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# United Kingdom

# EXPORTER GUIDE ANNUAL

# 2009

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**Report Highlights:**
The UK has strong historic and cultural ties to the U.S., which are obvious in consumer trends in retail and foodservice markets. The UK presents market opportunities for many U.S. consumer-oriented products, including specialty food products, "healthy" food items, wine, sauces, fruit, nuts and juices. "Health" and convenience foods are the main driving forces in the UK value-added food and beverage market. Consumers in this relatively wealthy country are looking for variety in high quality food products especially those perceived to have health and fitness benefits.

**Post:**
London

**Author Defined:**

## SECTION I. MARKET OVERVIEW

### Economic Situation

The UK, a leading trading power and financial center, is the seventh largest economy in the world.  The UK is also one of the quintet of trillion dollar economies of Western Europe with consumers looking for high quality food products from around the world, including the United States.  Services, particularly banking, insurance, and business services, account for the largest proportion of Gross Domestic Product (GDP) while industry continues to decline in importance.  Agriculture is intensive, highly mechanized, and efficient by European standards but, in terms of gross added value, represents less than 1 percent of GDP.  While UK agriculture produces about 60 percent of the country’s food needs with less than 2 percent of the labor force, the UK is heavily reliant on imports to meet the varied demands of the UK consumer who also expect year round availability of all food products.

Since emerging from recession in 1992, Britain's economy enjoyed the longest period of expansion on record during which time growth outpaced most of Western Europe. The global economic slowdown, tight credit, and falling home prices, however, pushed Britain back into recession in the latter half of 2008.  Economic forecasters suggest that the UK is now in recovery and will emerge from recession in the latter part of 2009.

The UK is very receptive to U.S. goods and services.  With its $2.2 trillion GDP, the UK remains one of the United States’ top European markets and the sixth largest market worldwide for all goods, after Canada, Mexico, China, Japan and Germany.  In 2008, the U.S. exported $53.6 billion of industrial and agricultural goods to the UK.

Consumer oriented food and beverage products remain the most important sector, reaching record levels in 2008 and amounting to nearly 50 percent ($854 million) of total U.S. exports of agricultural, fish and forestry products to the UK. Demand for U.S. consumer oriented food products continues to differentiate the UK from its European neighbors due to increased exports. This record figure secures the UK as the top EU destination and eighth largest global destination for U.S. consumer-orientated goods.

## UK Demographics

According to the UK Office for National Statistics (ONS), in July 2008, the population of the United Kingdom was estimated at 61.4 million, up by 408,000 on the previous year.

According to the latest data available, the South East of England is home to some 8.4 million residents in 2008, followed by London, which has 8.2 million people. Over a quarter of the UK population lives in London and in the South East of the country. These two regions together cover less than a tenth of the UK's land area. The North West had the third largest population with 6.9 million residents.

The UK has an ageing population. This is a result of a decline in the mortality rate and smaller families. This led to a declining proportion of the population under 16 and an increasing proportion in the over 65 year's bracket. By 2033, 23 percent of the population will be aged 65 and over compared to 18 percent aged 16 or younger.

Ninety-two percent of the UK population is listed as white with 8 percent belonging to mixed or non-white ethnic groups. South Asians were the largest of these groups, followed by people of mixed ethnic backgrounds, including Afro-Caribbean and Africans.
Consequently, the UK has a wide variety of ethnic restaurants particularly in London and other major cities in the country.

The UK, in common with much of the rest of Europe, has seen a substantial increase in the number of single person households. Over 30 percent of British households have just one member.

**Key Influences on UK Consumer Demands**

- Slow population growth
- Ageing population
- Number of household units growing
- Smaller households (notably one-person households)
- Growing personal disposable income (boosting premium/convenience/eating out)
- Rise in number of working women (46% of total workforce)
- International consumer tastes e.g., Chinese, Indian, Italian, Thai, Mexican
- Reduction in formal meal occasions, leading to an increase in snacking and "grazing"
- Increasing public debate centered on food, incorporating safety, environmental, ethical, social and economic issues
- Improvements in efficiency across the supply chain, reducing the real cost of food
- Increased retail concentration (supermarkets growth vs. independent retailers)

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

| Product Category | Growth 2004 –2008 (%) | U.S. Exports to UK 2008 ($m) |
|---|---|---|
| Wine & Beer | -11 | 266 |
| Processed Fruit & Vegetables | +44 | 125 |
| Fresh Fruit | +31 | 104 |
| Other Consumer-Oriented Products | +37 | 102 |
| Tree Nuts | +59 | 89 |
| Salmon, Canned | -5.5 | 71 |
| Snack Foods (excl nuts) | +31 | 46 |
| Rice | +39 | 40 |
| Red Meats, Fresh/Chilled/Frozen | +113 | 31 |
| Fresh Vegetables | +63 | 27 |
| Dairy Products | +173 | 23 |
| Eggs and Products | -19 | 16 |
| Fruit & Vegetable Juices | +107 | 12 |
| Pet Foods (Dog & Cat Food) | +11 | 9 |
| Breakfast Cereals & Pancake Mix | +34 | 8 |
| Poultry Meat | +10,751 | 6 |
| Nursery Products & Cut Flowers | -31 | 1 |
| Red Meats, Prepared/Preserved | +5 | 1 |

Source: BICO Report/U.S. Bureau of the Census Trade Data

**Relative strengths/weaknesses of U.S. Supplier to UK market**

| Opportunities | Constraints |
|---|---|
| The scale of the U.S. food industry may offer price competitiveness on large volume orders. | Competition from EU member states (import duty payable on U.S. products). |
| The UK climate limits growing seasons and types of products grown. | Poultry and red meat are highly regulated from the EU, as are dairy product imports from the U.S. |
| The diversity of the U.S. population creates innovative food products and concepts which are often mirrored in the UK. | Must meet strict UK/EU/retailer rules on food safety, traceability, environmental issues and plant inspection. |
| U.S. has good brand image in UK. The U.S. is a popular destination for the UK tourist and familiarity with U.S. products is widespread. | Labels on packaged food need to be changed, particularly the nutritional panel. Pack sizes and palletization may also need changing. |
| A common language means that the UK is a natural gateway into Europe. | Need to develop relationship with UK trade contacts and invest in marketing product. |

| | |
|---|---|
| The UK has a core group of experienced importers with a history of sourcing from the U.S. | Biotech (GMO) ingredients are not widely accepted by the UK consumer, perhaps due to aggressive negative press. |
| Strong interest in innovative products. Currently there is high interest in natural, “wholesome” and “health” food categories. | Taste buds differ in the UK, eg. here popcorn is sweet, relishes are more like jam, and spicy doesn’t mean high chili content. |

The UK can be a successful market for those companies willing to invest the time and resources to cement contacts. It normally takes on average 18 months from initial market survey to the time product appears on shelves. Exhibiting at UK food trade shows is a good way to put new product in front of a wider audience.

## SECTION II. EXPORTER BUSINESS TIPS

### Essential UK Market Considerations

- Basic market research
- Retail, Foodservice or Processing
- UK business partner and terms
- Import duty and excise tax
- UK Value Added Tax
- Price points and competitors
- Labeling
- EU Food Standards Restrictions
- Promotion budget and resources

### General Consumer Tastes and Preferences

| | |
|---|---|
| Food Safety | As a result of food scares over the past two decades, the UK food supply chain is now heavily scrutinized, meaning that UK retailers, foodservice operators and manufacturers are uncompromising on traceability and quality assurance. UK buyers often require technical specifications above the level mandated by government legislation. |
| Biotech (GMO) | Biotech products or products that contain biotech ingredients can only be sold in the EU if they have been given approval. If the biotech ingredient is approved it may be sold with the appropriate labeling - see GAIN Report E49052 available at: http://gain.fas.usda.gov/Pages/Default.aspx .<br>The presence of food products containing biotech-derived ingredients in the UK is minimal. Large supermarket chains have determined that they will not stock products with biotech ingredients in their private label products (these, typically, account for 45-50% of supermarket lines). Many large companies have also taken a non-GMO approach, as well as many restaurants and cafes. |

| | |
|---|---|
| Organic | Sales of organic products make up around 2.5 percent of the UK grocery market ($3.7 billion of the $136 billion total grocery market). Supermarket chains dominate retail sales of organic foods, accounting for an estimated 82 percent of sales by value. Organic products now extend to a wide range of convenience and grocery items. There are signs that the global credit crisis has affected sales of premium products, including organic products in the UK. However, consumers that buy organic products for ethical reasons are unlikely to change their purchasing behaviour. |
| Health | Like the U.S., the UK has a high incidence of heart disease and cancer. Consumers are looking for foods to improve their health which is driving sales of premium, less processed food, functional food, fresh fruit, fruit juices and low-fat or low-sugar processed food. |
| Package Sizes | UK households are mainly comprised of 1-4 people. In addition, kitchens and refrigerators are small. Shopping is undertaken every couple of days, with perhaps a "large shop" every 2-3 weeks. U.S. suppliers should consider this in determining export package size. |

**Food Standards and Regulations**

The UK follows EU policies regarding labeling and ingredient requirements. A detailed report that specifically addresses labeling and ingredient requirements is available, entitled: The UK: Food and Agricultural Import Regulations & Standards Country Report (FAIRS) can be obtained from the FAS homepage http://gain.fas.usda.gov/Pages/Default.aspx.

**General Import and Inspection Procedures**

Her Majesty's Revenue & Customs (HMRC) are responsible for the clearance of all goods entering the UK, for further information and customs forms please go to www.hmrc.gov.uk .

The UK FAIRS Country report as mentioned above addresses UK import and inspection procedures; please obtain this report for further information.

## SECTION III. MARKET SECTOR STRUCTURE & TRENDS

The UK retail grocery market was valued at £134.8 billion ($219.7 billion) in 2008, an increase of 5.1 percent on 2007.

Groceries account for 12.8 percent of total household spending in the UK, making it the third largest area of expenditure (the largest is housing, and the second largest is transport).

Food and grocery expenditure accounts for 49p in every £1.00 of retail spending.

The Institute of Grocery Distribution (IGD) has estimated that the UK retail grocery market will grow at an average rate of 2.9 percent over the next five years. It is expected to be valued at ₤138.2 billion ($261.2 billion) by 2010, at current prices.

Convenience store shopping now accounts for 20.5 percent of the total UK food & grocery market.

**Retail Sector**

**Supermarket Chains**

Five supermarket chains dominate UK food retailing, accounting for almost 90 percent of the market. Tesco is the market leader, with 31.0 percent market share, followed by Asda/Wal-Mart with 17.2 percent, Sainsbury's has 15.9 percent, Morrison's has 11.4 and the Cooperative rounds out the quintet with 8.2 percent. Other UK supermarket chains include Waitrose, Somerfield, Iceland, Aldi, Budgens, Netto and Lidl.

**Market Shares of the UK's Supermarket Chains**

| Retailer | Share % | 2008 Sales Growth vs. 2007 |
|---|---|---|
| Tesco | 31.0 | -1.6 |
| Asda/Wal-Mart | 17.2 | 2.9 |
| Sainsbury's | 15.9 | -1.8 |
| Morrison's | 11.4 | 2.7 |
| Total Cooperative | 8.2 | -9.9 |
| Cooperative | 5.5 | 0 |
| Waitrose | 3.9 | 0 |
| Somerfield | 2.7 | -28.9 |
| Aldi | 3.0 | 15.4 |
| Lidl | 2.3 | 4.5 |
| Iceland | 1.7 | 0 |
| Netto | 0.7 | 0 |

Source: TNS Data, market share summary, 12 weeks to August 9, 2009.

In general, each chain focuses on specific market segments. For example, Tesco targets the middle market, providing both economy and up-scale products. Sainsbury's is pitched slightly up-market of Tesco, with Asda/Wal-Mart slightly down-market of Tesco. Morrison's, The Cooperative and Somerfield compete at much the same level as Asda/Wal-Mart, while Waitrose, part of the John Lewis Partnership, is the most up-market of the leading chains. Iceland, Aldi, Budgens, Netto and Lidl are all price-focused outlets.

As a result of town planning regulations, supermarkets in the UK are smaller than their counterparts in Germany. For example, Tesco and Sainsbury's stores are just 3,500m² (37,700 sq ft) on average. Planning restrictions have resulted in limited availability of suitable sites. This in turn has fueled a move back towards smaller stores by the large supermarket chains, and created a polarization between superstores and convenience stores formats. The major UK supermarket chains have also developed store formats that are embedded in gas stations. For example, Morrison's has a partnership with BP gas, Tesco with Exxon, and Sainsbury's with Shell.

The UK has one of the most advanced private label markets in the world (valued at around £52 bn or $85 billion). The UK's major supermarket chains dominate the private label market and on average 40-50 percent of products in their stores are private label. Originally, private label goods were a copy of a branded product, but today they are often innovative and marketed as a premium or high quality brand. They give UK retailers the opportunity to diversify their product ranges and develop new revenue streams.

The Institute of Grocery Distribution (IGD) estimates that UK internet grocery sales are currently valued at £3.5 billion ($5.7 billion), 2.6 percent of the total grocery market. IGD forecasts that on-line shopping will double in the next five years; increasing from £3.5bn to £7.1bn.

**Department Stores**

Marks and Spencer (M&S) food halls continue to maintain successful business growth. Most M&S customers tend to buy the bulk of their groceries from less high-end grocery retailers. A typical shopper uses M&S for special occasions, for convenience food such as ready-meals and as a top-up to their regular shop with a few luxury items. M&S consistently offer innovative, high quality and rigorously checked food.

The London-based Department Stores: Harvey Nichols and Selfridges have expanded to other major UK cities such as Birmingham, Manchester and Leeds. This has increased sales of U.S. products sold in their food halls. Other notable department stores stocking U.S. products are Fortnum & Mason and Harrods. Department Store food halls provide a unique opportunity for U.S. specialty foods.

**Convenience Chains**

The focus of these stores is mainly brands well known to British consumers. They are located in town centers, train and metro stations as a convenient stop for commuters and families making small purchases on evenings or weekends. Also major supermarket chains have begun to open small format convenience type stores.

**Other Retailers**

The UK has other outlets for U.S. products such as health food stores, mail/internet order companies and delicatessens. An importer is vital to reach these smaller customers.

For further information on the UK retail sector, please see UK Retail Market Briefs which can be found at http://www.fas.usda.gov/gainfiles/200812/146306848.pdf , http://www.fas.usda.gov/gainfiles/200812/146306797.pdf , http://www.fas.usda.gov/gainfiles/200812/146306796.pdf .

**Hotel, Restaurant & Institutional (HRI) Sector**

In the UK, the HRI Sector is known as the Catering or Foodservice Industry and is generally considered to have two sectors:

Cost Sector: Caterers within the cost sector traditionally do not derive substantial margins. Meal provision tends to be out of necessity, rather than as a result of a business opportunity being identified. Provision is governed by contract where pricing is controlled, if not fixed. Examples are: schools, hospitals, prisons and specialist care homes.

Profit Sector: This is the area of the foodservice market in which the potential business gains are the main motivator. It is also usually allied to hospitality and leisure. Pricing is flexible and examples are: restaurants, fast food chains, pubs, hotels and leisure venues.

The UK foodservice market was estimated to be valued at $66.8 billion (£41.1 billion) in 2008. The $66.8 billion foodservice market accounts for one third of all consumers food purchases.

## Breakdown of Food Market Value by Operator Type in 2008

| | Food Sales (£ Millions) | Share (%) |
|---|---|---|
| **Restaurants** | 8,820 | 21.4 |
| **Fast Food** | 10,185 | 24.7 |
| **Pubs** | 5,997 | 14.6 |
| **Hotels** | 7,706 | 18.7 |
| **Leisure** | 3,252 | 7.9 |
| **Staff Catering** | 2,868 | 7.0 |
| **Health Care** | 910 | 2.2 |
| **Education** | 1,183 | 2.9 |
| **Services/Welfare** | 254 | 0.6 |
| **Total** | **41,175** | **100.0** |

Source: Horizons FS Limited, 2008

## Number of UK Food Service Outlets by Type in 2008

| | Number of Outlets | Share (%) |
|---|---|---|
| **Restaurants** | 27,153 | 10.4 |
| **Fast Food** | 30,716 | 11.7 |
| **Pubs** | 49,343 | 18.8 |
| **Hotels** | 46,019 | 17.5 |
| **Leisure** | 19,409 | 7.4 |
| **Staff Catering** | 20,158 | 7.8 |
| **Health Care** | 31,770 | 12.0 |
| **Education** | 34,482 | 13.1 |
| **Services/Welfare** | 3,084 | 1.2 |
| **Total** | **262,134** | **100.0** |

Source: Horizons FS Limited, 2008

The food service sector is the UK's fourth largest consumer market following retail, motoring, clothing and footwear.

Shoppers are currently eating out more frequently than they were 4 years ago. IGD estimates that 30% of shoppers eat out once a week or more, compared to only 13% in 2005.

About 3 million meals are eaten at work everyday of which two million are prepared by contract caterers. British consumers are exposed to many different cuisines from around the world, with non-European foods being popular. As many as 7 out of 10 of Britons state that they like and eat non-European styles of food. The food service sector serves 8.6 billion meals a year, equivalent to 39,000 a minute.

### Supply Chain

There are two main ways to enter the UK catering market. Some companies go direct to suppliers, domestic or foreign. However, by far the most popular way is through an intermediary such as a UK-based importer. Because there are a large number of small companies operating in the catering market, intermediaries skilled at filling small orders play a crucial role in the distribution of products. The importer normally takes title of the goods (i.e. ownership) following the purchase from a supplier to resell to trade customers.
The UK's food service industry holds many avenues of opportunity for U.S. food and beverage products. Networking within the industry is vital to ascertain the best market entry strategy.

For further information on the HRI sector please see UK HRI report which can be found on the USDA website [http://www.fas.usda.gov/gainfiles/200902/146327346.pdf](http://www.fas.usda.gov/gainfiles/200902/146327346.pdf) .

### Food Processing

The food and drink manufacturing industry is the country's largest single employer. Food and drink is also the largest manufacturing industry in the UK, with an annual turnover over $137 billion (£74bn). Around 470,000 people across Britain are employed in jobs associated with food and drink manufacture and sales, accounting for 13% of total employment in the country.

In 2008 there were 6,745 food-manufacturing enterprises in the UK. UK multinationals such as Unilever and Diageo are among the largest in Europe. Many U.S. companies, such as Pepsico, Kellogg's, ADM, ConAgra and Cargill, also have substantial interests in the UK.

The major unprocessed commodities that are not commercially produced by the UK are rice, citrus fruit, bananas, corn, coffee, cocoa, stone fruit, tea and some oilseeds. Although the UK produces beet sugar, cane sugar is imported. Processed products that the UK has to import include wine and preserved/frozen fruit and fruit juices.

## SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

| Product Category | Total UK Imports 2008 ($ million) | UK Imports From U.S. 2008 ($ million) | Average Annual U.S. Import Growth (last 5 yrs) | U.S. Import Tariff Rate | Key Constraints to Market Development | Market Attractiveness for USA |
|---|---|---|---|---|---|---|
| Fish and Seafood HS: 03 | 2,632 | 81.9 | 18% | 0-22% | Highly fragmented market, domestic shortfall. | U.S. #1 canned salmon supplier, developing interest in other products and species |
| Chocolate confectionery HS: 1806 | 1,467.6 | 16.6 | 16.6% | 8-27% | Domestic & EU competition, low acceptance of American chocolate taste | British eat more chocolate than any other nationality. |
| Vegetables & Fruit prepared in Vinegar HS:2001 | 103.2 | 0.4 | 57.7% | 0-16% | Competition from Turkey, Netherlands and India | Food has long shelf life |
| Preserved fruit & nuts HS: 2008 | 519.5 | 17.7 | 17.7% | 7-27% | Competition from EU, Thailand & South Africa | U.S. nut butters perceived as high quality, exotic preserved fruits of interest for gift/specialty trade |
| Fruit & Vegetable Juice HS: 2009 | 1,227.2 | 11.9 | 23.3% | 16-23% | Competition from EU and Brazil | High focus on healthy living in UK. Juices now more popular than carbonated drinks |
| Sauces, Condiments, Seasonings HS: 2103 | 884.3 | 24.8 | 9.8% | 0-10% | Australia starting to enter the market | U.S. #4 supplier, UK wants authentic tex-mex, BBQ sauces, marinades & salad dressings |
| Soft drinks HS: 2202 | 969.0 | 14.4 | 17.8% | 0-10% | Domestic & EU competition, strong brands, market reaching saturation | New U.S. concepts in beverages always attractive, e.g. functional drinks |
| Beer HS: 2203 | 793.5 | 10.2 | 72.8% | 0% | Domestic & EU competition, major brewers located in EU | U.S. micro-brew beers, generally unique beers with a story. They are attractive to a niche audience |
| Wine HS: 2204 | 5,308.9 | 241.98 | -1.4% | 18-25% | Competition from EU, Australia, Latin America & S. Africa. Figure shows a minus due to wine being shipped to Italy and then the UK. | UK #1 export market for U.S. wine, California wine has 16% market share, other parts of U.S. should benefit in future |

Source: World Trade Atlas

## SECTION V. KEY CONTACTS AND FURTHER INFORMATION

**Foreign Agricultural Service**
U.S. Department of Agriculture
Embassy of United States of America
24 Grosvenor Square
London W1A 1AE
Tel: +44 20 7894 0040
Fax: +44 20 7894 0031
E-mail: AgLondon@fas.usda.gov
Web: www.usembassy.org.uk/fas/index.html

Contact For: U.S. Government Agency for information on UK market, exporting from the U.S. to the UK. Policy information etc.

**Dept of Environment, Food & Rural Affairs**
Customer Contact Unit, Eastbury House
30-34 Albert Embankment, London SE1 7TL
Tel: +44 20 7238 6951
Fax: +44 20 7238 2188
E-mail: helpline@defra.gsi.gov.uk
Website: www.defra.gov.uk

Contact For: UK Government Agency for any information on the UK Agricultural sector.

**Food Standards Agency**
Aviation House, 125 Kingsway
London WC2B 6NH
Tel: +44 20 7276 8829
Fax: +44 20 7238 6330
Email: helpline@foodstandards.gsi.gov.uk
Website: www.foodstandards.gov.uk

Contact For: UK Government Association for information on UK food safety standards and policies.

**United States Mission to the European Union**
Office of Agricultural Affairs
Organization chart: http://useu.usmission.gov/agri/staff.html
Mailing address:
27 Boulevard du Regent
1000 Brussels
B-Belgium
Tel: +32 2 508 2760
Fax: +32 2 511 0918
e-mail: AgUSEUBrussels@fas.usda.gov
http://useu.usmission.gov/agri/foodsafe.html
http://useu.usmission.gov/agri/usda.html

Contact For: U.S. Government Office dealing with EU agricultural policy information.

**UK Trade Associations**

**Institute of Grocery Distribution**
Grange Lane, Letchmore Heath
Watford, Hertfordshire, WD25 8GD
Tel: +44 1923 857141 Fax: +44 1923 852531
E-mail: igd@igd.com
Web: www.igd.com

Contact For: UK trade association for information about the food and grocery chain.

**Food and Drink Federation**
6 Catherine Street
London, WC2B 5JJ
Tel: +44 20 7836 2460 Fax: +44 20 7836 0580
E-mail: generalenquiries@fdf.org.uk
Website: www.fdf.org.uk

Contact For: UK trade association which is the voice of the UK food and drink manufacturing industry.

**Fresh Produce Consortium**
Minerva House, Minerva Business Park
Lynch Wood
Peterborough PE2 6FT
Tel: +44 1733 237117 Fax: +44 1733 237118
E-mail: info@freshproduce.org.uk
Website: www.freshproduce.org.uk

Contact For: UK trade association for the fresh produce industry.

**British Health Food Manufacturer's Association**
1 Wolsey Road, East Molesey
Surrey KT8 9EL
Tel: +44 20 8481 7100 Fax: +44 20 8481 7101
E-mail: hfma@hfma.co.uk
Website: www.hfma.co.uk

Contact For: UK trade association which works effectively to represent the interests of the UK natural health products industry at all levels of the legislative, regulatory and Parliamentary process.

**British Frozen Food Federation**
Warwick House, Unit 7
Long Bennington Business Park
Main Road
Long Bennington
Newark, NG23 5JR
Tel: +44 1400 283 090 Fax: +44 1400 283 097
E-mail: generaladmin@bff.co.uk
Website: www.bfff.co.uk

Contact For: UK trade association for all aspects of the frozen food industry.

**APPENDIX - STATISTICS**

**TABLE A. KEY TRADE & DEMOGRAPHIC INFORMATION FOR 2008**

| | |
|---|---|
| UK Agricultural Imports From All Countries ($Mil)<br>U.S. Market Share (%) [1/] | 70.1<br>2.45% |
| UK Consumer Food Imports From All Countries ($Mil)<br>U.S. Market Share (%) [1/] | 45.9<br>1.9% |
| UK Edible Fishery Imports From All Countries ($Mil)<br>U.S. Market Share (%) [1/] | 4.1<br>2.73% |
| UK Total Population (Millions) / Annual Growth Rate (%) | 61.4 Million<br>0.7%<br>Growth |
| UK Urban Population (Millions) | 54 Million |
| Number of Major Metropolitan Areas [2/] | 8 |
| Size of the Middle Class (%) [3/] | 30-43% |
| Per Capita Gross Domestic Product (U.S. Dollars) | $36,600 |
| UK Unemployment Rate (%) | 7.8% |
| UK Per Capita Food Expenditures (U.S. Dollars) per person per week | $27.61 |
| UK Percent of Female Population Employed [4/] | 70 % |
| Exchange Rate (U.S.$1 = £) | 1.63 |

**Footnotes**

1/ From Bico Statistics (Export/Import Statistics for Bulk, Intermediate, and Consumer Oriented Foods and Beverages - BICO)

2/ Population in excess of 1,000,000

3/ Middle class is "defined as individuals who have average incomes of more than £25,500"

4/ Percent of number of women (15 years old or above).

**TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS**

**(In millions of United States Dollars, rounded to the nearest million)**

| Commodity | UK Imports from the World | | | UK Imports from the U.S. | | | U.S. Market Share % | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2006 | 2007 | 2008 | 2006 | 2007 | 2008 | 2006 | 2007 | 2008 |
| Consumer Oriented Agric. Total | 36.7 | 42.6 | 45.9 | 0.7 | 0.8 | 0.8 | 2.24 | 1.93 | 1.90 |
| Fish & Seafood Products | 3.5 | 3.9 | 4.1 | 0.1 | 0.1 | 0.1 | 3.29 | 3.10 | 2.73 |
| Agricultural Total | 46.4 | 54.0 | 59.9 | 1.2 | 1.3 | 1.3 | 2.70 | 2.44 | 2.30 |
| Agricultural, Fish & Forestry | 55.8 | 65.2 | 70.1 | 1.5 | 1.6 | 1.7 | 2.81 | 2.59 | 2.45 |

Source: Global Trade Information Services.

**TABLE C – TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**

**UK - Top 15 Suppliers of Consumer Food Imports**

| | **2006 ($ billions)** | **2007 ($ billions)** | **2008 ($ billions)** |
|---|---|---|---|
| Netherlands | 6.1 | 7.1 | 7.3 |
| France | 4.7 | 5.4 | 5.7 |
| Ireland | 3.6 | 4.2 | 4.6 |
| Germany | 2.9 | 3.6 | 4.0 |
| Spain | 2.5 | 2.8 | 3.2 |
| Italy | 2.2 | 2.6 | 3.0 |
| Belgium | 2.2 | 2.6 | 2.9 |
| Denmark | 1.8 | 1.9 | 2.0 |
| Australia | 0.9 | 1.0 | 1.0 |
| **United States 1/** | **0.8** | **0.9** | **0.9** |
| New Zealand | 0.7 | 0.8 | 0.9 |
| South Africa | 0.7 | 0.8 | 0.8 |
| Poland | 0.4 | 0.7 | 0.8 |
| Brazil | 0.6 | 0.7 | 0.7 |
| Thailand | 0.4 | 0.5 | 0.7 |
| **World** | **36.4** | **42.6** | **45.9** |

1/ note that this data under-represents actual U.S. sales to the UK as an undetermined amount of products is transshipped via other EU member states.

Source: Global Trade Atlas

**UK – Top 15 Suppliers of Fish & Seafood Products Imports**

| | 2006 ($ billions) | 2007 ($ billions) | 2008 ($ billions) |
|---|---|---|---|
| Iceland | 0.55 | 0.66 | 0.61 |
| Denmark | 0.31 | 0.30 | 0.27 |
| Germany | 0.14 | 0.23 | 0.26 |
| China | 0.18 | 0.22 | 0.25 |
| Norway | 0.23 | 0.21 | 0.20 |
| Thailand | 0.12 | 0.16 | 0.19 |
| Faroe Islands | 0.17 | 0.18 | 0.18 |
| **United States 1/** | **0.13** | **0.16** | **0.16** |
| Netherlands | 0.08 | 0.13 | 0.14 |
| Mauritius | 0.07 | 0.09 | 0.30 |
| France | 0.09 | 0.13 | 0.28 |
| Canada | 0.12 | 0.13 | 0.12 |
| Ecuador | 0.04 | 0.05 | 0.10 |
| Ghana | 0.04 | 0.06 | 0.09 |
| Poland | 0.06 | 0.08 | 0.09 |
| **World** | **3.5** | **3.9** | **4.1** |

1/ note that this data under-represents actual U.S. sales to the UK as an undetermined amount of products is transshipped via other EU member states.

Source: Global Trade Atlas