



Prepared by:
U.S. Agricultural Trade Office

Date: 11-Sep-1998
GAIN Report #GM8318



Market Brief - Product

Germany : Snapshot of the Almond Market

This report was prepared by the USDA's Foreign Agricultural Service for U.S. exporters of food and agricultural products. This information is in the public domain and may be reprinted without permission. Use of commercial or trade names does not imply approval nor constitute endorsement by USDA/FAS.

Hamburg [GM2], GM

Germany: Snapshot of the Almond Market

Summary: Germany is the largest almond importing country in the world. Imported almonds are used mostly as ingredients for use in confectionery and other food products. There is also a relatively small, but growing, demand for almonds for snack use. In 1997, Germany imported almonds valued at \$317 million, of which about two-thirds was supplied by the United States.

Germans are major consumers of nuts.

Nuts are used in many ways in Germany, mostly as ingredients in food products. Nuts are popular as a snack, particularly during the year-end holiday season. To satisfy domestic demand, Germany imports significant quantities of different kinds of nuts, including almonds, walnuts, hazelnuts/filberts and pistachios.

Almonds are among the most popular nuts consumed in Germany.

Almonds are mostly used as ingredients by Germany's food processing industry, mainly in the manufacture of Marzipan, an almond-based confectionery product, as well as for breakfast cereals, ice cream and bakery goods. Cooked, sugar-coated, "burnt" almonds are a popular snack (in the open air markets), as are, increasingly, salted and flavored almonds. Almonds are usually available in retail food outlets in Germany, packaged as a snack or for use in cooking and baking. Hazelnuts are the principal competition for almonds in the German market.

Imports are large; United States is leading supplier.

Production is nonexistent so Germany imports all of its domestic almond requirements. Almond imports consist mostly of shelled, raw, whole or sliced nuts. In 1997, Germany's raw almond imports totaled \$317 million, of which \$310 million consisted of shelled product. Germany's 1997 raw almond import value was about 14 percent lower than in 1996, due primarily to lower average import prices. On a volume basis, almond imports in 1997 totaled 60,853 metric tons (shelled equivalent), virtually unchanged from 1996.

Germany's Raw Almond Imports, Volume & Value, 1996-97

(volume in metric tons, value in million U.S. dollars)

Supplier	1996 Volume	1997 Volume	1996 Value	1997 Value
USA	47,580	42,724	\$284.7	\$220.7
Spain	10,455	12,918	\$69.2	\$70.0
Iran	152	2,224	\$0.7	\$10.9
Others	2,815	2,987	\$15.6	\$14.4
Total	60,902	60,853	\$370.2	\$317.0

Note: In-shell volume is expressed in shelled equivalent.

Source: Official German import statistics.

In 1997, the United States supplied more than two-thirds of Germany's raw almond import requirements (on a volume basis); Spain was the second-largest supplier with an import share of 20 percent. U.S. almond shipments to Germany slipped in 1997, due to increased competition

from Spain and sharply higher shipments from Iran. Germany represents the largest export market for U.S. almonds, accounting for about one-quarter of all shipments.

Germany also imports a relatively small amount of prepared and/or preserved almonds, e.g., roasted, salted or seasoned product.

How almonds enter the market.

Most almonds are imported in bulk by German companies that focus on the importation of almonds and similar products, e.g., other nuts and dried fruit. Almonds enter the market year round, but monthly imports usually rise from September to November in preparation for the holiday season. Almond importing companies may repack the imported almonds for resale or they may sell in bulk to retailers or German food processors. There are some U.S. companies with branded, consumer-packaged almonds available in the German market.

Best market prospects.

Good prospects exist for U.S. almond exports to Germany. The majority of Germany's U.S. almond imports will continue to supply the food processing industry for producing Marzipan, other confectionery, breakfast cereal and baked goods. Opportunities exist for increased German imports of almonds for use in these and other, new, almond-containing products. Opportunities also exist for increased sales of consumer-packaged almonds for snack use. Current snack use of almonds, however, is a relatively minor portion of total German almond consumption.

Import tariffs.

There is a global annual tariff quota of 90,000 metric tons for raw, sweet in-shell and shelled almonds (excluding bitter almonds) imported into the European Union (EU). The tariff rate for this tariff quota is 2 percent ad valorem, available on a first-come-first-served basis. Effective July 1, 1998, U.S. sweet in-shell almonds entering the EU/Germany are subject to a 6.1 percent tariff while sweet shelled almonds are subject to a 4.7 percent tariff for amounts exceeding the quota. Raw, bitter almonds, from any country, enter the EU/Germany duty-free.

Almond exports.

Germany also exports a significant quantity of almonds, mostly as prepared/preserved product or in food products containing almonds, such as confectionery.

More information.

If you should have questions about the German market for agricultural products, or want to learn more about exporting U.S. agricultural products to Germany, contact the following Foreign Agricultural Service (FAS) offices:

U.S. Agricultural Trade Office, Hamburg, Germany for assistance on marketing U.S. agricultural products in Germany, e.g., contacts, trade shows and marketing reports	Tel: (49-40) 41 4607 - 0 Fax: (49-40) 41 4607 - 20 E-Mail: ATOHamburg@fas.usda.gov www.usembassy.de/atohamburg
--	---

Office of Agricultural Affairs , Bonn, Germany for assistance with tariffs and info on German food and beverage law	Tel: (49-228) 339-2133 Fax: (49-228) 334-697 E-Mail: AgBonn@fas.usda.gov
Ag Export Services Division , Washington, DC first-stop for basic export info and assistance on exporting U.S. agricultural products	Tel: (202) 690-1182 Fax: (202) 690-4374
Or, visit FAS "on line" at:	www.fas.usda.gov

Market/Product briefs are researched and produced by FAS in Germany.

September 1998