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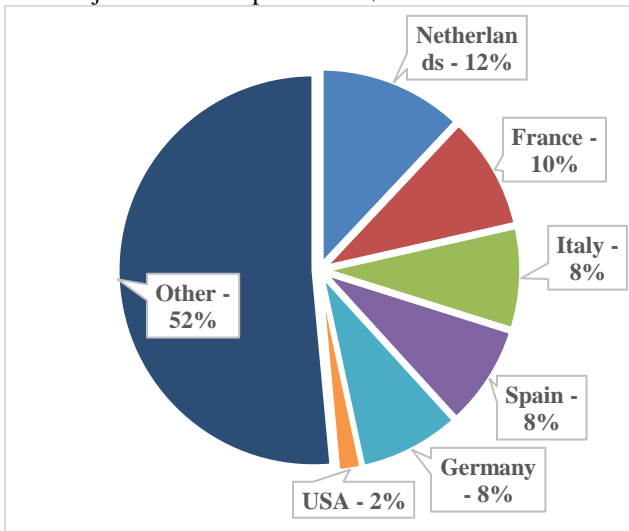
**Report Highlights:**

The United Kingdom is still facing a cost-of-living crisis. In October 2024, businesses and consumer confidence indexes dropped to the lowest level this year as uncertainty looms with regards to the newly elected Labour administration and what they may announce in the October 30 government budget. In 2024, trends in the retail market include a continued focus on health and wellbeing, certifications/labeling on environment and sustainability commitments, and a focus on affordable products as consumers continue to face budgetary constraints.

**Executive Summary:** According to the [CIA World Factbook](#), the United Kingdom (UK) is an upper middle-income country, with a GDP of \$3.1 trillion. The country is a leading trading power and financial center with the third largest economy in Europe. Agriculture is intensive, highly mechanized, and efficient by European standards, but accounts for less than one percent of the gross domestic product (GDP). UK agriculture produces about 58 percent of the country's food needs. The UK is also heavily reliant on imports to meet the varied demands of the UK consumer, who expects year-round availability of all food products.

**Imports of Consumer-Oriented Products**

According to Trade Data Monitor (TDM), in 2023, the UK imported consumer-oriented agricultural products totaled \$62 billion, with the United States' market share at just under two percent or \$1.18 billion.



**Food Retail Industry:** The food retail sector is saturated, highly consolidated, and competitive. The top six retailers (see chart) together account for 82 percent of the market. The discounters, Aldi and Lidl continue to gain market share and increasingly where consumers conduct their main shop. Independent stores face strong competition from the top grocery stores and online retailers. Online sales account for 13.1 percent of all grocery sales, with 59 percent of consumers conducting some grocery shopping online. UK consumers are willing to try foods from other countries but expect quality products at a competitive price.

**Food Processing Industry:** According to the Food and Drink Federation, the food and drink sector is the single largest employer in the UK manufacturing sector. In 2023, 12,515 UK food and drink manufacturers employed 474,000 people. In 2023, the food and drink

manufacturing sector's output was valued at \$53.7 billion with an annual turnover of \$187 billion.

**Food Service Industry:** In 2023, total foodservice food and drink sales amounted to [\\$99 billion](#). The industry has faced many challenges including the cost-of-living crisis and soaring inflation rates. The industry is consumer-oriented with a significant investment in research and development. U.S. foodservice chains are popular.

**Quick Facts CY 2023 (\$1=£0.79 £1 = 1.31)**

**Total Imports of Consumer-Oriented Products:**  
\$62.0 billion

**UK's Top Consumer-Oriented Growth Products**

1) Eggs	6) Chocolate
2) Chewing Gum	7) Fresh Vegetables
3) Processed Vegetables	8) Condiments/Sauces
4) Pork and Pork Products	9) Coffee
5) Bakery Goods	10) Non-alcoholic Bev.

**Food Industry by Channels (USD billion) 2023**

UK Retail Food Industry	279
UK Food Service - HRI	99
UK Food Processing	168
U.S. Food and Agriculture Exports	3.2

**Top 10 Host Country Retailers**

1) Tesco	6) Lidl
2) Sainsbury's	7) Cooperative
3) Asda	8) Waitrose
4) Aldi	9) Iceland
5) Morrisons	10) Marks & Spencer

**GDP/Population**  
Population (2023) (*millions*): 68.1 GDP (*trillions*): \$3.1  
GDP per capita: \$46,800

**Sources:** CIA World Factbook, TDM, Kantar Worldpanel, UK Government Statistics

Strength	Weakness
UK is one of the largest markets in Europe with one of the highest per capita incomes globally	U.S. products face competition from tariff-free products from the EU and Free Trade Agreement (FTA) partners.
Opportunity	Challenge
Demand for sustainable, healthy, free-from, vegetarian, and convenience products are growing.	Higher cost-of-living caused consumers to spend less on non-essential items and switch to more private-label products.

## SECTION I. MARKET SUMMARY

In July 2023, the [Institute of Grocery Distribution \(IGD\)](#) valued the UK retail grocery market at \$347 billion (£265 billion) and predicted an increase of 19 percent to \$412 billion (£315 billion) by 2028.

The food and drink grocery market in the UK continues to be shaped by the ongoing cost of living crisis. Consumers continue to be cautious with their finances, being selective as to what they spend. There is anticipation surrounding the new Labour government's budget announcement, with shoppers interested in how proposed tax and spending plans, as well as the consequences of fluctuating interest rates, will affect their spending. This environment of uncertainty has forced consumers to make tough choices about what essentials they can afford, leading to changed buying behaviors.

In the increasingly competitive retail sector, supermarkets are battling to maintain the best prices for consumers. Price increases have been most notable in categories such as soft drinks and chocolate confectionery with increasing input costs, with prices falling in pet food. Seasonal weather patterns have also influenced consumer preferences; the unusually wet and cold September prompted a surge in purchases of comforting food and drink like hot chocolate, soup, and baked goods. These shifts in consumer behavior highlight how external factors such as weather can impact grocery shopping trends.

Recent data from [Kantar](#) reveals a slight increase in grocery price inflation, reaching two percent for the four weeks ending September 29, 2024, compared to 1.7 percent in the previous month, this is a vast difference to the 12.2 percent in September 2023. Despite the challenges, Tesco has gained its largest market share since December 2017, with now 28 percent of the market. Meanwhile, Ocado has emerged as the fastest-growing grocer for the eighth consecutive month, now with 1.8 percent market share.

According to [Mintel](#), in March 2024, the UK online grocery retail market accounted for 13.1 percent of all grocery sales, with 59 percent of consumers conducting some grocery shopping online. The surge of consumers shopping online during the pandemic has decreased with many shoppers preferring the instore experience, driven by immediate availability and the enjoyment of browsing products. This shows the adaptability required by both retailers and consumers in the changing economic and lifestyle dynamics.

Health and well-being remain a long-term trend with just under one third of food and drink purchased for health-related reasons. Supermarkets regularly have offers on fruit and vegetables, making products affordable and enticing shoppers to purchase them. According to [Mintel](#), older shoppers in particular are concerned about their health and want a healthier diet. Health is high on the UK government agenda, with guidance actively encouraging citizens to eat healthier, reduce sugar and fat consumption, and cook with fresh ingredients, this increased consumer preferences for healthy foods.

UK consumers are buying more organic food, according to the [The Soil Association Organic Market Report 2024](#) in 2023 (a major organic food certification body), UK sales of organic food and drink increased for their twelfth year despite the cost-of-living crisis. In 2023, total annual sales of organic products reached \$4.19 billion (£3.2 billion), an increase of two percent on the previous year. In 2023, sales of organic products in supermarkets increased by 2.7 percent and are now worth over \$2.62 billion (£2 billion). Independent retailers saw sales increase by 10 percent to over \$622 million (£475 million).

Sainsbury's is the largest retailer of organic products, with online retailers Ocado and Amazon also seeing good growth.

One of the biggest UK trends is sustainable food products. Consumers are more conscious about what they eat and the effect it has on the environment. With their food choices, these consumers want to feel that they are playing their part in reducing greenhouse gases and deforestation. Consumers are increasingly interested in food sold by UK retailers that is produced more sustainably. Sustainability, climate change, and price are at the forefront of UK retailers' minds and part of their decision-making process in purchasing grocery products.

**Packaging Regulations:** The prior UK administration introduced a variety of policies aimed at curbing single use plastics including through the [Plastic Packaging Tax](#) (applies to plastic packaging manufactured in, or imported into the UK, that does not contain at least 30 percent recycled plastic). Several UK retailers also joined together to sign up to the [UK Plastics Pact](#), a voluntary initiative who work closely with government and businesses with targets to reduce the use of plastics. Current targets include that by 2025, 70 percent of plastic packaging will be recyclable and that most of the fresh fruit and vegetables will be sold loose. Further information on Plastic Packing Tax can be found [here](#) and further information on the UK Plastics Pact is found [here](#). UK extended producer responsibility rules now require some organizations to collect and report their packaging data. Specifications for this can be found [here](#). There is anticipation of upcoming deposit return schemes, however these have not yet been implemented. Scotland sought to implement this in 2023 but was postponed, pending the introduction of inter-operable systems across the UK. See previous policy publication [here](#).

**HFSS:** In recent years, the UK government has introduced various legislation to restrict the marketing of food and drink products in certain [location](#) (aisles, entrances, checkout) of grocery store chains that are high in fat, sugar, and salt (HFSS), which came into effect on October 2022. These regulations do not currently apply to convenience stores. In October 2025, all HFSS products sold in England will face an additional ban on [volume price promotions](#). This will end multibuy and any offers that indicate additional volume is free, e.g., 50 percent extra free. The UK Advertising Standards Authority will also impose a ban on [advertising](#) any HFSS products on television prior to 9:00pm, with the aim to tackling obesity by restricting the advertising of HFSS foods to children. This enforcement will apply to all television advertisements of HFSS products and paid for advertising of unhealthy food and drinks online. UK food manufacturers have been reformulating products for several years to avoid these restrictions.

### **Key Market Drivers and Consumption Trends**

- **Health and Wellness Products:** the aging population and increased health consciousness of consumers is fueling demand for health and wellness products.
- **Convenience Ready Meals:** increasingly high-paced society and rising number of single households is driving demand for convenient ready-to-eat meals, desserts, and baking mixes.
- **Free-From Products:** products free from gluten, dairy, or lactose are increasingly popular with shoppers.
- **Locally Grown:** "Buy British" campaigns are attracting UK consumers to purchase locally grown products and to support local farmers.

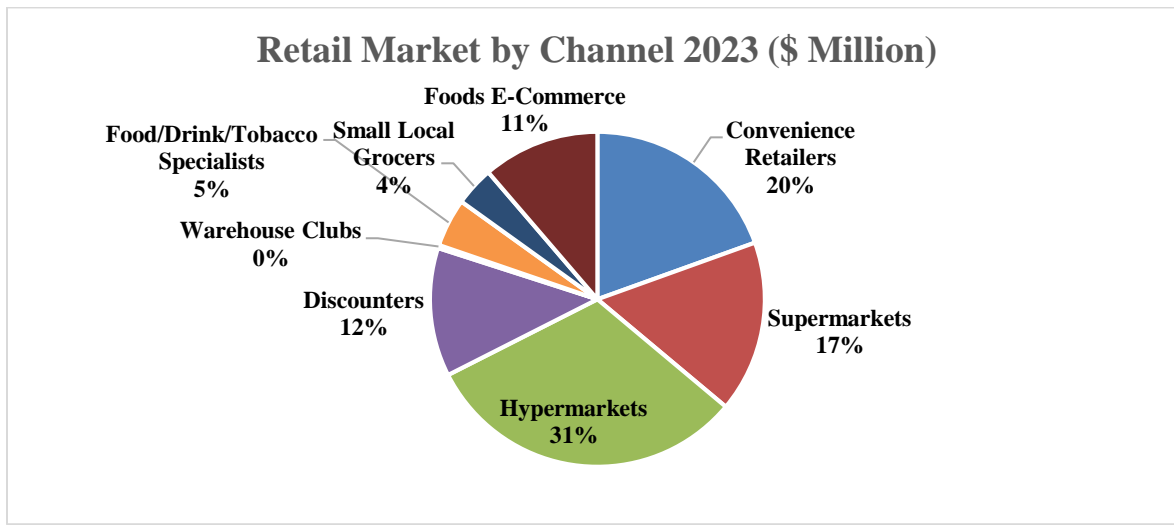
- **Sustainability and Eco-Friendly Products:** Some consumers view their purchasing decisions as political or lifestyle statements. Traceability and information about production methods are frequently required by certain large UK retailers to meet these perceived consumer demands.
- **Vegan & Vegetarianism:** UK consumers are choosing to become vegan, vegetarian, or flexitarian to be more sustainable and environmentally friendly. Consumers are increasingly concerned about animal welfare.
- **Ethnic Foods:** the UK has an ethnically diverse population, which fuels demand for a wide range of cuisines and ingredients outside of staple UK products.
- **Fair Trade and Organic Products:** are becoming increasingly popular, as they are perceived as healthier.
- **Private Label:** due to increased cost-of-living, consumers are buying more private-label products from discount retailers or retail brands to save money.

**Table 1: Advantages and Challenges**

Advantages	Challenges
<p>Market dominated by a few retailers with strong market penetration. Sophisticated replenishment systems mean U.S. products can be widely distributed.</p> <p>There are many specialty importers capable of importing from the United States.</p>	<p>Supermarket chains demand significant volume, and their concentration can make market access difficult initially. Trial listings must give results in a short time or product will be de-listed.</p> <p>The UK has well-established brands for mainstream products. Brand-building and marketing costs are substantial.</p>
<p>The United States has an opportunity to promote products that focus on the environment, sustainability, and health.</p> <p>Import conditions vary between the UK and Europe, however they are similar. Therefore, this makes the UK a good country for U.S. exporters to explore before looking at the rest of Europe.</p>	<p>Trade barriers imposed on certain U.S. products, including meat and poultry. U.S. agriculture has regular negative portrayal in the UK media</p> <p>A free trade agreement between the UK and EU means EU competitors do not pay import duty on goods to the UK. U.S. exporters face up to 25 percent import duty, depending on the product.</p>
<p>The United States is a popular destination for UK tourists and familiarity with U.S. products is widespread.</p>	<p>Popularity of specialty products from many EU countries is high, such as French cheeses, Spanish citrus, and Italian pasta.</p> <p>Price is a challenge due to higher shipping costs and tariffs faced by U.S. suppliers.</p>

Source: FAS London

## Retail Sales by Channel



## SECTION II. ROAD MAP FOR MARKET ENTRY

### Entry Strategy

Several considerations must be considered to ensure successful market entry. Businesses need to familiarize themselves with regulations governing food imports into the UK. This includes understanding the UK's food safety standards, labeling requirements, and compliance with the Food Standards Agency (FSA) regulations. Companies must ensure that products are not only safe for consumption but also appropriately labeled with information that complies with UK laws, including allergen labeling and nutritional information. These are covered in the [Food and Agricultural Importer Regulations \(FAIRS\) Report](#).

In addition to regulatory compliance, companies should conduct thorough market research to identify consumer preferences and trends in the UK food and drink sector. Understanding local tastes, dietary habits, and emerging trends such as plant-based foods or organic products can significantly enhance a brand's chances of success. You can do this in a variety of ways including partnerships with local distributors, participation in food trade shows, or direct consumer online platforms. Establishing a strong supply chain is another component; companies need to ensure that their products can be transported efficiently while maintaining quality and freshness. It should be noted that food importation is a specialized business with importers playing a pivotal role in navigating the hurdles of UK food law. It is much harder to supply UK retailers directly.

You will also need to develop a good marketing strategy that resonates with UK consumers. This could involve localized promotions, collaborations with influencers, or utilizing social media platforms to reach the target audience effectively. Companies must also be prepared to navigate the complexities of post-Brexit trade agreements and tariffs, ensuring that they account for any additional costs that may arise. By thoroughly researching the market, complying with regulatory requirements, and crafting a strategic approach to marketing and distribution, companies can successfully establish a foothold in the competitive UK food and drink market.

Once U.S. companies have acquired this background information, they may consider attending or visiting one of Europe’s [USDA-endorsed trade shows](#). They serve as a springboard into the market, helping companies to establish new trade contacts and gauge product interest. The [International Food and Drink Event](#), a USDA-endorsed tradeshow, will take place in London from March 17-19, 2025. It is the UK’s largest food trade show and includes six shows in one. If you would like information about this show, please send an email to [aglondon@usda.gov](mailto:aglondon@usda.gov).

U.S. exporters can also contact their respective [U.S. State Regional Trade Groups \(SRTG\)](#), their Commodity Cooperator Group, and their state’s Department of Agriculture to obtain additional support. SRTGs are non-profit trade development organizations that help U.S. food producers and processors to enter overseas markets. They are funded by USDA/FAS and private industry to conduct promotional activities that increase exports of U.S. high-value food and agricultural products. The [U.S. Agricultural Export Development Council](#) is composed of U.S. commodity trade associations and other organizations with an interest in promoting U.S. agricultural exports. They regularly organize reverse trade missions, often around trade shows or other events. These are excellent platforms for U.S. suppliers to meet foreign buyers.

### Market Structure

According to the latest data from the [Office of National Statistics](#), in 2023, total consumer spending on food, drink, and eating out was \$320 billion (£245 billion). Expenditure on household food and drink decreased by 2.8 percent while expenditure on food and drink eaten out increased by 0.6 percent.

### Profiles of Different Food Retailers in the United Kingdom

Retailer Name and Outlet Type	No. of Outlets (2024)	Market Share (Sep 2024)	Website
<b>Tesco</b> (Mid-range supermarket), Supermarkets & Express stores	4,673	28.0%	<a href="http://www.tesco.com">www.tesco.com</a>
<b>Sainsbury’s</b> (Mid-range supermarket) Supermarkets & convenience stores.	1,442	15.2%	<a href="http://www.sainsburys.co.uk">www.sainsburys.co.uk</a>
<b>Asda/Wal-Mart</b> (Mid-range)	829	12.6%	<a href="http://www.asda.co.uk">www.asda.co.uk</a>
<b>Aldi</b> (Discounter supermarket)	1,021	9.8%	<a href="http://www.aldi.co.uk">www.aldi.co.uk</a>
<b>Morrisons</b> (Mid-range supermarket)	497	8.6%	<a href="http://www.morrisons.co.uk">www.morrisons.co.uk</a>
<b>Lidl</b> (Discounter supermarket)	960	8.1%	<a href="http://www.lidl.co.uk">www.lidl.co.uk</a>
<b>Co-op</b> (Mid-range supermarket, primarily British products)	3,727	5.9%	<a href="http://www.coop.co.uk">www.coop.co.uk</a>
<b>Waitrose</b> (Upscale supermarket)	329	4.6%	<a href="http://www.waitrose.co.uk">www.waitrose.co.uk</a>
<b>Iceland</b>	1000	2.2%	<a href="https://about.iceland.co.uk/">https://about.iceland.co.uk/</a>
<b>Ocado</b> (online)	N/A	1.8%	<a href="http://www.ocado.co.uk">www.ocado.co.uk</a>
<b>Whole Foods Market</b> (Very upscale supermarket)	1 main store and 4 smaller stores	n/a	<a href="https://www.wholefoodsmarket.co.uk/">https://www.wholefoodsmarket.co.uk/</a>
<b>Costco Wholesale</b> (Warehouse – Membership)	29	n/a	<a href="http://www.costco.co.uk">www.costco.co.uk</a>

Source: Supermarket websites & [Kantar Worldpanel](#)

## Retail Outlets

[Kantar's](#) latest statistics show that six supermarket chains now dominate the UK market, collectively accounting for 82 percent of sales. Discount retailers continue to grow market share in the UK, with Aldi joining the ranks of the UK's top four supermarket outlets (pushing out Morrison down a spot). This shift underscores a growing consumer preference for cost-effective shopping options, reflecting the challenging economic climate and increased living costs that influence where people choose to shop. Furthermore, Lidl, the other major discounter, is quickly closing in on Morrisons, indicating a strong trend that is reshaping traditional supermarket hierarchies. Customers are increasingly choosing these discount retailers for their main grocery shopping, drawn by lower prices and quality products. This shift in consumer behavior demonstrates the profound impact that discounter chains have on the overall market dynamics in the UK. Due to their popularity, both Aldi and Lidl plan to open hundreds of new stores over the next two years. This expansion highlights their commitment to capturing a larger share of the market. As these discounters continue to thrive, the once top four need to reassess their strategies to remain relevant amidst changing consumer preferences and heightened competition. Tesco is the market leader, with 28 percent market share, achieving its largest market share since December 2017, followed by Sainsbury's with 15.2 percent, Asda with 12.6 percent, Aldi with 9.8 percent, Morrison's with 8.6 percent, and Lidl with 8.1 percent. Other UK supermarket chains include The Cooperative, Waitrose, Iceland, and Marks and Spencer.

The availability of U.S. grocery products in the UK varies significantly across different retail channels. While many U.S. products and U.S.-branded products are available in UK supermarket chains, their presence in department store food halls and independent food stores is notably lower. However, online retailers, such as [Ocado](#) and [Amazon](#) have emerged as an important growth area for expanding U.S. products into the UK market, with the most extensive and accessible selection of U.S. food and drink items. This shift towards online distribution underscores the growing role of e-commerce in catering to consumer demand for international products, offering a convenient and comprehensive platform for consumers to access a diverse range of U.S. grocery offerings. Please see FAS London's 2024 Retailer [Report](#) for more information on where to find U.S. food and drink products in the UK.

Other notable stores stocking U.S. products are [Whole Foods Market](#) which has one flagship store and six smaller stores across London, and [Costco](#) which has 29 UK stores. These stores are great advocates for U.S. products and sell a wide range. They offer U.S. companies a good starting point when breaking into the UK market.

**Private-Label** – The UK has one of the most advanced private-label markets in the world and is seen as a flagship market for private-label development. The popularity of private label products continues to increase as inflation and increases in cost-of-living prompt shoppers to explore more affordable options. Private label products which are dominated by the UK's major supermarket chains have captured an impressive market share, which according to [Kantar](#), in 2023 accounted for 54.7 percent of all grocery sales in the UK. UK consumers perceive private label goods as offering comparable quality to branded products at a lower price point. Supermarket private label product ranges from value to premium, offering a range of choices across varying price points. Retailers are investing heavily in enhancing their private label products, focusing on ethical sourcing and transparent labeling to meet the growing demand for responsible consumption. Many consumers also favor locally grown/produced products, further propelling the growth of private label brands that use and source such ingredients. Private label



products are extremely popular for retailers making them another avenue to capture consumer loyalty in a highly competitive environment.

**Technology Innovation among Retailers** – Retailers have launched apps that hold shopping lists, offer digital coupons, integrate with loyalty programs, and allow you to scan and buy your groceries in the app. Tesco, Sainsbury’s, Asda, Waitrose, Marks and Spencer, and Morrisons all offer “click-and-collect” services which allow consumers to buy products online and collect them in store; discounters Aldi and Lidl are trialing the service in some stores.

**Convenience Stores or the “C-Sector”** - The UK’s convenience store market is highly fragmented, with many retail and independent operators. Store operators may be divided into several types: grocery stores and specialist stores, such as newsagents and greengrocers. Shopping habits have evolved since the COVID pandemic, with many people favoring frequent, smaller shopping trips rather than traditional weekly grocery runs. Consumers make several trips a week to buy convenience foods, opting for retailers that provide easy access and quick purchasing experiences. Cities have a wide array of convenience stores located close to train or bus stations, making it easy for consumers to pick up everyday items as well as ready meals on the way home from work.

### **SECTION III. COMPETITION**

The EU is the main competitor for U.S. consumer-oriented food. According to the [Office of National Statistics](#), the EU supplies 24 percent of food consumed in the UK. EU food exporters have relatively low transportation costs and fast delivery times. Their products do not face import duties, nor do they face major ingredient or labeling changes. Africa and South America are the largest non-EU suppliers to the UK, with four percent each of all UK food and drink imports, followed by Rest of Europe, North America, and Asia with three percent each. The three largest imported commodity groups by value were fruit and vegetables, meat, and beverages.

## Overall Competitive Situation for Consumer-Oriented Products (2023)

Product Category Total UK Import	Main Suppliers in Percentage	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Wine &amp; Beer</b> (HS 2203, 2204, 2205, 2206) <b>USD 5.9 billion</b>	1. France - 32.3% 2. Italy – 21.9% 3. Spain – 8.3% <b>8. USA – 3.2%</b>	Proximity, reputation, climatic conditions for wine growing.	Limited wine grown in the UK, therefore necessity to import.
<b>Tree Nuts</b> (HS 0801 +0802 +200819) <b>USD 680 million</b>	1. <b>USA – 32.9%</b> 2. Vietnam – 20.7% 3. Turkey – 6.2%	USA is the leading supplier of almonds, walnuts, pistachios, and hazelnuts.	Growing demand from the snack industry. Nuts benefit from their healthy reputation.
<b>Food Preparations</b> (HS 210690) <b>USD 2.0 billion</b>	1. Germany – 16.8% 2. Denmark – 10.7% 3. Netherlands – 10.3% <b>5. USA – 5.9%</b>	Proximity and availability.	Strong domestic food industry.
<b>Distilled Spirits</b> (HS 2208) <b>USD 1.26 billion</b>	1. France – 17.2% <b>2. USA – 15.4%</b> 3. Italy – 9.6%	Proximity to the UK.	Scotland is a big producer of whisky and is competition for the United States. France exports brandy and Italy liqueurs.
<b>Fish &amp; Seafood</b> (HS 03 + HS 16) <b>USD 8.3 billion</b>	1. Norway – 10.0% 2. Thailand– 9.7% 3. Poland – 9.4% <b>21. USA – 1.1%</b>	USA is the second largest supplier of Alaska Pollock fillets, used as an alternative to cod or in fish fingers.	Tradition in seafood trading and processing. Fish is popular.
<b>Condiments and Sauces</b> (HS 2103) <b>USD 1.35 billion</b>	1. Netherlands – 21.4% 2. Italy – 15.1% 3. Poland – 7.6% <b>12. USA – 2.5%</b>	Proximity and availability. USA is well known as a supplier of BBQ and hot sauces.	Strong domestic food industry.
<b>Sweet potatoes</b> (HS071420) <b>USD 88.1 million</b>	<b>1. USA – 40.2%</b> 2. Egypt – 32.7% 3. China – 13.3%	The United States is the largest exporter of sweet potatoes to the UK, however, Egypt is gaining market share year on year.	Supermarkets sell fresh and processed sweet potatoes
<b>Peanuts</b> (HS 1202) <b>USD 187.1 million</b>	1. Argentina – 35.9% <b>2. USA – 27.2%</b> 3. Nicaragua – 13.1%	Until 2022, U.S. had 25 percent import duty giving Argentina the advantage.	Not grown in the UK. Demand from snack food industry.

(Source: TDM) - UK Imports from the World

#### IV. BEST PRODUCT PROSPECTS

##### Products in the Market That Have Good Sales Potential:

- **Processed Products:** health food, mainstream grocery, and snack foods
- **Dried and Processed Fruit:** cranberries, dried cherries, prunes, raisins, and wild berries. **Nuts:** almonds, peanuts, pecans, pistachios, and walnuts
- **Fish and Seafood:** cod, pollack, salmon, and other fish products
- **Fresh Fruit and Vegetables:** apples, grapefruit, sweet potatoes, and table grapes
- **Meat:** hormone-free beef and pork products
- **Drinks:** craft beer, spirits, wine, and low-alcohol product
- **Food Ingredients and Wood pellets** and other waste/residues for renewable fuels

##### Products Not Present Because They Face Significant Barriers:

- **Food additives** not approved by the UK
- **Red Meat and Meat Products** produced with growth promotants, most **Poultry and Eggs** and **Genetically Modified Products** that are not approved in the UK.

##### Trends in Imports from the United States of Consumer-Orientated Foods

Product Category	U.S. Exports to UK 2023 (\$ million)	% Change 2022-23
Wine	142.7	-17.6
Tree Nuts	162.2	-0.5
Distilled Spirits	128.8	-19.3
Food Preparations	84.0	-33.1
Bakery Goods, Cereals, and Pasta	50.9	-0.4
Fresh Vegetables	48.4	-.3.6
Non-Alcoholic Beverages, Exc. Juices	38.9	-7.8
Dairy Products	29.2	-19.0
Chocolate & Cocoa Products	33.1	-8.3
Processed Fruit	28.1	-9.5
Condiments & Sauces	29.1	0
Confectionery	31.1	+10.8
Processed Vegetables	29.9	+8.9
Other Consumer Oriented	19.4	+6.4
Eggs and Products	22.8	31.6
Dog & Cat Food	9.0	-7.1
Fruit & Vegetable Juices	15.3	+74.9
Beer	4.2	-32.3
Fresh Fruit	8.8	+78.6
Beef & Beef Products	29.4	+557.6
Pork & Pork Products	3.6	+218.9
Poultry Meat	0.3	-3.0

Source: [BICO Report/U.S. Bureau of the Census Trade Data](#)

## V. KEY CONTACTS AND FURTHER INFORMATION

If you have any questions or comments about this report, require a listing of UK importers or need help exporting to the United Kingdom, please contact the USDA office in London.

United States Department of Agriculture (USDA), Embassy of the United States of America 33 Nine Elms Lane, London SW11 7US, Tel: +44 20 7891 3313 Email: [AgLondon@usda.gov](mailto:AgLondon@usda.gov)

Please review and follow FAS London's social media sites:

Twitter: [@USagricultureUK](https://twitter.com/USagricultureUK), Instagram: [@SavortheStates](https://www.instagram.com/SavortheStates), Website: [www.savorthestates.org](http://www.savorthestates.org) and [LinkedIn](#) account.

FAS London publishes other market and commodity reports available through the Global Agricultural Information Network (GAIN) at <https://gain.fas.usda.gov/#/home>

Further information on the UK retail grocery sector is available from the British Retail Consortium or the Institute of Grocery Distribution.

**British Retail Consortium (BRC)**, Tel: +44 20 7854 8900 Website: [www.brc.org.uk](http://www.brc.org.uk)

The British Retail Consortium is the lead trade association representing the entire range of retailers from large multiples and department stores through to independents.

**Institute of Grocery Distribution (IGD)**, Tel: +44 1923 857141 E-Mail: [igd@igd.com](mailto:igd@igd.com) Website: [www.igd.com](http://www.igd.com) The IGD is the UK trade association for information about the food and grocery chain. One service offered is the Retail Analysis - [www.igd.com/analysis](http://www.igd.com/analysis) .

### Attachments:

No Attachments