity retail market. While the co-operation between the three groups differs slightly, there are both horizontal and vertical connections.

ICA is the largest of Sweden's food import/wholesale/retail operations with 2,125 stores. Each store is privately owned but they buy over half of their products from the regional ICA wholesale companies. ICA stores account for almost 35% of Sweden's retail food sales.

KF (Cooperative Movement) is Sweden's co-operative union and wholesale society and is the second largest retail organization after the ICA Group. KF is a fully integrated producer, importer, wholesaler and retailer of food and non-food items. Cooperative societies are the backbone of KF operations. These societies operate 1,332 retail food outlets and have about a 20% share of the market for food items. A merger between all the Nordic cooperatives are on the way and will include cooperatives in Sweden, Norway, Denmark and Finland. The formation of "Coop Norden AB" is necessary for the cooperatives to be able to compete with the private trade.

D&D Dagligvaror AB, now the third largest after ICA and KF has 924 stores and has a market share of 15%. A merger between D&D and Hemkop (a large private food retailer) has recently been announced. The new organization will be one of the largest food retail operations in the Nordic countries.

FINLAND - Sales of groceries in Finland reached FIM 56 billion (USD 10) in 1998. Sales volume increased by 2.0% and value by 3.7%, while prices rose on average 1.7%.

There are two dominant players in the wholesale and retail sector in Finland, the K-Group and the S-Group, with a market share of 38.2% and 26.3% respectively. Together with the other groups Tradeka/Elanto (12.2%), Spar Group (10.5%), Wihuri (4.7%) and Stockmann/Sesto (2.9%) they dominate the food (grocery) industry and cover 95% of the market.

Both the leaders have closely knit wholesale and retail arrangements comprising a compact and efficient goods delivery system and a nationwide network of retail shops as well as department stores and supermarkets. They also have hotel and restaurant chains and catering services. The centralized system makes distribution economical and purchases from abroad can be made in feasible quantities considering the relatively small size of the market. Also, U.S. exporters have a relatively easy job of locating potential buyers since the Finnish market is dominated by these few import/wholesale/retail groups. However, for the same reason, it may be difficult to get in the door.

KESKO is the leading wholesale/retail company in Finland. It consists of the parent company Kesko Ltd. and its subsidiaries. Its members are private retail merchants who buy most of their products from the Kesko wholesale organization. The total sales of the Kesko-affiliated retailers accounted for 38.2% of retail food sales in Finland in 1998. The K-Group operates about 1,300 outlets (Citymarkets, K-markets, Rimi chains).

S-GROUP
The S-Group and Tradeka/Elanto Group represents the cooperative movement in Finland. The S-Group consists of the cooperative societies and SOK with their subsidiaries. The Group operates 23 Citysokos department stores, 272

S-Market supermarkets, 33 Prisma hypermarkets, over 200 Sale and Alepa grocery stores, 255 hotels and restaurants, 127 service stations, 145 hardware and agricultural stores as well as several specialty stores. The S-Group's grocery store chains, Prisma, S-market and Sale/Alepa have during the last years been extremely successful which has resulted in a market share increase from 15.9% in 1990 to 26.7% in 1998.

The other groups are considerably smaller, Tradeka/Elanto ranks third with a market share of 12.2%, Spar Group 10.5%, Wihuri 4.7% and Stockmann/Sesto 2.9%.

Direct marketing is one of the most regularly used forms of communication in the Swedish and Finnish retail sector, and almost all the retail groups use this method as a means of conveying information on special offers, for example. These are sent, on a weekly bases, to all the households in their immediate marketing area. The retailers also invest in advertising, primarily through the press, while the producers spend most of their budgets on television advertising.

Current trends in media show that as a marketing medium the Internet will bring new challenges to the industry. Sales in Sweden on the Internet is estimated to approximate SEK 2.5 billion in the year of 2000. Morning papers are expected to start losing advertising volume, while radio, televison and the Internet will grow. Direct marketing is also expected to grow rapidly. There are signs that the Swedish and Finnish marketing mix is becoming more like the general European situation: television has grabbed market share away from morning papers.

The influence of mass tourism, and the subsequent transfer of new tastes, experiences and cultures, offer a number of opportunities. Consumers are increasingly being seen as uniformly accessible, with similar sets of tastes and demands, all of which are augmented by the international influence of the media.

HRI Food Service

Outside the home, restaurants continue to attract a significant proportion of consumers. However, a combination of high prices and perhaps a move to a more informative approach to going out on the town are resulting in a continuing move toward "fast food" outlets at the expense of the more formal (and expensive) restaurants. In this section, one can find a growing number of pizza and hamburger oriented enterprises which includes an increasing presence of enterprises like McDonalds, Burger King, and Pizza Hut. Also, other chains such as Blimpies, Sandy's and TGIFriday's can be found in Sweden. Similarly in Finland, the above mentioned restaurants have entered the Finnish market with success as American trends remain popular. In addition to the traditional hamburger (McDonald's) and pizza (Pizza Hut) chains, there are market opportunities for U.S. fast food restaurants such as salad bars, Tex-Mex food, baked potatoes and coffee bars in these markets.

Changes in lifestyle and the subsequent shift of emphasis in food consumption, such as convenience, are also having a significant effect on the catering sector of the market. Both in Sweden and Finland, about 20 percent of meals are currently eaten out of home. Fast food is the area benefitting most from these trends, and it is now starting to become part of the traditional restaurant sector. The Swedish restaurant sector had a turnover of 2.4 million meals per day in 1996/97, of which fast food accounted for 0.8 million meals per day. In Finland, the hotel and restaurant sector was believed to be roughly 25.7 billion FIM in total sales in 1998, an increase of 7.6% compared to 1997.

Grocery stores are beginning to capitalize on this development and are starting to provide home meal replacements that consumers can collect and take home. This development spells good opportunities for manufacturers with the capacity to supply products that fit the current trends.

Food Processing Sector

SWEDEN - Sweden's food processing industry is large scale and dominated by several private and cooperatively owned companies. Farm cooperatives are powerful in Sweden's food industry and have a virtual monopoly on dairy products, and are market leaders in the meat, milling, and bakery industries. The majority of the food industry companies are privately owned. Examples of these include brewing, fish, frozen foods, sugar, and tobacco sectors. Market leaders include Arla (dairy and fruit juices), Swedish Meat (meat and sausage) Marabou/Cloetta (chocolate), Karlshamns (edible oils), Pripps (beer), Findus (frozen berries and vegetables, processed consumer ready foods) and Abba (canned fish products). Foreign firms have a large market share with product emphasis on candy, frozen and canned fish, fruit and vegetable products including several of the firms mentioned above. Government owned Systembolaget retains a monopoly on retail sales of all wines, spirits, and strong beers. As a result of accession to the EU, Vin & Sprit, lost its monopoly control of import and wholesale distribution channels and is now working as a licensed importer along with 150 other independent licensed importers of wine and liquor. Also, restaurants may buy from importers or import directly provided that they have a license issued by the Alcohol Inspection Board. In addition, more liberal opening hours for retail and self service shops have been introduced and in February 2000, Saturday opening hours are being introduced as well.

FINLAND - Finland's food processing industry has relied heavily on domestically available raw materials and also on getting subsidies from the government on certain of the raw materials going into food products produced for export. However, this has changed with EU membership, which eliminated Finland's import licensing system. As mentioned previously, this has opened Finland's industry to more competition which in turn will force many of them to take measures to become more competitive. Major companies dominate certain sectors like Fazer (chocolate), Cultor (sugar and grain), Raisio (margarine, starch, and bakery products), Hartwall (soft drinks, beer), Marli (liquors, fruit juices), Valio (dairy) etc. to give several examples.

Alko, which has dominated the spirits, wine, beer, vinegar, and food starch industries, has lost many of its monopoly privileges in these sectors due to the EU agreement. According to the current Finnish legislation, grocery shops are allowed to sell brewed beverages with a maximum alcohol content of 4.7 percent. There has been a long debate in Finland over putting normal-strength wines into food shops. Imports and production of alcoholic beverages are now open to licensed independent companies, whereas the sale of alcoholic beverages is government controlled in Alko shops. Finland has been allowed to retain its alcohol monopoly for health reasons and because of its social policy. It is estimated that approximately 15% of total alcoholic beverages is legally imported by travelers or smuggled. Restaurants also import alcoholic beverages through their own channels.

The small population base of Sweden and Finland provides a somewhat limited foundation for a highly diversified food processing industry with proper economies of scale. Consequently, there have been consolidations of several companies and an increasing emphasis on exports of processed food items, especially of cheeses, candies, snack foods and various jams and preserves made from the very plentiful wild berries of Northern Europe.

Many major Swedish food industry companies have foreign investors and, partly as a consequence of the weak

Swedish currency related to its European neighbors, has attracted investment and buyouts, particularly by Norwegian and Danish companies. Since EU membership, there has also been a move toward mutual investment and consolidation among Swedish and Finnish food industries and joint Nordic cooperation in general. A merger between Sweden's largest forest company, Stora, and the Finnish second largest company, Enso, formed the new company, Stora Enso, into the world's second largest paper and board maker. MD Foods of Denmark and Arla of Sweden, Scandinavia's leading dairy groups, have unveiled a merger plan in Copenhagen which will create Europe's largest dairy company. The new company, to be known as Arla Foods, will process some 7.1 billion liters of milk a year (6% of the milk produced within the EU). Several Finnish companies own and operate food manufacturing firms abroad. Finnish interests in the food processing sectors are also expected to continue to grow in the Baltics (particularly Estonia). Consolidations through joint ventures and buyout by leaders in major food processing sectors probably will accelerate as competitive pressures continue to grow in the next few years. In the Nordic region, this takes the form of proprietary involvement, while in the rest of Europe it mainly takes the form of alliances.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

- Beer
- Biscuits/Cakes
- Breakfast Cereals
- Candies
- Dried Fruit
- Fresh Fruit
- Frozen Vegetables
- Jams/Jellies
- Nuts
- Pasta & Pasta products
- Pet food
- Processed Fruits & Vegetables
- Rice
- Sauces/Seasonings
- Seafood/Crayfish
- Snack Foods
- Wines

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

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SWEDEN

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www.slv.se

National Board of Fisheries
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S-401 26 GOTEBORG
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www.fiskeriverket.se

National Board of Forestry
S-551 83 JONKOPING
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FINLAND

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www.etl.fi

Statistics Finland
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A. KEY TRADE & DEMOGRAPHIC INFORMATION

SWEDEN

	1998
Agricultural Imports From All Countries ($Mil)/U.S. Market Share (%)	5,889/3%
Consumer Food Imports From All Countries ($Mil)/U.S. Market Share (%)	3,173/3%
Edible Fishery Imports From All Countries ($Mil)/U.S. Market Share (%)	635/2%
Total Population (Millions)/Annual Growth Rate (%)	8.9/0.1%
Urban Population (Millions)/Annual Growth Rate (%)	7.4/0.6%
Number of Major Metropolitan Areas	4
Size of the Middle Class (Millions)/Growth Rate (%)	N/A
Per Capita Gross Domestic Product (U.S. Dollars)	26,606
Unemployment Rate (%)	6.5%
Per Capita Food Expenditures (U.S. Dollars)	2,516
Percent of Female Population Employed	48
Average Exchange Rate US$1	7.95

A. KEY TRADE & DEMOGRAPHIC INFORMATION

FINLAND

	1998
Agricultural Imports From All Countries ($Mil) /U.S. Market Share (%)*/	2,842/4%
Consumer Food Imports From All Countries ($Mil)/U.S. Market Share (%)*/	1,402/3%
Edible Fishery Imports From All Countries ($Mil)/U.S. Market Share (%)*/	102/1%
Total Population (Millions)/Annual Growth Rate (%)	5.2/0.3%
Urban Population (Millions)/Annual Growth Rate (%)	4.1/0.4%
Number of Major Metropolitan Areas	5
Size of the Middle Class (Millions)/Growth Rate (%)	N/A
Per Capita Gross Domestic Product (U.S. Dollars)	23,602
Unemployment Rate (%)	10.3%
Per Capita Food Expenditures (U.S. Dollars)	2,113
Percent of Female Population Employed	48
Average Exchange Rate US$1	5,3415

*/ 1997 data (latest UnTrade data available)

B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS SWEDEN

Sweden Imports (In Millions of Dollars)	Imports from the World 1996	1997	1998	Imports from the U.S. 1996	1997	1998	U.S Market Share 1996	1997	1998
CONSUMER-ORIENTED AGRICULTURAL TOTAL	3,255	3,061	3,173	117	112	106	4	4	3
Snack Foods (Excl. Nuts)	263	250	262	1	1	1	0	0	0
Breakfast Cereals & Pancake Mix	58	59	64	1	1	1	1	1	1
Red Meats, Fresh/Chilled/Frozen	252	225	234	1	1	1	0	0	0
Red Meats, Prepared/Preserved	78	88	93	1	1	1	0	0	0
Poultry Meat	8	12	12	1	0	0	0	0	0
Dairy Products (Excl. Cheese)	44	37	46	1	1	1	0	0	0
Cheese	127	131	150	0	0	1	0	0	0
Eggs & Products	9	10	12	1	1	1	2	2	1
Fresh Fruit	462	447	453	12	11	11	3	2	2
Fresh Vegetables	292	250	244	1	1	1	0	0	0
Processed Fruit & Vegetables	317	301	323	35	32	31	11	11	10
Fruit & Vegetable Juices	84	81	89	2	2	2	2	2	2
Tree Nuts	41	37	32	22	20	16	55	53	49
Wine & Beer	329	286	327	13	12	14	4	4	4
Nursery Products & Cut Flowers	211	186	166	1	1	1	0	0	0
Pet Foods (Dog & Cat Food)	82	73	67	11	10	10	14	14	15
Other Consumer-Oriented Products	600	587	599	19	23	20	3	4	3
FISH & SEAFOOD PRODUCTS	593	590	635	18	18	13	3	3	2
Salmon	130	142	160	5	3	3	4	2	2
Surimi	4	4	3	0	0	0	0	0	0
Crustaceans	175	149	140	8	11	5	5	8	3
Groundfish & Flatfish	125	135	153	2	2	3	2	1	2
Molluscs	3	2	2	1	1	1	6	6	5
Other Fishery Products	157	159	177	2	2	2	2	1	1
AGRICULTURAL PRODUCTS TOTAL	4,346	4,232	4,256	168	156	155	4	4	4
AGRICULTURAL PRODUCTS TOTAL	5,716	5,697	5,889	209	201	196	4	4	3

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

C. TOP 15 SUPPLIERS OF CONSUMER FOODS & FISHERY PRODUCTS

SWEDEN

SWEDEN IMPORTS

CONSUMER-ORIENTED AG TOTAL ($1,000)	1996	1997	1998
Netherlands	607,185	581,387	603,665
Denmark	496,119	502,469	553,013
Germany	317,053	289,118	307,825
Spain	237,234	207,934	211,747
France	160,570	156,996	187,421
Italy	190,282	184,138	185,922
United Kingdom	162,149	142,601	127,711
Finland	145,246	133,681	109,505
United States	116,942	111,590	106,163
Belgium	90,976	98,106	106,138
Ireland	112,097	73,680	99,935
Norway	81,664	81,441	78,677
Costa Rica	13,660	25,351	59,836
Austria	30,997	32,032	32,811
Panama	96,720	73,247	31,824
Other	396,458	366,944	370,471
World	3,255,423	3,060,742	3,172,641

FISH & SEAFOOD PRODUCTS ($1,000)	1996	1997	1998
Norway	296,144	339,194	397,001
Denmark	153,323	110,395	100,491
Netherlands	17,820	16,405	17,942
Thailand	11,991	12,132	14,369
Iceland	18,343	16,063	13,760
United States	17,757	18,251	12,506
Canada	11,537	13,679	10,747
China (Peoples F	7,771	11,034	8,708
Germany	8,435	6,162	7,714
Estonia	2,380	2,497	6,159
Russian Federat	2,483	2,085	5,099
France	7,813	5,933	4,752
Latvia	2,268	1,674	3,793
Ireland	4,277	4,365	2,794
Korea, Republic	2,354	2,043	2,793
Other	28,225	27,811	26,475
World	592,936	589,721	635,093

Source: United Nations Statistics Division

B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS FINLAND

Finland Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S Market Share		
	1995	1996	1997	1995	1996	1997	1995	1996	1997
CONSUMER-ORIENTED AGRICULTURAL TOTAL	1,225	1,418	1,402	38	51	45	3	4	3
Snack Foods (Excl. Nuts)	117	122	122	1	1	1	0	0	0
Breakfast Cereals & Pancake Mix	19	30	32	1	1	1	1	2	2
Red Meats, Fresh/Chilled/Frozen	67	80	66	1	1	1	0	0	0
Red Meats, Prepared/Preserved	19	18	18	1	0	0	0	0	0
Poultry Meat	8	11	9	0	0	1	0	0	0
Dairy Products (Excl. Cheese)	50	52	50	1	1	1	1	0	0
Cheese	38	60	77	1	1	1	0	0	0
Eggs & Products	1	1	1	1	1	1	34	22	18
Fresh Fruit	191	235	209	6	8	5	3	3	3
Fresh Vegetables	80	100	93	1	1	1	0	0	0
Processed Fruit & Vegetables	114	132	127	12	15	13	10	11	10
Fruit & Vegetable Juices	45	64	45	1	1	2	3	2	4
Tree Nuts	10	13	12	5	6	5	51	46	45
Wine & Beer	79	71	74	3	6	4	3	8	5
Nursery Products & Cut Flowers	58	61	60	1	1	1	1	0	0
Pet Foods (Dog & Cat Food)	46	51	47	4	6	7	10	11	14
Other Consumer-Oriented Products	284	316	362	5	7	7	2	2	2
FISH & SEAFOOD PRODUCTS	92	112	102	1	1	1	1	1	1
Salmon	17	20	19	1	1	1	1	1	2
Surimi	1	1	1	0	0	0	0	0	0
Crustaceans	19	21	16	1	1	1	1	2	1
Groundfish & Flatfish	17	20	18	1	1	1	0	0	0
Molluscs	1	1	1	1	0	0	2	0	0
Other Fishery Products	37	50	48	1	1	1	1	1	2
AGRICULTURAL PRODUCTS TOTAL	1,930	2,218	2,253	100	128	112	5	6	5
AGRICULTURAL, FISH & FORESTRY TOTAL	2,687	2,801	2,842	111	140	126	4	5	4

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

C. TOP 15 SUPPLIERS OF CONSUMER FOODS & FISHERY PRODUCTS FINLAND

FINLAND IMPORTS

CONSUMER-ORIENTED AG TOTAL ($1,000)

	1995	1996	1997
Sweden	180751	218786	225313
Netherlands	143516	166410	159371
France	108728	126663	142984
Denmark	134868	142198	137519
Spain	107341	112541	112652
Germany	91650	102576	102696
United Kingdom	49754	52351	57949
Italy	49634	55221	49935
United States	38287	50721	44593
Belgium	28024	28160	30250
Costa Rica	15028	27552	28629
Ireland	24151	26911	24614
Brazil	21806	36339	24098
Morocco	17064	24152	21002
Panama	21135	17678	19985
Other	192870	229226	220246
World	1224648	1417649	1401885

FISH & SEAFOOD PRODUCTS ($1,000)

	1995	1996	1997
Norway	43323	49611	43664
Sweden	18878	22069	19079
Thailand	7814	11045	8996
Denmark	5679	5819	6889
Germany	1906	4300	4107
Iceland	1340	3450	3060
Colombia	309	1385	2817
Philippines	765	2022	2726
Faroe Islands	2653	2676	2193
Canada	2309	2541	1652
United States	577	1361	1380
Estonia	2241	1156	1376
Netherlands	754	1089	1064
France	371	546	970
Spain	139	347	488
Other	2978	2319	1563
World	92055	111750	102033

Source: United Nations Statistics Division