



# The Food and Beverage Market Entry Handbook: The United States

A Practical Guide to the Market in the United States  
for European Agri-food Products



*Promotion of  
agricultural  
products*





# The Food and Beverage Market Entry Handbook

United States

Written by Agra CEAS Consulting

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Note: the term EU in this handbook refers to the EU-27 excluding the UK, unless otherwise specified. For product trade stats, data is presented in order of exporter size for reasons of readability.

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# 1 The Food and Beverage Market Entry Handbook: United States

This Handbook is intended to act as a reference for those agri-food producers planning for, or in the process of entering, the US market. This Handbook provides **step-by-step guides** on entering the agri-food market in the US including relevant information such as **analysis of the US market** for different product categories, **market access** and **market entry procedures**, **IP protection**, **referrals to professional buyers** and a signposting and referral system providing useful contacts and ways to penetrate the US market.

## How to use this handbook

Depending on your stage of market entry, company profile, and product range, different sections within this handbook will be helpful to a different extent for your business strategies.

For those wishing to learn more about the US food and beverage market in general, section 2 provides a general country overview; section 3 provides an overview of the agri-food market; and section 4 an overview on market entry. These latter two sections contain information on: the food and beverage market, market access procedures, customs procedures, SPS and labelling requirements, intellectual property protection, including the status of geographical indications. The information contained within these sections is of a general nature and so may not be relevant for those in the more advanced stages of market entry.

If you want to find out more information relevant for your product, then check out the **Market Snapshots for Selected Products** (section 5). This content illustrates the market situation, market access procedures, SPS requirements etc. specific for this product or product category. This information will provide more industry specific information to consider as part of any market entry or market expansion strategies.

If you already have decided that the US market is where you want to be, but you need some support, then the **Support Services Directory** can point you in the right direction. Contact information for a service provider, business facilitation support organisation, or from a business contact, could help put you in touch with the right parties who can help you to build your brand in the US market.

## 2 Country introduction and overview



<b>Capital:</b>	Washington DC
<b>Population:</b>	332 million
<b>Area:</b>	9.834 million km <sup>2</sup>
<b>Political structure:</b>	Federal Republic
<b>Major languages:</b>	American English (de facto national language), Spanish
<b>Major religions:</b>	Christianity 63%, Atheism 29%, Judaism 2%, others 6%
<b>Life expectancy:</b>	76.1 years (Female 79.1 years; Male 73.2 years)
<b>Currency:</b>	United States Dollar (USD\$); 1 EUR = 1.05 USD (2022 average)
<b>GDP growth (real):</b>	2.1 % (2022)
<b>Exports:</b>	10.9% of GDP (2021)
<b>Imports:</b>	14.6% of GDP (2021)
<b>Main exports:</b>	Industrial supplies (38% of the total), capital goods (29%), consumer goods (14%), automotive vehicles (8%), and food, feeds, and beverages (8%) (2022)
<b>Main imports:</b>	Consumer goods (27%), capital goods (26%), and industrial supplies (25%), automotive vehicles, parts and engines (12%), and foods, feeds and beverages (6%) (2022)
<b>Unemployment rate:</b>	3.6% (2022)
<b>Labour force:</b>	61.6% (2022)
<b>Main industries:</b>	Agriculture: 0.96 % of GDP Industry: 17.9% of GDP Services: 77.6% of GDP
<b>Average gross household income (2021):</b>	EUR 197 375
<b>Household expenditure on food and beverages inc. alcohol (2023):</b>	EUR 9 322
<b>Food and beverage market size including alcohol (2023):</b>	EUR 1 223bn

Sources: Euromonitor International: Economies and Consumers, 2023; Trading Economics; Bureau of Labour Statistics; IMF; UN, World Bank; WHO, OECD. \* Goods only listed

## 2.1 Country overview: The US at a glance

### 2.1.1 Past economic and political trends

- *From a cluster of thirteen colonies along the Atlantic Ocean, the United States has expanded into a strong nation, having significant influence worldwide, spanning from the Atlantic to the Pacific coast, and now ranking as the third-largest country by land area globally.*
- *The societal, cultural, and political shifts that unfolded in the United States throughout the 19th and 20th centuries have left a mark as it influenced many aspects of life across the world today.*
- *The geographical positioning of the United States has given the nation a significant degree of isolation from external intervention, as conflicts within the northern American hemisphere have been relatively infrequent compared to other regions of the world. Consequently, the United States experienced heightened opportunities for economic growth during extensive periods of global conflict throughout the 19th and 20th centuries.*

Founded in 1776 following a War of Independence against the British Empire, the United States is a relatively young nation. Emerging from its initial 13 colonies and enduring a Civil War, it has grown into the third largest in the world (in both land and population terms). It encompasses 50 federal states that span from Florida along the Caribbean Sea coast to Alaska near the northern pole and reaching out to Hawaii in the Pacific Ocean.

Throughout the 18th, 19th, and 20th centuries, the United States was often renowned as "the land of opportunity," attracting immigrants from various corners of the globe who played a crucial role in the nation's development. These included Irish individuals seeking refuge from the devastating Irish potato famine, as well as Italians, Spaniards, and numerous other Europeans escaping poverty in their homelands. Consequently, the United States transformed into one of the world's most diverse nations, a characteristic it proudly maintains to this day. By being an attractive place to live for people worldwide, some of the world's most innovative minds decided to move to the United States, contributing to the country's economic growth and fostering innovation.

In the 20th century, the United States emerged as a pivotal player in global affairs, securing a permanent seat with veto powers in the United Nations and solidifying its position as one of the world's most influential nations. The post-World War II era witnessed profound impact from the United States and its dynamic relationship with the Soviet Union during the Cold War, giving rise to momentous events like the moon landing and the fall of the Berlin Wall. Following the Soviet Union's dissolution, the United States stood as the sole superpower, a status that led to the country having a central role in global affairs as the 21st century approached.

## 2.1.2 Current economic situation and mid-term outlook

- *The United States is the world's largest economy and is a beacon of innovation throughout the world.*
- *The Great Recession of 2008 influenced by the collapse of the US housing market heavily impacted the economy of the country, the country had since largely recovered from this recession up until the outbreak of COVID-19.*
- *Recently, the COVID-19 pandemic, as well as the invasion of Ukraine by Russia have influenced the US economy greatly as well.*
- *The US economy recovered and is forecast to continue to recover in the coming years.*

The aftermath of the 9/11 terror attacks has had a substantial influence on the foreign policy of the United States in the 21st century, consequently impacting the country's economy. Following the 9/11 attacks and still feeling the effects of the dot-com bubble crash in the late 1990s and early 2000s, the US economy entered a recession. The then also bursting housing market bubble further worsened the situation, ultimately triggering the economic downturn known as the Great Recession of 2008.

To stabilise the economy, the Obama administration implemented rescue stimuli, including the bailout of the automobile sector and financial institutions. As a result, the economic situation gradually stabilised, leading to a return of growth. Throughout the 2010s, the US economy showed consistent growth, with a 2.9% expansion in 2019, a remarkable accomplishment given its market size.

However, in 2020, the United States became the epicentre of the COVID-19 pandemic, particularly affecting states like New York and California. The subsequent nationwide lockdown brought the economy to a standstill, with supply substantial supply chain disruption. Imports in particular were affected due to high shipping prices and long waiting times at ports. The United States economy has achieved a remarkable recovery following the impact of COVID-19. The economy, as a whole, has successfully regained its pre-pandemic growth trajectory, evidenced by a 2.1% increase in real GDP during the year 2022.<sup>1</sup>

When Russia's invasion of Ukraine started in February 2022, it influenced the economic and political landscape of the United States. The ongoing war has driven up global commodity prices, consequently fuelling inflation and putting downward pressure on the United States economic growth. Even prior to Russia's invasion, global commodity prices were already on the rise due to several contributing factors, including disruptions in supply chains, adverse weather conditions, resurgences of the coronavirus pandemic, and a recovering global demand. This additional increase in global commodity prices arrives at a time when US inflation is already at its highest level in four decades.<sup>2</sup>

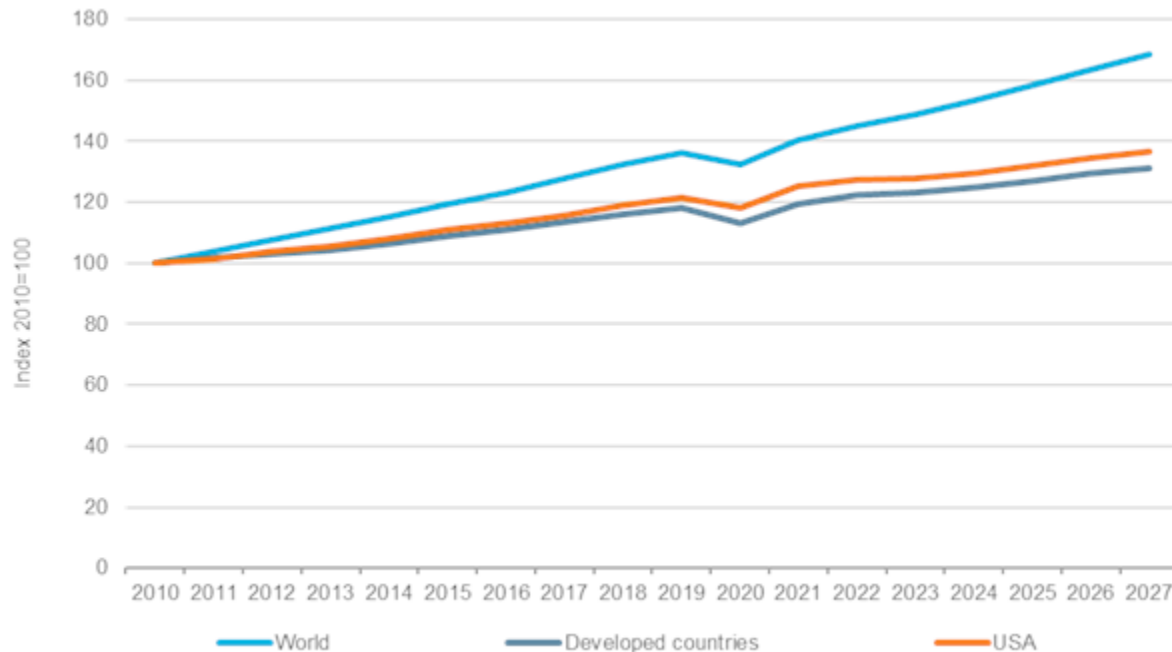
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<sup>1</sup> World Economic Forum (2023). How is the US economy doing after COVID-19?, <https://www.weforum.org/agenda/2023/02/us-economy-covid19-inflation/>

<sup>2</sup> What does the Ukraine crisis mean for the US? (2022). <https://www.eiu.com/n/what-does-the-ukraine-crisis-mean-for-the-us/>

Looking forward into 2024, a further reduction in the volatility that gripped the US economy throughout the COVID-19 era is anticipated. Nevertheless, owing to the ageing labour force, challenges in the form of labour market tightness will remain for the foreseeable future.<sup>3</sup>

**Figure 2-1: Real GDP growth in USA, 2010-2027 (>2023: projected)**



Source: Euromonitor International: Economies and Consumers, 2023

### 2.1.3 Population trends

- A large percentage of the US population lives in urban centres on the coasts of the country. The State of California would be the world's 34<sup>th</sup> most populous country, while the north eastern seaboard has a population in excess of 50m.
- The states of Idaho, Nevada, and Utah have the fastest-growing population growth as a percentage.
- The States of Wyoming, Illinois, and West Virginia have the lowest population growth rates in percentage terms.
- The American population is extremely diverse as an influence of decades of immigration to the country from all corners of the world this, in turn, leads to many states adopting cultural norms and traditions based on the majority of immigrants that arrived in the state; for example, Norwegian culture (Minnesota), German (Pennsylvania) and Mexican (California).

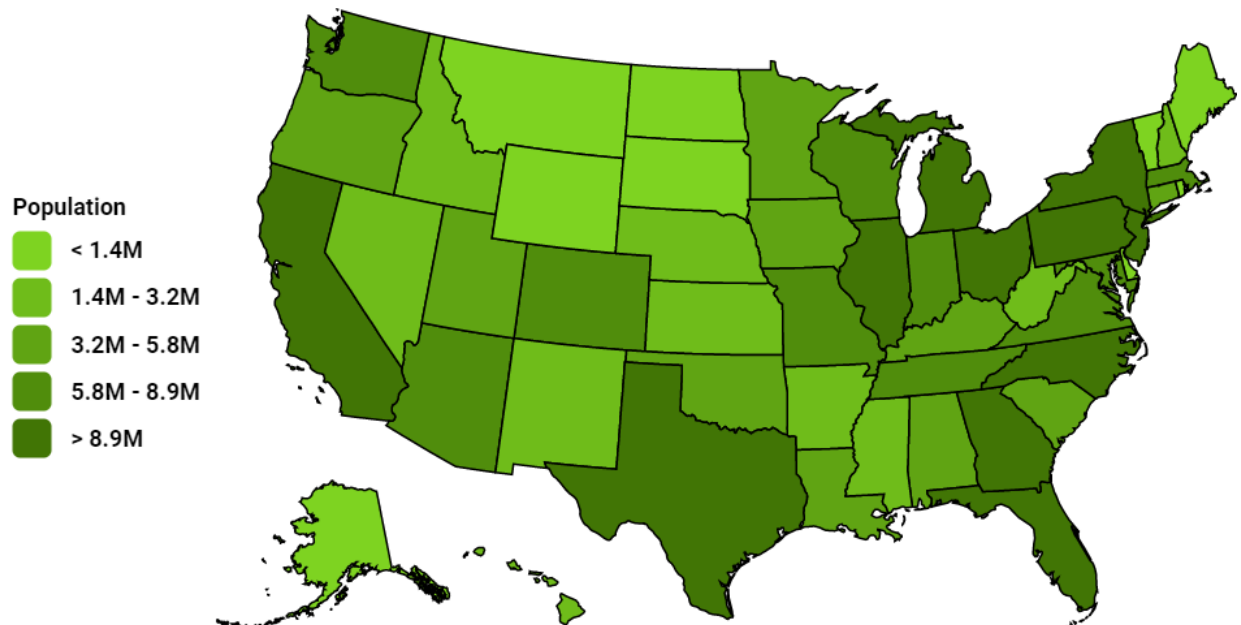
The United States is the world's third most populous nation and is likely to remain in this position up until 2050. The population of the United States is largely concentrated around urban centres

<sup>3</sup> The Conference Board Economic Forecast for the US Economy (2023). <https://www.conference-board.org/research/us-forecast>

in the country with the Californian county of LA alone having a larger population than the state of North Carolina, the country's 10<sup>th</sup> most populous state. The Midwest of the United States is largely sparsely populated outside of urban centres with states such as Montana, South Dakota, and Wyoming having populations below 1 million (m). The US has a large number of urban centres with the metro area populations of the cities of New York (over 19 Million), Los Angeles (around 13m) and Chicago (9.5m) being the three largest (city populations are around 1/3 of the metro area populations). Other notable cities with populations above 1 million (excluding their metro areas) include Dallas, San Antonio, San Diego, and San Jose. Idaho has the fastest growing population percentage by the state while Wyoming is the slowest growing.

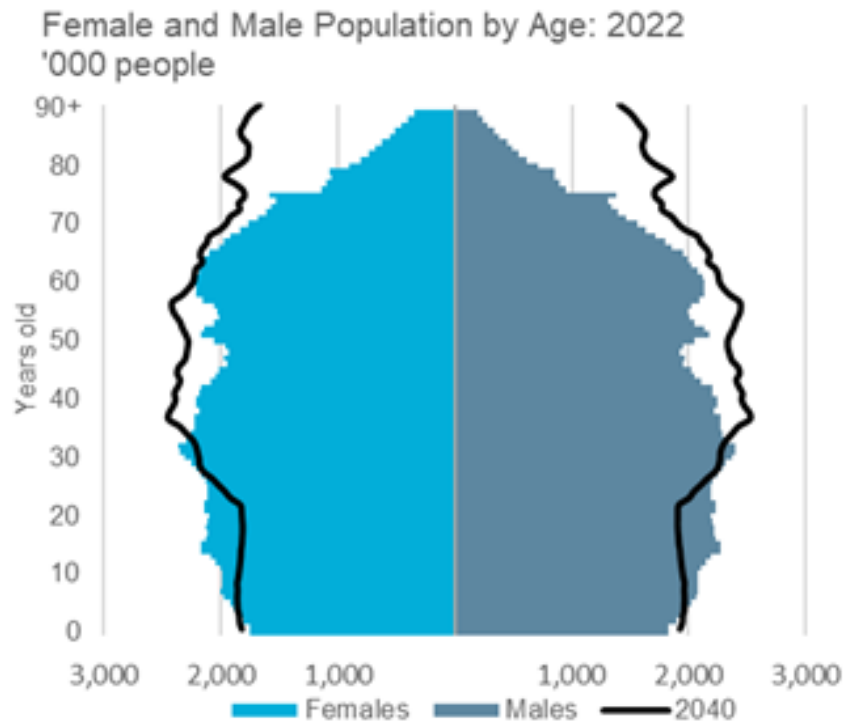
As can be observed in Figure 2-1, many US citizens live in coastal states such as California and New York which also have large urban centres. Many citizens of the United States continue to research and identify with the homelands that their ancestors originally arrived from leading to popular identities such as Italian-American, Latino American, and African American, etc. This in turn leads to many different cultures and ideas that influence mainstream American societal norms and values. An example of this includes in sports with teams known as the Minnesota **Vikings** and the Boston **Celtics** demonstrating the continuing influence of the immigration background of many citizens in the United States.

**Figure 2-1: Population of The United States by State**



Source: Agra CEAS based on various

The population of the United States has been growing rapidly in recent years with a notable increase occurring during the 50s and 60s in what is known as the baby boomer generation. The population in 1920 stood at roughly 106 million and has grown to around 330 million today. The United States continues to attract immigrants from across the world which helps them to sustain population growth in the country as the fertility rate within the United is just 1.7, below the generally accepted replacement rate of 2.1.

**Figure 2-2: Age Pyramid in 2022 and 2040 in The United States**

Source: Euromonitor International: Economies and Consumers; from national statistics/UN, 2023

Note: Data for 2040 is forecast

The total population has been rising at about 1% per year with a median age of 38 years. The median age is expected to reach 40 years old by the year 2030 which indicates that the population is aging; however, immigration to the country is offsetting some of the issues typically inflicted on countries with ageing populations. The Hispanic population is the fastest-growing ethnicity in the country and will continue to have a larger share of the population. This will have cultural impacts in the United States as the country is effectively currently one of the largest Spanish speaking nations in the world; and though no official data exist, is likely to be among the top three Spanish speaking economies in the world in GDP terms (based on the contribution of Spanish speakers in the country). Some states are growing much quicker than others with Idaho, Nevada, and Utah being amongst the fastest growing and Wyoming, Illinois, and West Virginia being the slowest growing. In terms of the total population, California is the most populous state with 39 million inhabitants, followed by Texas (28 million) and Florida (21 million) the least populated states in Wyoming with a population of 578 000 followed by Vermont (620 000) and Alaska (731 500).

Income inequality remains an issue in the United States and the capacity for high income earners to purchase premium goods is far higher than those of a lower income. The middle class makes up the majority of consumers at roughly 52% but can be further divided between lower middle income and upper middle income, lower middle income earners are typically very cost conscious about their food and beverages purchases.<sup>4</sup>

<sup>4</sup> Investopedia, Which income class are you ?, Available at <https://www.investopedia.com/financial-edge/0912/which-income-class-are->

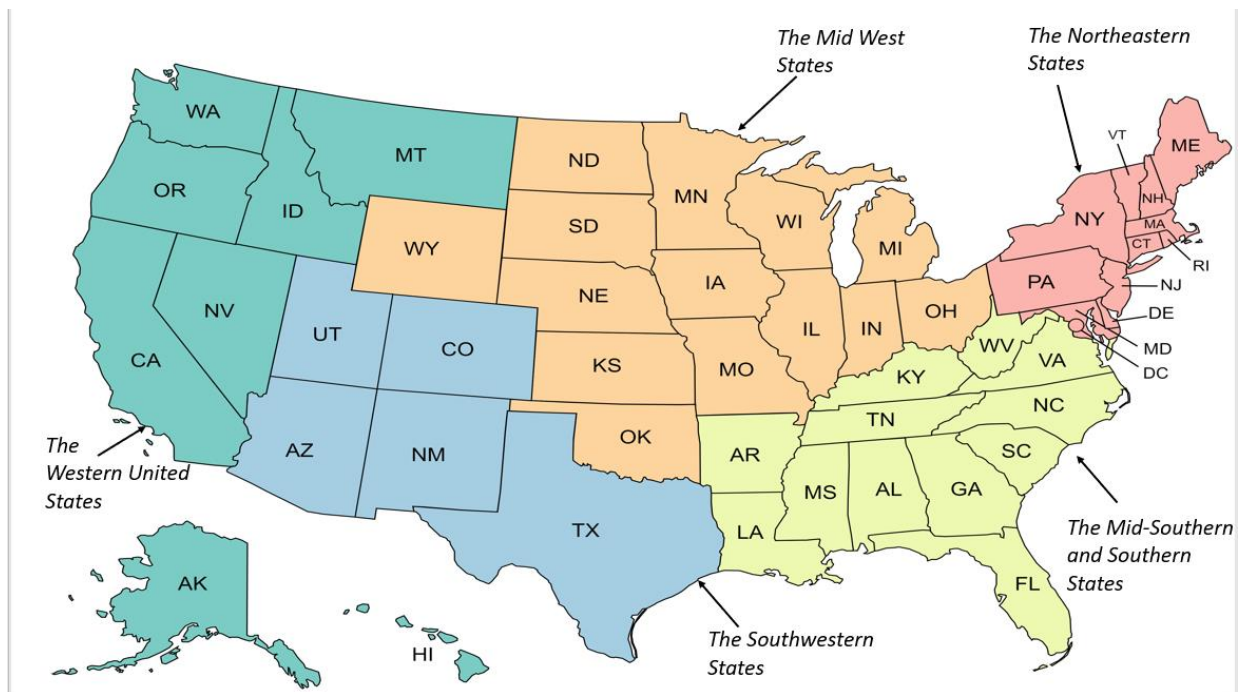


## 2.2 Geography and key markets

The United States spans the North American hemisphere, bordered by the vast Atlantic Ocean and the Pacific Ocean. It owes much of its economic success to its favourable geographical position, enabling influence across the key spheres of the Atlantic and Western Europe as well as the Pacific and East Asia. Within the country, the substantial Mississippi River basin, facilitates internal trade and contributed to the country's development. Diverse climatic biomes, ranging from desert regions in the southwest to snow-capped mountains in the Rockies, swamps in the southeast, and forests in New England, enrich the nation's landscape. The United States also has numerous deep-sea natural harbours, fostering trade and providing cost-effective alternatives to other nations like Singapore and the Netherlands in terms of harbour construction. Additionally, a significant portion of the United States land is well-suited for agricultural pursuits, with states such as Iowa, Missouri, and Illinois forming the renowned "American Breadbasket" region. The United States' diverse biomes and geographical features enable the production of a wide range of agricultural products, including Californian wine and Vermont maple syrup.

### 2.2.1 Overview of urban markets

The United States extends across the central region of the North American hemisphere, often referred to as the "Lower 48." These contiguous 48 states constitute the majority of the country, while the largest state, Alaska, resides in the Arctic Circle and is nearly twice the size of the second-largest state in the union, Texas. Hawaii, situated in the Pacific Ocean, is the newest state in the union and is an island. Additionally, the United States has several small unincorporated territories spread throughout the world, including Puerto Rico, Guam, the US Virgin Islands, American Samoa, and the Northern Mariana Islands. Puerto Rico, with a population of 3 million people, would be the 29th most populous state if it were part of the union.

**Figure 2-3: Regions and Federal states of The United States**

Source: Agra CEAS based on various

**Table 2-1: State and Federal Territories of The United States by region**

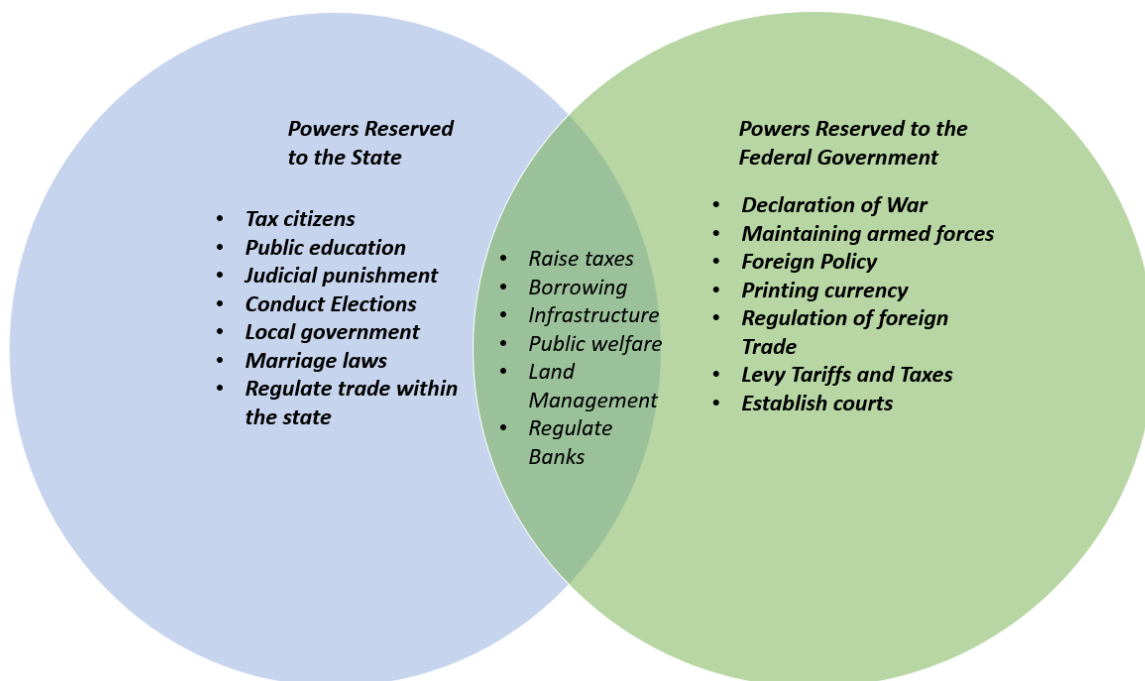
Region	State and Federal Territories	Capital
<b>The Northeast</b>	Connecticut	Hartford
	Delaware	Dover
	Maine	Augusta
	Maryland	Annapolis
	Massachusetts	Boston
	New Hampshire	Concord
	New Jersey	Trenton
	New York	Albany
	Pennsylvania	Harrisburg
	Rhode Island	Providence
	Vermont	Montpelier
<b>The Mid-South and South</b>	Alabama	Montgomery
	Arkansas	Little Rock
	Florida	Tallahassee
	Georgia	Atlanta
	Kentucky	Frankfort
	Louisiana	Baton Rouge
	Mississippi	Jackson
	North Carolina	Raleigh
	South Carolina	Pierre
	Tennessee	Nashville
	Virginia	Richmond
	West Virginia	Charleston

<b>The Mid-West</b>	Illinois	Springfield
	Indiana	Indianapolis
	Iowa	Des Moines
	Kansas	Topeka
	Michigan	Lansing
	Minnesota	Saint Paul
	Missouri	Jefferson City
	Nebraska	Lincoln
	North Dakota	Bismarck
	Ohio	Columbus
	Oklahoma City	Oklahoma
	South Dakota	Pierre
	Wisconsin	Madison
	Wyoming	Cheyenne
<b>The South West</b>	Arizona	Phoenix
	Colorado	Denver
	New Mexico	Santa Fe
	Texas	Austin
	Utah	Salt Lake City
<b>The West</b>	Alaska	Juneau
	California	Sacramento
	Hawaii	Honolulu
	Idaho	Boise
	Montana	Helena
	Nevada	Carson City
	Oregon	Salem
Washington	Olympia	

Source: Agra CEAS based on various

States within the United States possess a certain level of autonomy in handling local matters, particularly in education, local governance, and trade regulation at the local level. However, they also share this autonomy with the federal government when it comes to infrastructure development, maintenance, and land management. Although federal law generally takes priority over state law, states often have the authority to enact additional legislation in areas where federal laws exist, either expanding upon federal provisions or addressing matters without federal legislation. One such area is food regulation. Ultimately, the federal government holds the power to regulate foreign trade into the United States. Figure 2-4 provides a simplified depiction of the distribution of power between state and federal governments.

**Figure 2-4: Simplified legal relationship between the Federal states of The United States and the federal government**

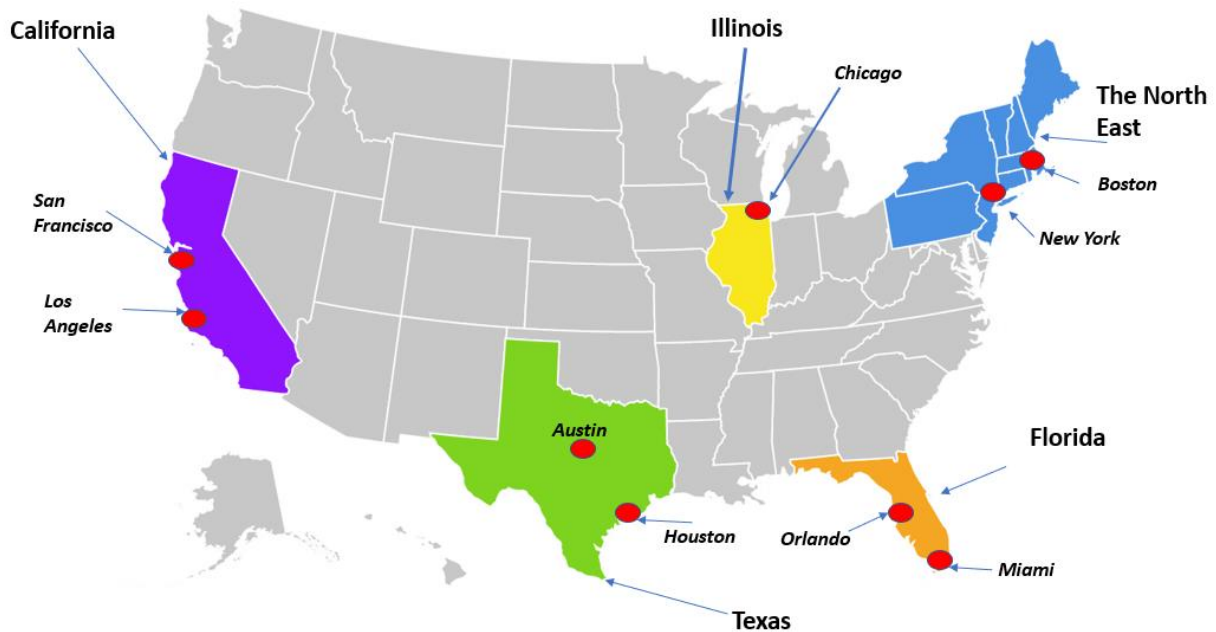


## 2.2.2 Snapshots of important markets

As seen in Figure 2-1, most highly populated areas in the United States are located on the coasts, However, it is worth noting that there are significant cities within the country with substantial populations, including Chicago, Denver, and St. Louis. There is a large number of potentially important or interesting markets in the US as each region of the country generally has a high population with the exception of some mid-western states such as North Dakota, South Dakota, and Wyoming. The five focus regions based on the market size and the extent to which EU agri-food products may be of interest are:

- **The North East** – New York, the New England states and Pennsylvania. This includes the key cities of New York and Boston.
- **California** – including the key cities of Los Angeles and San Francisco.
- **Illinois** – focused around the city of Chicago.
- **Florida** – including the cities of Miami and Orlando.
- **Texas** – including the cities of Houston and Austin.

Every region generally reveals unique cultural differences and shows distinct consumption patterns and customs, which are partially outlined in the boxes below. Within each region, multiple major urban hubs serve as economic focal points, such as New York in the northeast, Los Angeles in California, Houston in Texas, Miami in Florida, and Chicago in Illinois. Figure 2-4 depicts the location of each focus market.

**Figure 2-4: Location of focus markets**

Source: Agra CEAS

It should, nonetheless be noted that, while these five markets can be considered the main focus regions, there are a number of other potentially interesting markets to EU exporters with the US. These include: **Colorado** (which may be of particular interest to wine exporters); **Ohio** (a state with a population of almost 12m and which effectively bridges the focus markets of the north east and Illinois); **Georgia** (notably the city of Atlanta) with its growing affluent population; **Nevada**; and **North Carolina**. Exporters may want to consider these markets either alongside the five markets outlined below, or as alternative markets if they have doubts about the prospects on the five highlighted markets for their particular product.

## The Northeast (including New York, Boston and Philadelphia)



### Key facts:

<b>Nominal GDP (2022):</b>	<i>EUR 5.05 trillion</i>
<b>Real GDP growth (2022):</b>	<i>4.9%</i>
<b>Population (2022):</b>	<i>57 million</i>

The Northeast region of the United States comprises Connecticut, Delaware, Maryland, Maine, Massachusetts, New Jersey, New York, Pennsylvania, New Hampshire, Rhode Island, and Vermont. Within these states, there are numerous urban centres, with notable examples being New York City (19.7 million), Philadelphia (5.7 million), and Boston (4.3 million). The mentioned states show a diverse range of economic activities. For instance, New York City is a prominent financial hub both nationally and globally, and it is also home to the United Nations. Pennsylvania has a strong presence in heavy industries, particularly automobile and steel production. Boston is renowned for its educational institutions like Harvard and MIT, which attract skilled professionals to the city. Throughout the 18th, 19th, and 20th centuries, the Northeast region has experienced significant immigration, resulting in various communities leaving their marks. Examples include: Little Italy in New York; a vibrant Irish community in Boston; and the Amish community primarily concentrated in Pennsylvania, originally originating from Germany and Switzerland.

The Northeast region plays a significant role in the United States economy, contributing approximately 20% to the country's GDP. It is one of the fastest-growing regions in the United States. Unemployment rates in are at around 4%. In terms of income per capita, the Northeast has some of the highest figures in the country. It averages at around EUR 40 000.

The prevalence of European ancestry among individuals residing in the Northeast has had a significant influence on consumer preferences in the region. As a result, various European-style food and beverages are readily available, although it should be noted that they may not necessarily originate from the EU. Examples of this can be seen in Boston, where Irish stews and bars are popular, as well as in New York's Little Italy and the presence of German cuisine in central Massachusetts and Pennsylvania. A considerable portion of consumers in the Northeast still feel a strong connection to their ancestral homelands, making them open to consuming food and beverages from these nations. Due to its historical role as a major entry point for European settlers and migrants arriving in North America, the Northeast experiences this cultural effect to a greater extent than other regions in the United States.

Throughout the 19th and 20th centuries, the city of **New York** played a significant role as a major gateway for European migrants arriving in the United States. Consequently, the influence of European migration on the cuisine of New York City is profound. Several areas within New York were particularly shaped by these European migrations, including the aforementioned Little Italy (Italian), Woodlawn (Irish), and the Upper East Side (German, Czech). In these neighbourhoods, it is common to find a variety of European-origin foods, such as spaghetti and meatballs (Italian), pretzels (German), and boxty (Irish). Italian cuisine, in particular, has had a substantial impact on

and has shaped the culinary preferences of many New Yorkers, with iconic dishes like New York-style pizza and ice cream originating from Italian traditions.

Similar to New York, the city of **Boston** also experienced the impact of European migration, which greatly influenced both the city itself and its culinary traditions. Boston is renowned for its wide variety of seafood offerings, with dishes like New England clam chowder originating from the region. The city also embraces foods of European origins, including pastrami (Romanian), soda bread (Irish, Polish), and schnitzels (German). Boston takes pride in showcasing locally produced agri-food products, and throughout the year, the city hosts numerous food and beverage fairs. Additionally, there are famous agri-food establishments such as Cheers Restaurant and Quincy Market in Boston.

**Philadelphia**, another city in the Northeast region, has also experienced significant influence from European migration, leading to the popularity of various dishes. Iconic foods in Philadelphia, such as the Philly cheesesteak, the hoagie, and Irish Potato candy, show the impact of this migration. Italian American cuisine, in particular, has left a significant imprint on the city, with the cheesesteak and hoagie being closely associated with Philadelphia and being of Italian origins. There are also many Italian markets in the city.

In the remaining Northeast region, seafood products and vegetables are popular, with potatoes and beans being particularly used. Local pride in agricultural production is deeply ingrained in small New England towns, where local farmer markets are a common sight. Additionally, annual state fairs are highly anticipated in the Northeast, providing farmers with a platform to exhibit their latest harvests and agricultural innovations. Among the states, Maine has gained national recognition for its significant consumption and production of lobster, making Maine lobster a well-known luxury dish enjoyed across the United States.

Within the Northeast, people from various European nations can often find a taste of their homeland in the form of traditional dishes. Examples that have not been mentioned so far include *buzara* (a Croatian dish enjoyed in Maine and New Hampshire), *Goulash* (a Hungarian dish widely available throughout the region), and Swedish meatballs, among others.

Sources: Regional and state unemployment 2022, <https://www.bls.gov/news.release/pdf/srgune.pdf> Food in Every country, United States Northeast Region, Available at <http://www.foodbycountry.com/Spain-to-Zimbabwe-Cumulative-Index/United-States-Northeast-Region.html>; US Bureau of Labour Statistics, Northeast Region. Available at <https://www.bls.gov/eag/eag.northeast.htm>

## California (including Los Angeles and San Francisco)



### Key facts:

<b>Nominal GDP (2022):</b>	<i>EUR 3.3 trillion</i>
<b>Real GDP growth (2022):</b>	<i>7.8%</i>
<b>Population (2022):</b>	<i>39 million</i>

California holds a prominent position in the United States economy, and thus is one of the most important states. With a population of 39 million individuals, California's population alone surpasses that of countries like Malaysia and Poland. If it were an independent nation, California's GDP would rank as the world's fifth largest, surpassing that of France and the UK. The state's thriving economy can be attributed to its highly diverse sectors, ranging from Silicon Valley's tech companies to the influential Hollywood industry, as well as its strong agricultural output. This mix continues to draw in individuals from across the United States and beyond.

California has a large European-American population, with the state having the highest number of Hungarian-Americans, Bulgarian-Americans, and Romanian-Americans. The population of California is highly diverse, also including a significant Latino community. The state is home to several major urban centres such as Los Angeles, San Francisco, and San Diego, while also having important rural areas.

The diverse geography of California involves various climates, from the Mojave Desert in the southwest to dense forests in the north. This geographical diversity allows for the production of a wide range of agricultural products, including Californian wine, dairy products, and almonds. The state is the leading producer of apricots, dates, figs, kiwi fruit, nectarines, olives, prunes, and walnuts in the United States. California's agriculture accounts for over 12% of all agricultural production in the United States.

California's cuisine reflects the state's diverse nature, as it is influenced by the many immigrants who have arrived throughout its history from Latin America and Europe. French, Italian, and Mediterranean-style foods in general have a strong presence. Dishes from neighbouring Mexico are widely consumed as well.

The city of **Los Angeles** has experienced successive waves of European migration since its settlement in 1781. Today, the city continues to attract migrants from both within the United States and neighbouring Mexico. Consequently, Los Angeles has become the largest Spanish-speaking city outside of Latin America and Spain. These migration waves have significantly influenced the city's cuisine, resulting in popular dishes such as hamburgers (Los Angeles has a high number of fast-food outlets), tacos (Mexican influence), and Californian sushi rolls (Asian American influence).

To the north of Los Angeles lies **San Francisco**, which, like Los Angeles, has been greatly shaped by migration over the past two centuries, influencing the local cuisine. European foods popular in



San Francisco include Dutch crunch bread (known as *tijgerbolletjes* in Dutch), *caldo verde* (of Portuguese origin), and focaccia (Italian origin). With its high per capita wealth and substantial tourism, San Francisco's market for luxury items is highly competitive.

Apart from Los Angeles and San Francisco, other major urban centres in California include San Diego, San Bernardino, and Sacramento. Cities near the Mexican border offer a wide variety of Mexican foods due to the large Mexican population and the influence of migration and tourism from Mexico. As one of the most diverse states in the United States, California is a hub for foods and beverages inspired by dishes from around the world, including European cuisine.

Many Californians aspire to a laid-back lifestyle, and consumers in the state are generally open to trying new and diverse products, providing opportunities for EU goods to enter and succeed in the market. Examples of EU goods that thrive in the Californian market include Heineken beer, Italian wine, and various cheeses from France, Germany, and Spain.

Sources: Faraway Life, California cuisine famous dishes from the golden state, Available at <https://faraway.life/2017/11/26/california-cuisine-famous-dishes-in-the-golden-state/>; CDFA California agricultural production statistics <https://www.cdfa.ca.gov/>

## Texas (notably Austin and Houston)



### **Key facts:**

<b>Nominal GDP (2022):</b>	<i>EUR 2.2 trillion</i>
<b>Real GDP growth (2019):</b>	<i>5.6%</i>
<b>Population (2022):</b>	<i>30 million</i>

Situated in the southwestern region of the United States, Texas, once an independent nation, now is being the largest of the lower 48 states, showing the second-highest population among all states, only surpassed by California. Within Texas, there is a diverse range of industries, including expansive oil fields spanning across both land and coast, technology companies headquartered in Austin and Houston, and extensive agricultural lands that contribute significantly to the state's composition. In fact, if Texas were an independent country today, its GDP would surpass that of Australia and Mexico, making it the world's 9th largest economy. Its strong economy is based on the above activities as well as the large workforce in the state and its very well-developed infrastructure that can be accessed by land, sea and air.

Agriculture plays a key role in the Texan economy, with Texas housing the largest number of farms in terms of output and acreage compared to any other state in the United States. It is estimated that there are approximately 247 000 farms in the state. The concept of owning a "Texas ranch" enjoys popularity not only within Texas but also throughout the wider US. Cattle stands is the primary agricultural commodity in the state, closely followed by cotton, milk, and poultry (broilers). It is estimated that at least one in seven Texans are employed in occupations directly associated with agriculture.

Texas exhibits a diverse population that experiences increasing influences from its neighbouring country, Mexico, as well as other Central American states. The state is home to notable communities of German, English, and Irish heritage. Particularly individuals of German descent make up around 10% of the state's population, while Irish Americans account for around 7%. As a result, there is a strong demand for cuisine that reflects these ancestral backgrounds. Texas is renowned for its culinary scene, featuring offerings such as *kolaches*, a dessert originating from the Czech Republic (with Texas being home to the largest population of Czech-Americans in the nation). Texas barbecue has gained widespread praise both within the United States and internationally, largely influenced by the German culinary traditions brought by early settlers and migrants. Mexican cuisine and culinary influences from other Latin American countries also play a vital role, driven by the rapid growth of the Hispanic population in Texas.

Sources: Texas economic strength and growth, <https://businessintexas.com/why-texas/economic-strength/#:~:text=The%20World%27s%209th%20Largest%20Economy,%2C%20Mexico%2C%20Spain%20and%20Russia,> Agriculture Industry Grows Texas (2022), <https://comptroller.texas.gov/economy/fiscal-notes/2022/oct/agriculture.php#:~:text=Exhibit%201%3A%20TOP%2010%20AGRICULTURAL%20PRODUCING%20STATES%20BY%20CASH%20RECEIPTS%2C%202021&text=According%20to%20the%20U.S.%20Department,in>

cludes%20them%20in%20the%20count.) Texas department of agriculture, Texas AG stats, Available at <https://www.texasagriculture.gov/>; A round up of 50 famous Texas foods, Taste of home, Available at <https://www.tasteofhome.com/>

### Florida (notably Miami and Orlando)



#### **Key facts:**

<b>Nominal GDP (2022):</b>	<i>EUR 1.3 trillion</i>
<b>Real GDP growth (2022):</b>	<i>6.9 %</i>
<b>Population (2022):</b>	<i>22 million</i>

Situated in the south-east of the United States, Florida extends into the Caribbean Sea, making it a highly sought-after tourist destination for both domestic travellers within the United States and visitors from around the world. Within Florida, numerous cities have metropolitan populations exceeding 1 million, including Miami, Orlando, Tampa, as well as Jacksonville. Moreover, the state has the largest population of individuals aged 65 and above, accounting for 21% of the overall state population. Florida's appeal as a retirement destination attracts both US citizen and international retirees alike.

Ranked as the fourth largest economy within the United States, Florida would hold the position of the 16th largest economy globally if it were an independent nation. This would put it ahead of Indonesia for example. Tourism and the service sector form the backbone of Florida's economy, while agriculture also plays a substantial role. Florida is a leader in the production of various agricultural products, including cucumbers, grapefruit, oranges, squash, sugarcane, and tomatoes, surpassing other states in output. This is possible due to Florida's warm climate, which facilitates the cultivation of these crops across the entire state.

Florida's cuisine draws inspiration from its close proximity to the Caribbean, Hispanic and European immigration, and the state's unique climate. Consequently, a wide variety of dishes with a diverse range of flavours exist. For instance, *Menorcan chowder*, a dish coming from the Spanish Balearic Islands, holds a prominent place on menus. *Conch fritters*, influenced by the Southern United States, and *shrimp and grits stew*, influenced by Cajun French traditions, are also widely enjoyed. The influence of Spanish and French colonisation in Florida and the broader Caribbean region also continue to shape and influence a variety of foods that can be found in the state.

Sources: Which U.S. States Have the Oldest Populations? (2022), <https://www.prb.org/resources/which-us-states-are-the-oldest/>, Florida statistics, <https://metroextension.wsu.edu/platinum-members/university-of-florida/> Visit Augustine, 13 foods in Augustine, Available at <https://www.visitstaugustine.com/>; Florida State Agricultural department, Agriculture overview and statistics, Available at <https://www.fdacs.gov/>

**Illinois (notably Chicago)****Key facts:**

<b>Nominal GDP (2022):</b>	<i>EUR 950 billion (bn)</i>
<b>Real GDP growth (2022):</b>	<i>5.0%</i>
<b>Population (2022):</b>	<i>12.6 million</i>

The state of Illinois predominantly consists of rural areas, with the exception of the city of Chicago. Chicago alone has a metropolitan area population of approximately 9.5 million, accounting for over 75% of the state's total population. Aurora, Naperville, and Joliet are other important urban centres in Illinois. Chicago is an international city that also is known to be the largest city in the US Midwest region.

Beyond the urban areas, the state of Illinois is often referred to as being part of "America's breadbasket." This area is renowned for its abundant production of corn and wheat. Thus, agriculture is a vital pillar of Illinois' economy outside of the city. Approximately 75% of the state's land is dedicated to farmland, highlighting the significant role of agriculture in the state. The marketing of agricultural commodities in Illinois generates an annual revenue surpassing EUR 46 billion. Crops alone contribute 40 percent to this figure. Illinois' advantageous central location, coupled with the presence of the O'Hare Airport in Chicago, further contributes to the prosperity of the state's agricultural industry. This thriving sector employs approximately 1 million residents, accounting for approximately 7% of the state's population.

Throughout the 19th and 20th centuries, Chicago was a prime destination for European immigrants arriving in the United States, with the largest ancestral groups in the city originating from Ireland, Poland, and Germany. Consequently, European cuisines and culinary customs have strongly influenced the city's culinary scene. Chicago is renowned across the United States for its signature dishes, including pizzas, Italian beef sandwiches, and hot dogs. Numerous food companies, such as McDonald's, Mondelez, and Kraft Heinz, have also established their headquarters in Chicago. Given its status as the largest city in the region, Chicago serves as a gateway for agricultural and food products distributed to nearby states and cities like Detroit and St. Louis.

Chicago is a popular destination for visitors from around the globe, catering to both leisure travellers and those engaged in professional activities. In total there are around 50 million people that visit the city each year, many of which are domestic visitors. European visitors, in particular, will find an array of familiar dishes in the city, owing to the presence of numerous European butchers and food stores. These establishments often specialise in themed offerings from countries like Poland, Germany, and Italy. Particularly, Greek *saganaki* and Polish *kielbasa* have

gained popularity in Chicago as they have undergone a unique transformation into kielbasa hot dogs. Such fusion of flavours and culinary influences reflects the city's vibrant food culture.

Sources: Facts about Illinois agriculture (2023), <https://agr.illinois.gov/about/facts-about-illinois-agriculture.html#:~:text=Illinois%20farmland%20covers%2027%20million,the%20state%27s%20total%20land%20are>. Illinois Department of agricultural, facts about Illinois agriculture, Available at <https://www2.illinois.gov/>; Fact and statistics, The city of Chicago council, Available at <https://www.chicago.gov/>; The story of Chicago's rise as a distinctly Polish city, WTTW, Available at <https://news.wttw.com/>

## 2.3 Domestic agricultural production and regions

The diverse range of biomes found within the United States, coupled with its status as the world's third-largest country by land area, enables the nation to cultivate a vast variety of agricultural products. The top agricultural producing states in the US are California, Iowa, Nebraska and Texas; and the largest sources of cash receipts are cattle, corn, soybeans, dairy and broiler production. The US agricultural economy contributed close to EUR 1.2 trillion to the US economy, which is similar to the size of the whole Indonesian economy.<sup>5</sup>

Across the US, approximately 2 million farms exist, and an overwhelming 98% of them are operated by families. These families can be individuals, family partnerships, or family corporations, collectively contributing to the agricultural landscape of the US. 86% of US agricultural products are produced on these family-run farms or ranches, emphasising their significant role in the nation's food production.

Within this agricultural community, 25% of farmers are classified as “beginning farmers”, which means they have been in business for less than a decade. Despite their relatively recent entry into the field of this group, their average age is 46, compared to an overall average farmer age of around 58. It is worth noting that farm and ranch families comprise less than 2% of the entire US population.<sup>6</sup>

Farming accounts for less than 1% of the US GDP; though once food and agriculture-related industries are added, this rises to over 5%. The scale of operations across different regions differs, ranging from 21 million to 322 million acres. The average farm size also varies significantly across regions, ranging from 130 acres to 1,130 acres. The number of farmworkers per region ranges from 200 000 to 11.4 million.<sup>7</sup>

As the United States is diverse, different regions specialise in the production of different agricultural goods as a result of their climates and geographies. The key regions and their production include:

### The Mid-West

The Mid-Western states are commonly known as "America's breadbasket" because of their significant production of wheat and other agricultural goods. This region represents one of the most concentrated areas of agricultural output worldwide.

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<sup>5</sup> 9-Mind blowing facts about the US farming industry, Business insider, Available at <https://markets.businessinsider.com/>

<sup>6</sup> Fast facts about agriculture and food (2022), <https://www.fb.org/newsroom/fast-facts>

<sup>7</sup> A regional overview of US agriculture (2022), <https://agamerica.com/blog/agriculture-regional-data/>

Moreover, the Mid-Western states are often referred to as the "Corn Belt," because the region is associated specifically with corn production. The corn produced serves as the foundation for many local economies.

Despite the relatively sparse population in the states in the Mid-West, their agricultural output plays a crucial role in meeting both domestic and international consumption demands. The Mid-West has more than 127 million acres of agricultural land, with approximately 75% of that area dedicated to corn and soybeans. The remaining 25% is utilised for cultivating various other crops such as apples, asparagus, green beans, blueberries, cabbage, carrots, sweet and tart cherries, cranberries, cucumbers, grapes, oats, onions, peaches, plums, peas, bell peppers, potatoes, pumpkins, raspberries, strawberries, sweet corn, tobacco, tomatoes, watermelon, and wheat. Among mid-western states, Wisconsin is a major dairy producer, and also the home of production of various cheeses which are at the heart of disagreements between the US and EU on geographical indications (see section 4.2.4).

Climate change and extreme weather events have already pose challenges for agriculture in the Mid-West. Throughout the past century, temperatures have risen across all seasons, resulting in longer growing seasons. Precipitation patterns have also undergone changes, and there has been a notable increase in the frequency and severity of extreme precipitation events.<sup>8</sup>

### The North-East

The North-East region comprises eleven states, that collectively contribute to over EUR 17 billion to the nation's agricultural output annually. Despite the prevalence of urban centres, the North-eastern United States primarily consists of agricultural land, with approximately 70% of New York State's land dedicated to the agricultural production. This compact region showcases agricultural diversity and leads the nation in terms of lowest average farm size, input costs, farmworkers, and direct federal payments. However, due to diminishing farmland availability, the Northeast also experiences some of the highest average land values nationwide.<sup>9</sup>

Dairy products and poultry production dominate the region's agricultural output. Livestock has a significant importance across the region, accounting for around 66% of New York's agricultural income for instance. Horticulture, encompassing perennial fruits such as apples, pears, blueberries, and cranberries, contributes substantially to total plant production in the region as well. Massachusetts and Vermont are renowned for their cultivation of fruits and nuts, while Pennsylvania, Maryland, and Delaware grow mushrooms, soybeans, and corn. Northern states like New Hampshire and Maine encounter prolonged periods of snowfall during winter, which limit agricultural production but benefit fruits and vegetables that require these resting periods. Roughly half of the field crops grown in the Northeast, including pasture, are used for animal feed.<sup>10</sup>

Agriculture is seen as a way of life for many Northeast residents. It is essential for communities such as the Amish, which comprises roughly half a million individuals, that are primarily engaged

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<sup>8</sup> Agriculture in the Midwest, <https://www.climatehubs.usda.gov/hubs/midwest/topic/agriculture-midwest#:~:text=FACT%3A%20There%20are%20over%20127,%2C%20oats%2C%20onions%2C%20peaches%2C>

<sup>9</sup> Northeast Agriculture (2021), <https://agamerica.com/farm-publications/northeast-agricultural-trends-report/>

<sup>10</sup> Northeast, [https://www.fs.usda.gov/research/publications/gtr/gtr\\_wo96/GTR-WO-96-AppendixA-Northeast.pdf](https://www.fs.usda.gov/research/publications/gtr/gtr_wo96/GTR-WO-96-AppendixA-Northeast.pdf)

in agricultural activities. However, this region also faces future challenges due to water shortages and increasingly severe winters, which will impact agricultural production.<sup>11</sup>

### The Mid-South and South

The US Mid-South and South are renowned for their tobacco, cotton, and citrus fruit production. However, agricultural activity in these regions has experienced a decline in recent years, primarily due to the global decrease in demand for goods like tobacco.

Cattle farming thrives in Kentucky and Tennessee, with Kentucky alone housing one million cows. West Virginia and Virginia are recognised for their tobacco production, but they also produce other agricultural products such as apples, tomatoes, and turkey. North and South Carolinas significantly contribute to egg, blueberry, and cotton production. Georgia stands out as the leading producer of peanuts in the United States, accounting for almost half of the total production, while Florida is a strong citrus fruits producer such as oranges. States situated around the Mississippi River delta, including Alabama, Louisiana, and Mississippi, have substantial outputs of eggs, rice, and soybeans. Agriculture plays a crucial role in these states, with approximately 30% of Mississippi's population being directly or indirectly employed in the sector.

### The South-West

The South-Western United States also is strong regarding its agricultural production. Texas, the second-largest state in the region, for example dedicates 86% of its land area to agriculture alone.

While grazing livestock occupies most of the agricultural land in the region, crops like alfalfa, wheat, sorghum, milo, cotton, and corn are also grown. The South-West is known for having the highest population of cattle, cows, and horses. Thus, the dairy industry thrives in this region as well and contributes to approximately 20% of the nation's dairy products.

Arizona and New Mexico, despite having a significant portion of desert landscapes, still manage to produce a considerable amount of agricultural goods. Arizona, for instance, produces significant amounts of head lettuce, leaf lettuce, cauliflower, and broccoli.

However, despite the diverse landscape and agricultural activities, a major concern in this semiarid to arid region revolves around water, particularly its scarcity. The South-West heavily relies on irrigation for crop production, which depletes both surface water and groundwater supplies.<sup>12</sup>

### The West

The Western region of the United States contributes significantly to the nation's agricultural output each year. It is known for having the widest range of average farm sizes and the highest number of total farmworkers. Western farmers enjoy the second-highest net farm income in the country; however, they also face the highest farm labour costs.

The geographic diversity of the West region supports a wide range of agricultural activities. Farmers in the West cultivate various fruits, vegetables, nuts, cotton, potatoes, wheat, and other

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<sup>11</sup> New York department of Agriculture, Facts and figures, available at <https://agriculture.ny.gov/>

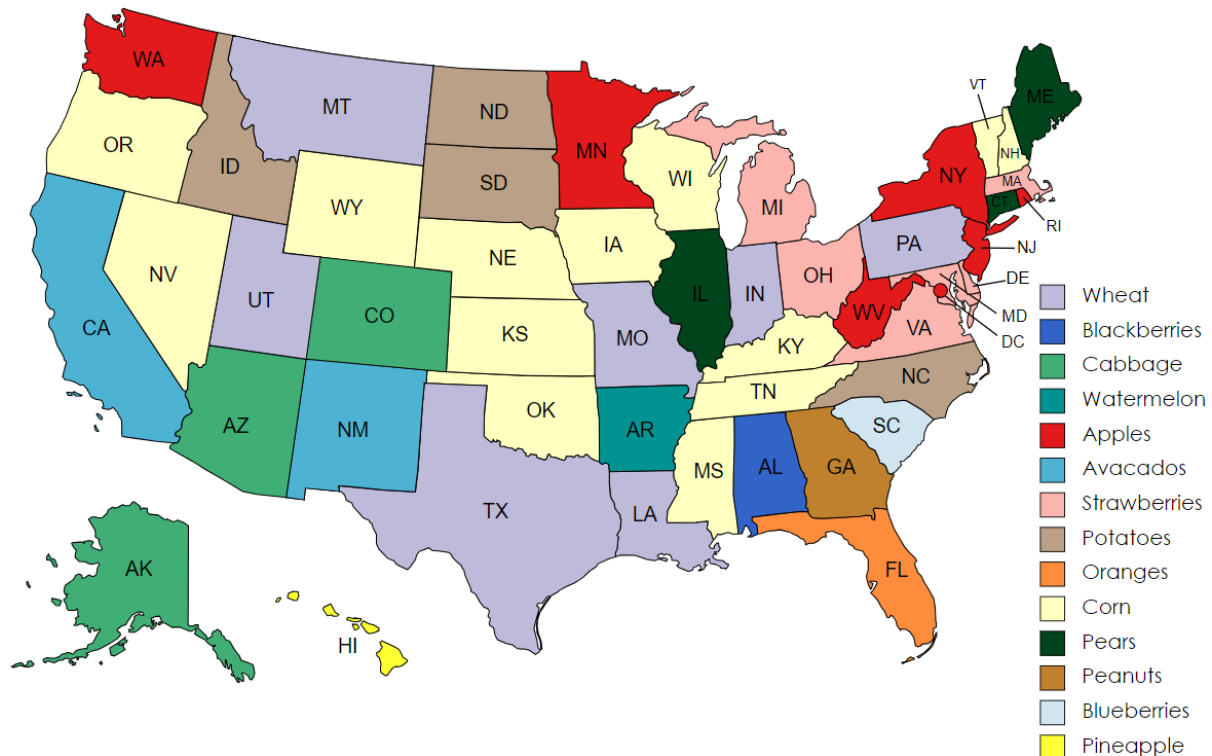
<sup>12</sup> Southwest Region (2023), <https://www.swcs.org/about-us/our-chapters/southwest#:~:text=While%20the%20majority%20of%20the,%2C%20nuts%2C%20and%20dairy%20products.>

grains. In addition to crop cultivation, the West is also known for raising beef cattle, dairy cattle, sheep, chickens, and turkeys.

California, in particular, plays a significant role in the agricultural landscape of the West. It accounts for almost one-third of the US vegetable production and two-thirds of the country's fruit production. California is also the largest producer of wine in the nation. Oregon specialises in onions, eggs, and pears, with approximately one in twelve people working in the agricultural sector. The state of Washington stands out as the leading producer of apples in the country.

The islands of Hawaii make substantial contributions to agriculture by producing a significant amount of sugarcane and pineapple. Despite Alaska's challenging climate and sparsely populated areas, the state manages to produce a modest quantity of dairy products and potatoes. Deer farming is the largest agricultural food produced in Alaska.<sup>13</sup>

**Figure 2-5 The most produced agri-food product by state**



Source: Agra CEAS based on various including <https://www.purewow.com/food/best-produce-grown-in-every-state>

<sup>13</sup> West coast agriculture, <https://agamerica.com/farm-publications/west-coast-agricultural-trends-report/>



**The US Farm Bill**

In 2018 The Trump administration signed into law the most recent US Farm Bill. The farm bill evolves and is revised every five years, with the next revision originally expected before the end of 2023; though in the absence of agreement on a new bill, the current Farm Bill has been extended until September 2024. It aims to help farmers throughout the nation and also to tackle issues faced to them by climate change by offering subsidies and support in the production of a number agri products namely corn, dairy and meat. The US Farm Bill is the primary agricultural and food policy tool and is considered crucial to the sustainability of farms throughout the nation. It is not without criticism, however. Firstly, it is generally considered to be very complex. More importantly, it is has been criticised for the nature of production it promotes, as it is commonly seen as favouring very large scale farming. This in turn leads to the mass production of commodity crops such as corn (as can be seen by the importance of corn for multiple states in the map above); and subsequently these commodities are either turned into cheap processed products for the domestic market, or exported; with both having knock on effects on the market for agri food products.

## 3 Introduction to the food and beverage market and consumers

### 3.1 Overview of the food and beverage market and demand for imported products

#### 3.1.1 F&B market summary

As mentioned in section 2.3, the United States possesses a substantial capacity to cultivate and manufacture a diverse range of agricultural and food products. With approximately 18% of its land area being arable, which is equivalent to 174 million hectares, the US has the highest availability of arable land among all nations worldwide. Moreover, due to investments and advancements in agricultural machinery and technology the US has reached a high yield per hectare output. These factors have positioned the United States as one of the few countries capable of attaining self-sufficiency in numerous agricultural commodities across most major categories.

The United States has a significant number of food and beverage processing plants, totalling almost 40 000 in 2020. These plants are spread across various locations throughout the country. Among the states, California had the highest count of food and beverage manufacturing plants, with about 6 100 establishments, followed by Texas with approximately 2 600 and New York with around 2 600.

The food and beverage processing sector employed approximately 1.7 million workers in 2021. These establishments accounted for close to 17% of total sales and employed over 15% of all employees across the entire manufacturing sector in the US.

Meat processing is the biggest industry group within food and beverage manufacturing in terms of sales, value added, and employment. In 2021, it accounted for about 26% of sales within the food and beverage manufacturing sector. Other significant industry groups include dairy with 13%, other foods with 12%, beverages with 11%, and grain and oilseeds with 10%. Each of these categories plays a vital role in the overall landscape of the diverse food and beverage manufacturing industry.<sup>14</sup>

The presence of these many food processing plants combined with the capacity for the United States to produce a wide variety of foods at large quantities has led to the widescale availability of agri-food products and beverages in the US. The supply of agri-food and beverage products exceeds demand for them in many categories, leading to lower prices of some food and beverage products produced in the United States domestically. The availability of cheap food produced in the United States leads to a situation where US consumers are amongst the highest food consumers per capita in the world. However, as will be seen in the market snapshots in section 2.2.2, there are many food categories for which the US continues to rely on imports.

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<sup>14</sup> Food and beverage manufacturing (2023), <https://www.ers.usda.gov/topics/food-markets-prices/processing-marketing/manufacturing/>

### 3.1.2 International trade in F&B

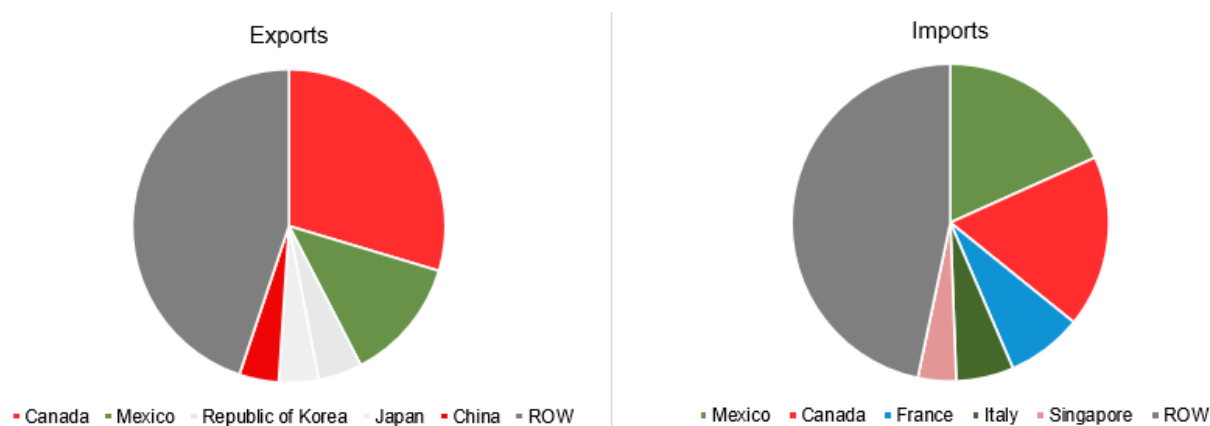
The agri-food sector is important in the United States. Although the US is a net exporter of agricultural commodities and is self-sufficient in certain products such as eggs, dairy, chicken, pork, and turkey meat, it still is a large importer and imports many other commodities such as exotic fruits as they cannot be grown in the US, and specialty foods and beverage products.<sup>15</sup>

The United States is the world's largest exporter of agri-food products and exports its products globally. In 2021, the US exported agri-food products worth EUR 161 billion, mainly grains and feeds, soybeans, livestock products, tree nuts, fruits, vegetables, and other horticultural products. In the same year the United States imported agricultural goods with a value of approximately EUR 155 billion.<sup>16</sup>

The neighbouring Canada is US's main trading partner: the US exports the majority of its agri-food products to Canada (Figure 3-1). Mexico is the second most important export destination and is followed by the Republic of Korea, Japan and China.

As shown in Figure 3-2, the US imports more agri-food products by value from the EU than the EU does from the US. In 2022, the US imported a total of over EUR 29 billion worth of agri-food and beverage products from the EU, whereas the EU imported a total value of EUR 12.3 billion from the US. The US mainly exports oilseeds and protein crops, fruit and nuts and spirits and liqueurs to the EU.

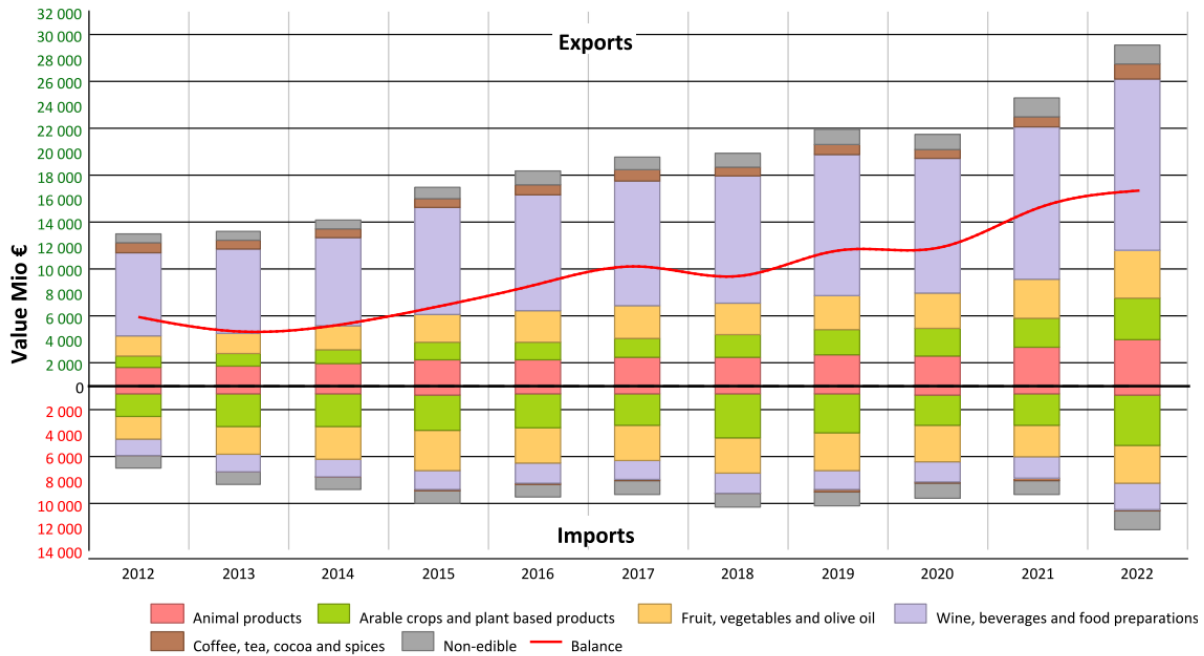
**Figure 3-1: Top five countries of US's food exports and imports by value**



Source: World Integrated Trade Solution (WITS), Databank from the World Bank; Data from 2021 (note: some agri-food sectors covered in this Handbook may be missing).

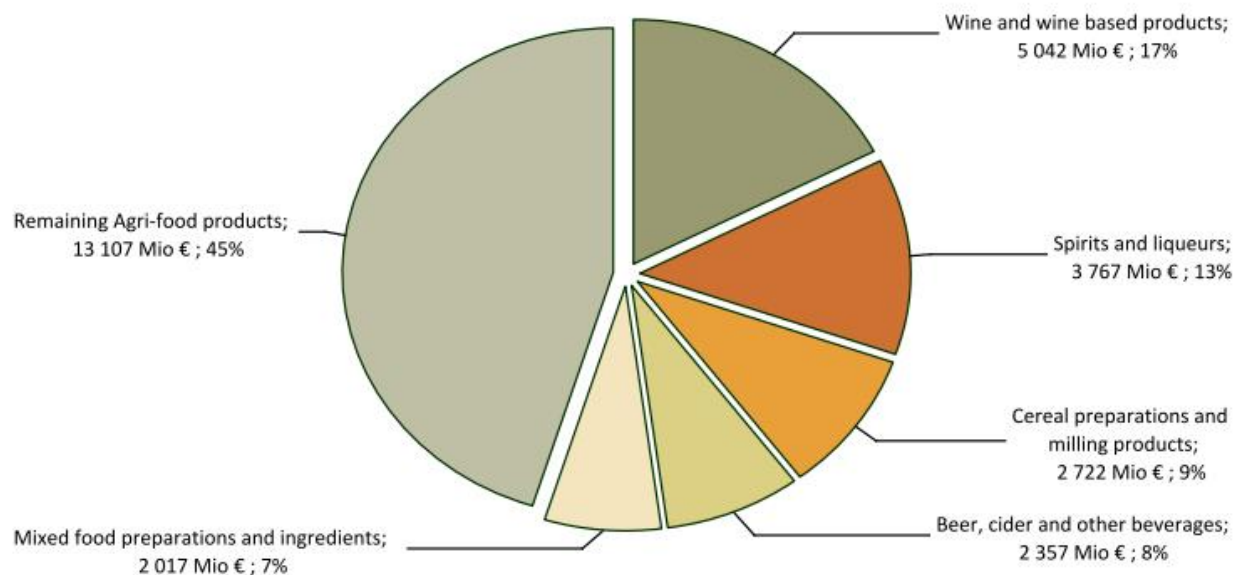
<sup>15</sup>Where Does The Food In The US Come From?, <https://www.worldatlas.com/articles/where-does-the-food-in-the-us-come-from.html#:~:text=The%20US%20is%20self%2Dsufficient%20in%20a%20large%20number%20of,the%20time%20of%20the%20ye ar.>

<sup>16</sup> Agricultural Trade (2022), <https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/agricultural-trade/#:~:text=Total%20U.S.%20agricultural%20trade%20rose,in%202021%20to%20%24171%20billion.>

**Figure 3-2: Structure of EU-27 (i.e. exc. UK) agri-food trade with United States, 2012 to 2022**

Source: European Commission: agri-food trade statistical factsheet, European Union – United States. Based on Eurostat-COMEXT data.

Wine and wine-based products is the greatest overarching category within US's agri-food imports from the EU, with a market share of 17% (Figure 3-3). This is followed by spirits and liqueurs which account for 13% of agri-food exports from the EU to the US. Cereal preparations and milling products account for 9% of all EU exports to the United States, and beer, cider and other beverages for 8%. Mixed food preparations and ingredients account for 7% of all EU agri-. As the graph shows, there are additional products imported accounting for 45% of EU agri-food exports to the US. These include for example dairy, olive and olive oil, confectionery and chocolate.

**Figure 3-3: Top EU-27 agri-food exports to United States in 2022**

Source: European Commission: agri-food trade statistical factsheet, European Union – USA. Based on Eurostat-COMEXT data

### 3.1.3 The market for imported F&B

The United States produces many products that are also produced in the EU, however, demand for a wide array of goods opens a wide variety of more niche-style markets for EU products:

1. **Alcohol Products.** As previously noted, the largest trading agri-food product from the EU to the US is wine, with spirits and beer also being in the top five. The popularity of EU alcoholic beverages in the US can be attributed to their rich cultural heritage, perceived quality, diverse flavours, and the associations they carry.
2. **Premium Products.** The United States has an interest in premium food products from the EU that are known for their high quality, traditional production methods, and unique flavours. European food products such as specialty cheeses, chocolates, wines, olive oils, cured meats, and gourmet ingredients have gained popularity among American consumers who value premium culinary experiences.
3. **Ancestral Connection.** Although the United States is capable of producing many European-style foods, there remains a consumer demand for food items directly imported from the EU, particularly among individuals of European ancestry. This preference stems largely from the desire to partake in an authentic dining experience by consuming foods that originate from their ancestral homelands. This inclination reflects a broader pattern observed in the US, where diverse ethnic groups often exhibit a preference for obtaining specific food products from their respective countries of origin.

European goods, including pasta and certain baked goods, have garnered a niche following among US consumers, particularly among those seeking distinctive or perceived healthier options

as well. The presence of many European restaurants, coupled with the desire of individuals of European ancestry to connect with their cultural roots through food, contributes to the growing demand for European products in the US market.

Detailed information on the market for different individual imported product categories can be found in the corresponding market snapshots in section 5.

## 3.2 Growth Drivers and Trends

The key factors affecting the food and beverage market in The United States are:

- **A generally wealthy population with diverse cultural influences.** Consumers in the United States are generally wealthy when compared to the rest of the world with a per capita real GDP of EUR 60 100. New York had the highest real GDP per capita in 2022 at around EUR 76 000, followed by Massachusetts with approximately EUR 71 500. Mississippi ranked last with about EUR 32 700. This, in combination with the presence of a highly diverse population resulting from decades of migration has contributed to the demand for a broad range of food and beverage products in the United States. In line with the information provided in section 2.2.2 about market snapshots, urban centres often adopt local consumption patterns that reflect the per capita income of the area and the ethnic composition of the population. For instance, the northeast of the US tends to produce goods influenced by European migration, while the southwest of the US produces goods influenced by Hispanic migration. However, the purchasing power of individuals has experienced a decline in recent times as a result of the COVID-19 pandemic but seems to recover. This did not seem to have influenced consumer expenditure negatively until now.<sup>17</sup>
- **Demand for processed foods.** Processed foods typically make up a large percentage of the average American diet. Recent research suggests that around 73% of the US food supply is ultra-processed. This ultra-processed food has undergone specific types of processing to ensure they are readily able to be eaten on the go and have a longer shelf life than alternatives. These foods often contain additives, such as preservatives, artificial flavours, and colours. It is readily available throughout the country, and generally more affordable than fresher alternatives.<sup>18</sup>
- **Homelife vs. busy lifestyles.** Homelife is important to US citizens and typically the main meals of the day such as breakfast and dinner will be consumed together with the family. US citizens consuming food individually, therefore, is not as common as in other nations, especially when compared to western nations. However, even though this is ideal to most US families, not all of them have the time they would like to have to spend together due to busy lifestyles due to work, long commutes, and other social or family commitments. Balancing work obligations with personal and family responsibilities can create a sense of busyness for many individuals. In addition, the advancement of technology and the

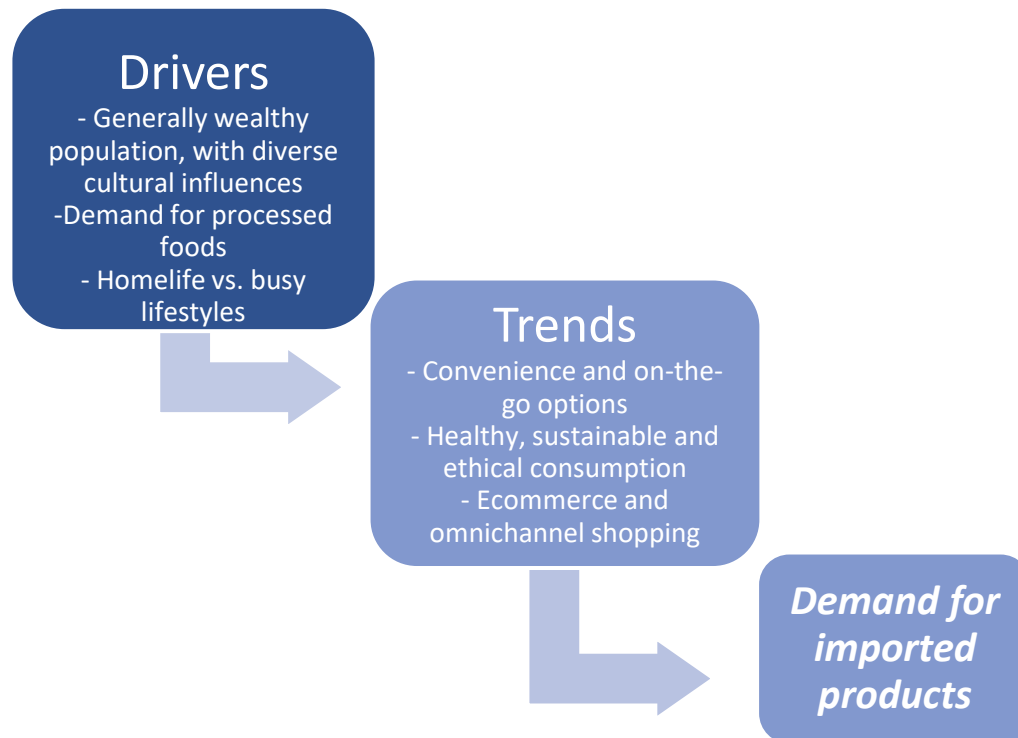
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<sup>17</sup> United States: Reaching the consumer, <https://santandertrade.com/en/portal/analyse-markets/united-states/reaching-the-consumers>

<sup>18</sup> Database Indicates U.S. Food Supply Is 73 Percent Ultra-Processed (2022), <https://foodtank.com/news/2022/11/database-indicates-u-s-food-supply-is-73-percent-ultra-processed/#:~:text=Recent%20research%20from%20Northeastern%20University%27s,food%20supply%20is%20ultra%2Dprocessed.>

interconnectedness of modern society have contributed to an "always-on" culture, which can further contribute to a feeling of busyness and lack of time with the family to eat together.

**Figure 3-4: Growth drivers and trends – the US food and beverage market**



Source: Agra CEAS based on European Commission agri-food factsheet; Euromonitor International, and various (see footnotes).

In terms of current trends, the following stand out:

- **Convenience and on-the-go options.** Processed foods and on-the-go options are so popular mainly because of their convenience, which plays an important role in consumer preferences in the US, as it is fuelled by the fast-paced lifestyle of many US consumers. Popular foods include ready-to-eat meals, grab-and-go snacks, single-serve portions, pre-packaged healthy choices, and online food delivery services. The COVID-19 pandemic has amplified this trend as consumers looked for convenient alternatives to dining out or preparing meals at home. In addition, the longer shelf life of processed foods makes them easier to store.
- **Healthy, sustainable and ethical consumption.** Even though processed foods are an integral part of the US diet, the trend is also going towards healthier and more sustainable options. Consumers' focus on health and wellness is growing, leading to an increased demand for healthier food and beverage options. This trend encompasses various aspects such as organic and natural products, clean label ingredients, plant-based alternatives, functional foods and beverages, as well as reduced-sugar or low-calorie options. Connected to this overall theme, there is also a pride in domestic production. In the US, 'Made in America' holds significant importance, with around 70% of Americans considering it an important factor when making purchasing decisions. Moreover, responsible consumption is gaining traction among consumers who seek sustainable,

transparent, and clean products. Nearly half of US consumers express their desire to change their habits in order to minimise their environmental impact. This concern is even more prevalent among younger demographics, who are willing to pay a premium for products that reduce their ecological footprint. Consumers are driven by the desire to save money, consume healthier products, and make socially responsible choices.

- **E-commerce and omnichannel shopping.** Online shopping has been on the rise already prior to the COVID-19 pandemic, but drastically further increased during the pandemic as it forced consumers to purchase their groceries online. Overall, since the onset of the pandemic, total e-commerce sales in the US have witnessed a growth of almost 60%. However, while this growth has been substantial, penetration rates have reached a plateau, with online shopping for food and beverages becoming a more regular occurrence in the USA. As discussed in section 4.4 the US has a well-developed transport infrastructure system that helps to facilitate the rapid arrival of online shopping to consumer households. More information on e-commerce channels can also be found in that same section. Total US e-commerce sales reached EUR 950 billion in 2022, up from EUR 882 billion in 2021. Now, that consumers have the possibility to go back to stores, many of them like to do a mix of online and in-person shopping, including through online-to-offline (O2O). The expectations for omnichannel are higher than ever.<sup>19</sup>

## 3.3 Consumer profiles and preferences

### 3.3.1 Consumer profiles

Certain aspects of the American population that were touched upon in sections 2.1.3 and 2.2 are worth bearing in mind when considering American consumers. Most notably:

- **American pride.** American consumers take great pride in purchasing products manufactured within the United States, and producers within the country take equal pride in prominently displaying a label that signifies the product's origin. Approximately 70% of the American population considers it as important to support domestic industries by buying American-made goods, making this topic a prominent subject of political discussions in recent years. Regions of the country that have been notably impacted by the relocation of jobs, such as Michigan and Ohio, have a particularly attentive consumer base when it comes to this matter.<sup>20</sup>
- **Impact of global events.** The United States is as a highly advanced consumer-driven society. Although the population once had a considerable level of confidence, the impact of the financial crisis followed by the COVID-19 crisis has made consumers gravitate towards more affordable product options. US consumers now display a greater preference for promotional offers and price comparisons. US consumers, in general have historically demonstrated a willingness to venture to major shopping centres for their retail needs, though as noted above, e-commerce has becoming increasingly important in recent years.

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<sup>19</sup> The state of grocery in North America (2022). <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-grocery-in-north-america-2022>

<sup>20</sup> United States - Reaching the consumer, Santander Available at <https://santandertrade.com/en/portal/analyse-markets/united-states/reaching-the-consumers>



With the majority of US consumers utilising various channels for shopping and purchasing, the overall buying process has become lengthier and more complex.

- **Company ethics matter.** US consumers take great pride in the values they uphold, and they are willing to boycott establishments that actively oppose those values. Consumer boycotts serve as a form of protest, and it is crucial for companies operating in the country to consider these concerns seriously. Companies that engage in worker exploitation, are embroiled in scandals, or make offensive statements should be prepared for the repercussions from the public, both in terms of public demonstrations and financial consequences.

Against the considerations set out above, notable overarching consumer types in the USA are set out below. It is important to note that, while these overarching types have relevance across the country to some extent, the various aforementioned nuances must be taken into account given that in such a diverse country, the relevance of universal consumer types is limited:

- **Practical and optimistic value-for-money seeker:** this group focuses on reasonably priced quality. They tend to be both pragmatic and value-focused; however this does not mean that they will look for the cheapest products but rather they look for good quality at a competitive price. Furthermore, they may make some impulse purchases either to treat themselves or their friends and family. This segment tends to favour simple and convenient shopping experiences. Promotions and discounts tend to work well with this consumer segment. Consumers falling into this group tend to be slightly older than average and with slightly higher than average incomes and education levels. They are also less likely to have or live with children.
- **Ethical and empowered activist consumer:** this consumer group places a high importance on sustainability and community issues. Often with a minimalist background, they tend not to buy non-essential products. They are quite open to new brands and willing to pay more for quality products, though if they find a brand they like they may be quite brand loyal. They may also spend considerable time researching before making a purchasing decision. This segment may make a good target for innovative products as long as the product fits with their values. Providing clear information, including on packaging and labelling can also be effective with this category; particularly if the information plugs into areas where they have ethical concerns (e.g. production methods). Representation of females in this category is particularly high (just under 2/3 of this category are estimated to be female) and is more likely to be in their 40s.
- **Cautious planner.** These consumers tend to plan their purchases and to be brand loyal. While they may try new brands, this only tends to occur after they have conducted considerable research. They appreciate quality but also like to obtain this quality at an attractive price, meaning that competitive pricing is one way to attract them. Demographically, this group skews slightly towards male and towards consumers in their late 30s.
- **Trendy optimist.** This consumer segment is considerably smaller than those outlined above, but due to its characteristics it may make an interesting segment. Consumers in this segment tend to want high quality products, and are willing to spend more to do so. With status and image important to them, they highly appreciate products which stand out (and subsequently make them as people stand out). Brand loyalty is high amongst this segment, though consumers in the segment do also show a willingness to try new brands if the brand conveys the correct image. Methods which can be effective in targeting this segment include: omnichannel marketing including product endorsements; and shopping experiences which feel personalised and create brand engagement. In terms of

demographic characteristics, they are much more likely to live in cities; to be male and to have incomes and education levels considerably above the national average. On average this segment is aged in its late 30s, and is highly likely to be parents to children.

### 3.3.2 Cultural sensitivities and other considerations

As the United States is extremely multicultural combined with differences across different regions of the country cultural sensitivities need to be taken into account in all parts of the country. Cultural sensitivity remains a contentious issue in the United States and not taking these considerations into account will not be well received. Some of what will be particularly important for EU exporters to consider are laid out below.

#### American Identity

There is no one American identity; however, if it is being generalised, the American identity is often associated with principles such as liberty, equality, and individualism. The country's founding documents, such as the Declaration of Independence and the Constitution, play a significant role in shaping the American identity, emphasizing ideals of freedom, democracy, and the protection of individual rights. The American identity is often characterised by a sense of optimism, ambition, and the belief in individual opportunities for success. It embraces the spirit of entrepreneurship, innovation, and self-reliance, as well as the value of hard work and perseverance. Cultural diversity is another integral aspect of the American identity. The United States is known as a melting pot, merging many cultural backgrounds, ethnicities, religions, and languages.<sup>21</sup>

#### Religion and the impact on food and drink

The United States is predominantly a Christian nation, encompassing various Christian denominations such as Protestantism, Catholicism, and Mormonism. Any depictions or representations that defame or demean these beliefs are unlikely to be received favourably in a country that holds significant religious values by Western standards. Additionally, it is important to acknowledge the large Jewish population in the United States, which is the largest outside of Israel, and their perspectives should be taken into consideration. Furthermore, there are notable minority religions present, including Islam, Hinduism, and Buddhism, among others.

US Christians do not have any significant dietary restrictions; however, Jews do. Jewish consumers can only consume 'kosher' food. Thus, certain dietary restrictions are observed. For instance, the consumption of pork is prohibited, as well as all forms of shellfish. Additionally, birds of prey are not permitted for consumption. Jewish dietary guidelines require animals and birds to be slaughtered in a specific manner known as "Shechitah." However, one of the most significant aspects of Jewish dietary laws is the separation of meat and dairy products. To ensure compliance, separate sets of crockery, cutlery, and utensils are utilised, and they are washed in separate bowls and dried with different cloths. After consuming meat, Jews have to wait several hours before eating any dairy products.<sup>22</sup>

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<sup>21</sup> What is the American identity? (2021), <https://www.forbes.com/sites/andyjemotiuk/2021/01/31/what-is-the-american-identity-and-how-should-immigrants-be-absorbed/>

<sup>22</sup> Jewish dietary laws, <https://www.ivisit.org.uk/jewish-dietary-laws/>

Muslims generally do not consume alcohol and pork. Most any Hindus and Buddhists follow a lacto-vegetarian diet, which means they do not consume meat and eggs. They also tend to avoid alcohol.<sup>23</sup>

## American Cuisine

The culinary landscape of the United States is a melting pot of countless international cuisines. As individuals from different nations migrated to the United States, they brought along their distinctive and culturally significant culinary traditions, resulting in a large mix of flavours and culinary heritage. US cuisine has been shaped by the influences of Europeans, indigenous Native Americans, Africans, Asians, Pacific Islanders, and some other diverse cultures and traditions. Some typical American dishes are for example burgers, apple pie, biscuits and gravy, cornbread, and Pizza. Overall, the typical US cuisine is known to be rather calorie intense.

Given the vast size of the United States, significant regional variations arise within states and across different regions of the country. EU producers often discover that a product they export may find success in one region but encounter challenges in another. Numerous factors contribute to this phenomenon, including the cultural backgrounds of consumers across the US, the geographical characteristics of specific regions, and the existing norms within each area.<sup>24</sup>

## Gift giving

Etiquette around the giving of gifts in the United States mirrors many aspects of gift-giving in Europe as many of the national holidays of the US has been influenced by the large European and Christian migration to the country since its inception. There are different prominent gift-giving holidays and numerous significant life events that are often marked with the exchange of gifts or meaningful gestures. These include Valentine's Day, Easter, Mother's Day, Father's Day, Christmas, weddings and bridal showers, baby showers, birthdays, anniversaries, new homes, graduations, and other life events. However, it is important to note that gift-giving is not obligatory. The decision to give a gift or not depends on individual circumstances and what both the giver and recipient deem appropriate in a given situation. EU producers should pay a particular attention to the holidays such as Christmas as US consumers have been shown to spend more, per product, on gifts than they do on regular consumption.<sup>25</sup>

## Festivals and holidays

While various states in the United States have their own distinct holidays and unique festivals, there are certain events that hold national significance. It is worth mentioning that some of these national holidays and festivals occur within a specific range of dates and can vary from year to year, rather than being fixed on a specific date.<sup>26</sup>

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<sup>23</sup> Religion and dietary choices, <https://www.independentnurse.co.uk/content/clinical/religion-and-dietary-choices/#:~:text=The%20majority%20of%20Hindus%20are,but%20dairy%20products%20are%20eaten.&text=Animal%2Dderived%20fats%20such%20as%20lard%20and%20dripping%20are%20not%20permitted>.

<sup>24</sup> American regional cuisine, <https://www.escoffier.edu/blog/world-food-drink/american-regional-cuisines/>

<sup>25</sup> American gift giving customs (2023), <https://usvisagroup.com/american-gift-giving-customs/#:~:text=How%20to%20give%20%E2%80%93%20Gifts%20should,a%20close%20relative%20or%20friend>.

<sup>26</sup> American holidays, <https://www.usa.gov/holidays>

- **New Year's** (*1<sup>st</sup> January*). People come together to celebrate the end of the year and the start of the new one.
- **Martin Luther King Jr Day** (*between 15<sup>th</sup> and 21<sup>st</sup> January*). A day dedicated to civil rights activist Martin Luther King Jr; about one-third of Americans will be given the day off. This day is of particular importance to members of the African American community as Martin Luther king is often associated with the rise of civil rights awareness during the 1960s.
- **Valentines Day** (*14<sup>th</sup> February*). It is a cultural, and commercial celebration of romance and love.
- **Washington's Birthday** (*third Monday in February*). Also called President's Day, it is a day where the former and current US presidents are celebrated.
- **Easter** (*late March to mid-April*). It is a Christian holiday celebrating the resurrection of Jesus Christ three days after his crucifixion.
- **Mother's Day** (*second Sunday in May*). The day celebrates mothers, motherhood and maternal bonds in general, as well as their positive contributions to families and society.
- **Memorial Day** (*between 25<sup>th</sup> and 31<sup>st</sup> May*). Memorial Day is a day dedicated to commemorates and to the respect of US military personal that have served and died during operations within the US military. Americans typically have this day off from work.
- **Juneteenth National Independence Day** (*19<sup>th</sup> June*). An annual commemoration of the end of slavery in the United States after the Civil War.
- **Father's Day** (*third Sunday in June*). It honours fathers and celebrates fatherhood, paternal bonds, and the influence of fathers in society.
- **Independence Day** (*4th July*). A day dedicated to the Independence of the United States original 13 colonies and the founding of the country of the United States. The date is a day off for Americans who typically go on vacation at this time.
- **Labour Day** (*between 1<sup>st</sup> and 7<sup>th</sup> September*). Labour Day is a day to recognise and honour the US labour movement throughout the late 19<sup>th</sup> century. Labour Day is a day off for most Americans.
- **Halloween** (*31<sup>st</sup> December*), which typically leads to a spike in confectionery sales, with the average American consuming around 1.5kg of confectionery over the Halloween period.
- **Veterans' Day** (*11<sup>th</sup> November*). Veterans' Day in the United States us dedicated to veterans that have served the US armed forces.
- **Thanksgiving** (*between 22<sup>nd</sup> and 28<sup>th</sup> November*). Thanksgiving commemorates the event of the first thanksgiving, which was an event were native Americans and new world colonialists had a meal together after a difficult harvest and shared food together.
- **Christmas** (*25<sup>th</sup> of December*). Christmas is a very important holiday in the United States given Christianity being the country's largest religion.

### Important cultural symbols

The large size of the USA means many US states will have their own individual symbols that they deem to be culturally important; however, on a national level the following cultural symbols are universally important to Americans.

#### The Statue of Liberty

Despite being in New York the statue has come to symbolise the openness and opportunities associated with the USA and its attitude to immigrants arriving in the country. It is a national emblem that has become inseparable from the American values of equality, democracy, and freedom. Within the monument's collection are several artifacts and artworks that reflect these

ideals. Among them are various ones showcasing the symbolic utilisation of the Statue's image during times of war.<sup>27</sup>

### The US Flag



The US flag has a profound cultural importance as it symbolises the United States, with all of its ideals, values, and historical legacy while representing the unity, diversity, and resilience of its people. With its iconic design featuring stars and stripes, the flag is highly recognisable and is a symbol of patriotism and national pride. Displayed prominently during national holidays, military ceremonies, sporting events, and public assemblies, the flag serves as a unifying symbol that fosters a sense of belonging. The flag also embodies cherished values like liberty, justice, equality, and the pursuit of happiness. It serves as representation of the shared history, rich heritage, and collective aspirations of the American people, acting as a constant reminder of the foundational principles on which the nation was built.<sup>28</sup>

### The Bald Eagle

Since 1782, the bald eagle has held the title of being the national bird of the United States. Its iconic image was chosen to decorate the Great Seal of the US. Over the years, the bald eagle has become a prominent symbol seen across various government institutions and official documents, making it the most widely pictured bird all over the US. Its presence can be observed on the president's flag, the House of Representatives' mace, military insignia, and even billions of one-dollar bills. The bald eagle has come to identify many aspects of American life such as the desire for independence and pride.<sup>29</sup>



### Liberty Bell

The Liberty Bell rose to iconic significance as it became embraced by abolitionists in their endeavours to eradicate slavery across the US. Subsequently, the bell evolved into a symbol utilised to champion diverse causes, ranging from women's rights to civil rights, and as a powerful tool for protests against political oppression.<sup>30</sup>

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<sup>27</sup> The Statue of Liberty as a symbol, <https://www.nps.gov/stli/learn/historyculture/the-statue-of-liberty-as-a-symbol.htm#:~:text=As%20a%20national%20symbol%2C%20the.artifacts%20and%20works%20of%20art.&text=The%20museum%20collection%20includes%20examples.image%20in%20times%20of%20war>.

<sup>28</sup> The American Flag in Popular culture (2023), <https://www.americanflags.com/blog/post/american-flag-popular-culture>

<sup>29</sup> The American Bald Eagle, <https://www.va.gov/opa/publications/celebrate/eagle.pdf>

<sup>30</sup> The Liberty Bell: From Obscurity to Icon, <https://www.nps.gov/teachers/classrooms/36libertybell.htm#:~:text=First%20called%20the%20%22Liberty%20Bell,to%20protests%20against%20political%20oppression>.

## 4 Market access and entry

This section provides details on the necessary requirements for entry into the US market, outlining existing market access restrictions and explaining procedures. A summary of market access and entry is presented in section 4.1, in the form of a SWOT analysis.

### 4.1 Summary SWOT analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Massive market</b>, the biggest in the world for many product categories.</li> <li>▪ <b>Cultural proximity to the EU</b> and close historical ties means that there are strong similarities in taste and consumption patterns which may assist products. Indeed, this reflected by the fact the US is the <b>number one market for EU agri food exports</b>, and the EU has a strong positive trade balance in agri-food trade.</li> <li>▪ A <b>wealthy, varied and diverse population</b> creates strong demand for almost every type of agri-food product imaginable.</li> <li>▪ <b>Legislative situation at the federal level</b> is <b>fairly stable</b> and legislation clear; major changes to federal legislation are quite infrequent compared to in many other countries.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Huge agricultural production</b>, the world's number one producer of multiple agricultural products, coupled with <b>one of the world's most developed food processing industries</b> makes it a competitive market.</li> <li>▪ <b>Retail</b> is dominated by some <b>very large players</b> who cater for the mass market and can be difficult to work with. <b>Private label products</b> from these retailers are popular for many categories.</li> <li>▪ Against the competitive background above and bearing in mind the diversity of the huge market, <b>finding a niche may not be simple</b>.</li> <li>▪ <b>Access for fresh meats and fruit and vegetables</b> is <b>burdensome</b>. Furthermore there is a general facility registration requirement for all food products.</li> <li>▪ <b>Legislation</b> has its <b>complexities</b>. Most notably, states may introduce their own additional legislation, and subsequently, exporters may feel they are dealing with multiple smaller markets. This is particularly an issue for alcohol.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ Despite massive agricultural production and a very strong food processing sector, there are <b>structural shortages of multiple types of processed food products</b>.</li> <li>▪ <b>European products</b> are <b>well regarded</b> in general, and in particularly well-regarded for some segments (e.g. wine, cheese, olive oil). This is reflected by the massive</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Very strong domestic agri-food sector, dominated by US companies</b> and <b>US multinationals</b> - many of which are among the biggest consumer food companies in the world.</li> <li>▪ <b>USMCA members Canada and Mexico</b> have favourable terms and hence <b>dominate imports</b> of multiple product categories; indeed <b>many US companies</b></li> </ul>

<p>share of imports they hold in such segments.</p> <ul style="list-style-type: none"> <li>▪ The pure <b>size and diversity of the country</b> means that opportunities exist across the board to some extent.</li> <li>▪ <b>Private label</b> goods are popular in many categories, and in those where the EU has structural shortage there may be opportunities to supply these.</li> </ul>	<p><b>intentionally set up operations in these countries</b> specifically to supply the US market.</p> <ul style="list-style-type: none"> <li>▪ <b>Difficult situation for GIs:</b> no GI-specific legislation; several EU GIs are considered generic or semi-generic; and in the case of an issue with a trademark protected GI, the action taken must be through an injunction rather than through administrative means.</li> </ul>
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## 4.2 Food and beverage legislation and regulations

In the United States, several agencies are responsible for food and beverage legislation. The key agencies include the Food and Drug Administration (FDA), which ensures the safety and labelling of most food products; the United States Department of Agriculture (USDA), which regulates agri-food products; the Alcohol and Tobacco Tax and Trade Bureau (TTB), which enforces laws related to alcoholic beverages; and the Environmental Protection Agency (EPA), which establishes guidelines for pesticide use on food. These agencies collaborate to ensure the safety, quality, and proper labelling of food and beverage products in the country.

### 4.2.1 Import requirements/restrictions, customs procedures and documentation

Imports into the United States, including food products, are subject to stringent regulations. The task of overseeing imports in general falls under the authority of the US Customs and Border Protection (CBP), while the Food and Drug Administration (FDA) holds specific responsibilities concerning food imports. Further details regarding the FDA will be provided below.

The general documentation requirements for shipments to the US are set out in Table 4-1. A summary of specific requirements by food and beverage type covered in this handbook is set out in Table 4-2, with further explanations regarding some of the general registrations / notifications required for food products provided thereafter.

**Table 4-1: General requirements for goods exported to the US (including F&B)**

Name	Description	To be prepared by	Language
Air Waybill	A document containing the details of the transportation of products by air and proving the transport contract between the consignor and the carrier's company. One Air Waybill may be used for the multiple transshipment of products. May be submitted via automated commercial environment (ACE), additional paper copies may be requested.	Carrier (or his agent)	EN
Bill of Lading	A document containing the details of the international transportation of products by sea.	Carrier (or his agent)	EN

Name	Description	To be prepared by	Language
	May be submitted via the automated commercial environment (ACE), additional paper copies may be requested.		
Commercial Invoice; pro forma invoice	Commercial invoice: a document containing the details of the transaction. One copy to be submitted but further may be requested. Pro forma invoice – contains details of the transaction prior to proper invoice; it may be accepted in specific cases. Must contain information in 19 CFR 141.85 (pro forma) or .86 (commercial).  Both may be submitted via the document information system (DIS) or automated commercial environment (ACE).	Exporter	EN
Customs import declaration	A document declaring the goods to be imported Customs, required for merchandise worth above USD 2 500. To be submitted via the automated commercial environment (ACE).	Importer	EN
Importer Security Filing and Additional Carrier Requirements	Required for customs surveillance of cargo imported by ocean vessels; to be submitted to Customs and Border Protection.	Importer or authorised agent	EN
Customs bond	Document proving a bond has been placed with customs to cover any potential duties, taxes or charges that may accrue. Must be issued by the responsible surety company in the US.	Normally importer	EN
Manifest for Aircraft/Vessels	A document notifying the authorities of the arrival of a vessel/an aircraft and summarising the goods loaded therein.	Freight forwarder (or his agent)	EN
Packing List	A document containing the details of the shipment, including the content of the packages, description of the goods, marks and numbers.	Exporter	EN
Transportation entry	Required if merchandise is transported in bonded status from the port of arrival to the intended port of entry.	Carrier or their agent	EN
Certificate of non-preferential origin	A document confirming the non-preferential origin of the goods to be imported. While not always necessary, it may be requested by customs for goods without preferential origin for which customs has doubts.	Exporter	EN

Source: European Commission Access2Market

### Automated commerce environment (ACE)

The ACE system serves as a platform for operators to report imports and exports, enabling the US government to assess their admissibility. Its implementation significantly streamlines the import process, making it indispensable for importers of goods. By utilising the ACE system, importers can effectively navigate the import procedures and ensure smoother transactions. Prior registration by users is required (at <https://www.cbp.gov/trade/automated/getting-started/portal-applying>). Once a user is registered, various documents related to importation can be uploaded



through the system. More information on ACE can be found at:  
<https://www.cbp.gov/trade/automated>

A modernisation of the portal is ongoing at the time of writing and is expected to be completed late 2023. More information on the modernisation process and changes can be found at:

<https://www.cbp.gov/trade/automated/ace-portal-modernization>



Name and description	Fresh meat	F&V	Dairy	Alcohol (spirits, wine, beer)	Olive oil	Chocolate	Sugar confectioner	Processed meat	Processed F&V	Breakfast cereals	Pasta	Baked goods	Biscuits
<b>of wildlife and fish:</b> four separate documents only required for products of endangered species and / or in very specific cases.	Light orange	White	White	White	White	White	White	Light orange	White	White	White	White	White
<b>Import permit for plant and plant products.</b> For import of plant and plant products under 7 CFR part 319.37-3. Should be completed at least 30 days before arrival.	White	Dark orange	White	White	Dark orange	White	White	White	Light orange	White	White	White	White
<b>Phytosanitary certificate.</b> A document confirming the products have been inspected according to appropriate procedures and comply with conditions stipulated in the respective import permit (see above). Issued by authorities of country of export.	White	Dark orange	White	White	Dark orange	White	White	White	Light orange	White	White	White	White
<b>Registration of new plant varieties.</b> Only required if new plant species. Minimum testing period 2 growing seasons.	White	Light orange	White	White	White	White	White	White	White	White	White	White	White
<b>ISTA Orange international food lot certificate.</b> Document proving the degree of purity of seeds to be imported.	White	Light orange	White	White	White	White	White	White	White	White	White	White	White
<b>Import permit for milk and cream.</b> Obtainable from the FDA and valid for 1 year.	White	White	Light orange	White	White	White	White	White	White	White	White	White	White
<b>Alcohol dealer registration.</b> Certification that the importer/dealer has been registered with the alcohol and tobacco tax bureau (TTB).	White	White	White	Dark orange	White	White	White	White	White	White	White	White	White
<b>Import permit for alcohol.</b> Unlimited validity, but about 25 days required for processing and applicant must be US based.	White	White	White	Dark orange	White	White	White	White	White	White	White	White	White

Name and description	Fresh meat	F&V	Dairy	Alcohol (spirits, wine, beer)	Olive oil	Chocolate	Sugar confectioner	Processed meat	Processed F&V	Breakfast cereals	Pasta	Baked goods	Biscuits
<b>Certification of natural wine.</b> Certifying the manufacturing methods of natural wine into the US complies with US requirements. Issued by authorities of the country of manufacture, only required for natural wine.													
<b>Certificate of Label Approval.</b> Required prior to import, application to be submitted electronically via the Certificate of Label Approval (COLA) online system.													

Source: Agra CEAS based on Access2Market



required for the category



only required for category in specific cases, consult Access2Market for more data

More detail on the overarching registration/notifications for food are provided below:

- **Registration of food facility** – All food-related facilities, regardless of their location in the United States or abroad, must undergo registration with the FDA. It is noteworthy that out of the 300 000 registered facilities, more than two-thirds are situated outside the United States. However, there are limited exceptions to this rule, such as certain farms that engage in direct shipping or sales. More general information on the registration requirement can be found at: <https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/registration-food-facilities-and-other-submissions>.  
For comprehensive information on the registration process, the FDA has compiled a comprehensive guidance document, which can be accessed at: <https://www.fda.gov/food/online-registration-food-facilities/fda-industry-systems-account-management-guide>  
The online portal for account creation and login is available through the following link: <https://www.access.fda.gov/oaa/logonFlow.htm?execution=e1s1>
- **Prior notice of import of food** – To ensure the import of food, including animal feed, is properly monitored, prior notice must be provided. This requirement was implemented in 2002 with the objective of safeguarding the food supply from potential acts of terrorism and public health emergencies. By mandating prior notice, import inspections can be more effectively targeted. There are two options available for submitting prior notice: (1) utilising the ACE system of the CBP, which has been modified to enable seamless submission with onward transmission to the FDA, and (2) using the Prior Notice for Food Articles in the Prior Notice System Interface (PNSI) provided by the FDA.  
More information on the latter option can be found at the following link: <https://www.fda.gov/food/importing-food-products-united-states/quick-start-guide-prior-notice-food-articles-prior-notice-system-interface-pnsi>.  
More information on prior notice in general can be found at: <https://www.fda.gov/food/importing-food-products-united-states/filing-prior-notice-imported-foods>

#### **Voluntary Qualified Importer Program (VQIP)**

This voluntary, fee-based program is a program that operates on a fee basis. It offers qualifying, participating importers expedited review and import entry processes for human and animal foods entering the United States. The program brings benefits to both consumers and importers alike. More information, including on qualifying requirements, can be found at: <https://www.fda.gov/food/importing-food-products-united-states/voluntary-qualified-importer-program-vqip>

Apart from the aforementioned requirements, certain products necessitate the accreditation of competent authorities and/or additional listing of establishments. Notably, such requirements apply for **meat**. There are also frequently preclearance inspection requirements for **fruit and vegetables**.

More information on these requirements can be found in the corresponding market access sections of the product snapshots in section 5.

## 4.2.2 Food safety and other food certification requirements

In the United States, responsibility for ensuring the safety of food is a task entrusted to two main entities. The Food and Drug Administration (FDA) serves as the primary governing body, having overarching responsibility over food safety, including food imports. The United States Department of Agriculture (USDA) has responsibilities specifically regarding meat and poultry, eggs and dairy products.

### The FDA, the USDA (incl. FSIS), TTB and their boundaries.

- The primary responsibility of the **FDA** is to enforce the Federal Food, Drug, and Cosmetic Act, along with other laws aimed at safeguarding the health and safety of consumers. Approximately 80% of the food in the United States falls under the review of the FDA.
- The **USDA's Food Safety Inspection Service (FSIS)** handles the regulation of specific livestock products. The USDA's activities in this domain are guided by three key acts: the Federal Meat Inspection Act (FMIA), the Poultry Products Inspection Act (PPIA), and the Egg Products Inspection Act (EPIA).
- The regulation of fruit and vegetables is rather unique. The **USDA's Animal and Plant Health Inspection Service (APHIS)** is responsible for administering the Plant Protection Act, ensuring the well-being of plants. On the other hand, the Agricultural Marketing Service (AMS) establishes standards for grading fruit and vegetables.
- The **Alcohol and Tobacco Tax and Trade Bureau (TTB)** oversees matters related to alcoholic beverages, including their classification, designations, and labelling. The TTB administers the Federal Alcohol Administration Act, while the implementation regulations are outlined in the Code of Federal Regulations Title 27.

FDA	USDA	TTB
<ul style="list-style-type: none"> <li>• Processed food</li> <li>• Seafood other than catfish</li> <li>• Game meats</li> <li>• Shell eggs and eggs containing products outside USDA control</li> <li>• Bottled water</li> <li>• Labelling for wine with less than 7% alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• Meat and poultry (excluding game) plus products thereof</li> <li>• Processed egg products (generally liquid, frozen or dried)</li> <li>• Catfish</li> <li>• Fruit and vegetables</li> </ul>	<ul style="list-style-type: none"> <li>• Alcoholic beverages (wine, spirits and beer)</li> </ul>

Source: Agra CEAS based on FDA, USDA, TTB and <https://ncfsma.ces.ncsu.edu/wp-content/uploads/2018/01/FDA-versus-USDA.pdf?fwd=no>

### Federal Food, Drug, and Cosmetic Act (FD&C Act) and Title 21 of the US code

The Federal Food, Drug, and Cosmetic Act (FD&C Act) is the key piece of legislation that governs not only food, but also drugs and cosmetics. Initially introduced in 1938, the FD&C Act has undergone multiple amendments over the years, with a significant recent revision being the 2011 Food Safety Modernization Act (FSMA)<sup>31</sup>. The FD&C Act is extensive in nature and comprises 10 main subchapters, spanning hundreds of pages. Regarding food imports, the following key chapters are relevant:

<sup>31</sup> While there have been a couple of subsequent amendments, they have been focused more on the drugs area of the FDA's mandate.

- **Subchapter II: Definitions.** This section establishes definitions for essential terms such as food, label, labelling, food additive, processed food, and infant formula. Moreover, it includes specific definitions for butter and non-fat dry milk.
- **Subchapter IV: Food.** This chapter includes various aspects, such as general labelling requirements, provisions for tolerance levels of pesticides and harmful substances, regulations concerning food additives, and mandates for food production facility registration and production standard safety.
- **Subchapter VIII: Imports and Exports.** In addition to encompassing general provisions on imports and exports, this section specifically mandates the inspection of foreign food facilities to ensure compliance with safety standards.

An online navigable version of the act can be found at the following links:

- Full text without navigation:  
<https://uscode.house.gov/view.xhtml?path=/prelim@title21/chapter9&edition=prelim>
- Navigable online version:  
<http://uscode.house.gov/browse/prelim@title21/chapter9&edition=prelim>

Title 21 more broadly covers laws for food and drugs. While the majority of the remainder of title is not of primary importance to imported food and beverages, there are some elements with relevance for certain products, for example chapter 4 contains some provisions for imports of dairy products.

### The Code of Federal Regulations Title 21 (21 CFR)

The Codes of Federal Regulations (CFR) serve as general and permanent rules and regulations for executive agencies and governmental entities. Number 21 (21 CFR) contains the specific rules and regulations governing the FDA, encompassing important provisions for food and which build on the provisions under the Federal Food, Drug, and Cosmetic Act (FD&C Act) mentioned above. While title 21 of the US code mentioned above comprises the general and permanent laws and is not normally frequently amended, the CFR (as noted above) covers more specific rules and is much more frequently updated, with multiple changes expected to 21 CFR in any one given year.

21 CFR comprises some 1400 parts. The parts most relevant for imported food are those numbered from 100 to 190 (also known as subchapter B). Within these parts, the following is covered:

- **Specific standards for various food products;** further insights on these is provided in the relevant market snapshots found in section 5. Part 105 of 21 CFR addresses the common or usual names to be used for non-standardised i.e. those without standards set in CFR 21.
- **Food additives** (parts 170-180)
- **Substances generally recognised as safe** (parts 182-186)
- **Substances prohibited in food** (189). This includes items such as calamus and its derivatives, cinnamyl anthranilate, cobaltous salts and derivatives, coumarin, cyclamate and derivatives, diethylpyrocarbonate (DEPC), dulcin, monochloroacetic acid, nordihydroguaiaretic acid (NDGA), P-4000, safrole, thiourea, and chlorofluorocarbon propellants; as well as some substances banned in food through contact materials.

### Searchable database of 21 CFR

A full, searchable, online database of 21 CFR can be found at the following link: <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

This tool has the potential to be highly valuable since it allows users to conduct searches based on specific terms (e.g., a product like "cheese"). As a result, all relevant sections containing references to the searched term will be presented, accompanied by clickable links to access the corresponding text of each section.

## 7 CFR and 9 CFR

In line with the split of responsibilities between FDA and USDA set out above, there are separate additional CFRs for meat and for fruit and vegetables:

- 9 CFR covers animals and animal products. It can be found at: <https://www.ecfr.gov/current/title-9>
- 7 CFR covers agriculture and includes some requirements for plants and plant products. It can be found at: <https://www.ecfr.gov/current/title-7>

## State level food safety legislation

In addition to federal legislation concerning food safety, various states have implemented their own regulations related to food safety. Navigating the interaction between state and federal laws can be complex, but in general, federal law takes precedence over state law.<sup>32</sup> Consequently, state laws usually fall into two categories: (1) they expand upon the provisions of federal law or (2) they fill gaps in areas where no federal legislation exists.

In overarching terms, state laws, where they exist, generally cover one of two areas:

- **Retail and food service.** The FDA provides an overarching food code for handling food in the retail setting and separate states adopt and update versions of it. A list of state-by-state laws and codes can be found at the following link: <https://www.fda.gov/food/fda-food-code/state-retail-and-food-service-codes-and-regulations-state>
- **Raw milk and dairy.** A list of state-by-state laws can be found at the following link: <https://milk.procon.org/raw-milk-laws-state-by-state/>

There are cases of additional state level legislation pertaining to specific areas such as certain aspects of food nutrition and the labelling of cell or plant-based meat. Furthermore, some food safety laws may concern highly specific products primarily produced within a particular state (e.g., mushrooms in New Hampshire), which makes them less relevant to imported food.

A notable animal welfare related piece of state legislation stems from California (proposition 12), which has space provisions for egg-laying hens, breeding pigs, and calves. The law entered into force at the beginning of 2022, though it has subsequently been challenged but the law ultimately was upheld. As the law applies to the selling of products from animals not raised in compliance with the law, it effectively extends to products of all origins (not those from California). More information on the law can be found at <https://www.cdffa.ca.gov/AHFSS/AnimalCare/>

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<sup>32</sup> There are certain cases in which states can nullify or override federal law, but an examination of these cases is beyond the scope of this handbook. A small summary of California's proposition 12 which entered into force start 2024 is below.



In summary, in most cases state level legislation will not be relevant for agri-food exporters, though there are exceptions such as California's Proposition 12. Nonetheless, if targeting a specific state or states, it is recommended to conduct thorough checks for the presence of any additional legislation – ideally with the assistance of an import partner or by directly contacting the relevant department responsible for food/agriculture in the targeted state.

### Food additives

Section 348 of the FD&C Act covers broad provisions regarding food additives. Food additives undergo pre-market approval by the FDA, except when they are generally recognised as safe (GRAS) under their intended conditions of use; or fall under an exclusion from the food additive definition. For more detailed guidelines on food additives, specific provisions can be found in parts 170-180 of 21 CFR (general link provided in box above).

To facilitate user accessibility, the FDA maintains a food additive status list. This list organises the additives mentioned in various sections of the Code of Federal Regulations Title 21 (21 CFR) in alphabetical order; and hence it is easier to identify specific permitted additives. The list can be accessed at the following link:

<https://www.fda.gov/food/food-additives-petitions/food-additive-status-list>

The list does contain a disclaimer that the inclusion of a substance in the list does not necessarily reflect its legal and regulatory status; and that 21 CFR should ultimately be consulted. Furthermore, certain additives are not included in this list; this includes:

- Obviously safe substances not cited in a regulation as Generally Recognised as Safe. These are listed in the GRAS notice inventory: <https://www.fda.gov/food/generally-recognized-safe-gras/gras-notice-inventory>
- Synthetic flavouring substances identified in 21 CFR 172.515.
- Substances granted prior sanction for specific use prior to the enactment of the Food Additives Amendment (of 1958).
- Indirect food additives (covered in 21 CFR Parts 175, 176, 177 and 178)
- Colour additives, a list of these can be found at: <https://www.fda.gov/industry/color-additive-inventories/color-additive-status-list>

### Pesticides and other contaminants

Section 346A of the FD&C Act includes provisions related to tolerances and exemptions for pesticide chemical residues. Section 346 addresses tolerances and exemptions for poisonous or deleterious substances in general.

The presence of any pesticide residue on food is considered unsafe unless a tolerance level for that specific residue in the relevant food has been established or an exemption has been granted. The United States Environmental Protection Agency (EPA) is the body responsible for setting these tolerances for pesticide levels in food. They provide a comprehensive web page which allows users to search for tolerances as well as discover more information on pesticide residues and food in the US. This page is: <https://www.epa.gov/pesticide-tolerances>

### Alcohol

The Federal Alcohol Administration Act is the main piece of overarching legislation relevant for alcoholic beverages. More information on the act can be found at the following two links:

<https://www.ttb.gov/trade-practices/laws-and-regulations>

<https://www.ttb.gov/trade-practices/federal-alcohol-administration-act#:~:text=The%20FAA%20Act%20includes%20provisions%20to%20preclude%20unfair%20trade%20practice,commercial%20bribery%2C%20and%20consignment%20sales.>

The Code of Federal Regulations Title 27 (27 CFR) contains comprehensive and specific regulations regarding alcohol, tobacco and firearms. Subchapter A of chapter 1 contains provisions specifically related to alcohol. More specifically, the following parts are of key relevance to alcohol exporters:

- Part 1 covers basic permits
- Part 4 covers labelling and advertising of wine
- Part 5 covers labelling and advertising of distilled spirits
- Part 7 covers labelling and advertising of malt beverages
- Part 12 covers Foreign non-generic names of geographic significance used in the designation of wines (part 9 covering American viticultural areas may also be of some interest)
- Part 13 covers labelling proceedings and part 16 the alcoholic beverage health warning statement
- Part 24 covers wine
- Part 25 covers beer
- Part 27 covers the importation of spirits, wines and beer

For easy access, an electronic version of this particular chapter of 27 CFR can be found here:

<https://www.ecfr.gov/current/title-27/chapter-I/subchapter-A>

Nevertheless, it is important to note that states and counties retain considerable power in the area of alcohol legislation. As such, states can (and do) introduce legislation to control:

- the import of alcohol into the state;
- the distribution and sale of alcohol within the state;
- who can possess alcohol within the state.

Where states are responsible for the legislation, they also have the authority to delegate certain roles and responsibilities regarding to local jurisdictions (such as counties) which may in turn have different policies and practices; meaning there may be some differences in effective legislation both between and within states.

### **The Digest of Wine and Spirits Law**

The Digest of Wine and Spirits Law (<https://wineandspiritslaw.com/>) is a comprehensive resource on alcohol regulation in the US. It coverage includes: state level laws and requirements; state agencies; excise taxes; and information on direct shipping by state, among others. It is a subscription based service, but the clarity it can provide may be worth the subscription fee for exporters considering the export of products to the US in large volumes and/or targeting multiple states.

Some further regulations related to alcohol are listed below:

- The minimum legal drinking age is uniformly set at 21 years old across all states. It is illegal for individuals under this age to purchase, possess, or consume alcohol, with few exceptions.<sup>33</sup>
- Many states employ a three-tier system for alcohol distribution. The three-tier system is the foundation of the alcohol regulatory structure in the United States. This system separates the roles of producers, distributors, and retailers, promoting fair competition and regulatory control.<sup>34</sup>
- The channels which are permitted to distribute alcohol to consumers vary between states. Some states allow alcohol to be sold in grocery stores and convenience stores, while others have stricter regulations limiting sales to outlets such as state-operated liquor stores; or limiting the hours that alcohol can be sold. Certain areas or counties within states may have additional specific restrictions on alcohol sales (for example, designation of "dry" counties where the sale of alcohol is prohibited; limitations on hours of sale or the types of alcohol available, etc).<sup>35</sup>

### 4.2.3 Labelling requirements

Labelling requirements at a federal level for food are set out in two main pieces of legislation:

- The FD&C Act (see above), as amended by the Nutrition Labeling and Education Act (NLEA)
- The Fair Packaging and Labeling Act

Furthermore, the **Food Allergen Labeling and Consumer Protection Act** of 2004 (FALCPA) regulates the labelling of allergens.

In order to understand and correctly implement labelling requirements, it is important to understand the two key parts of the container/package identified by regulations. These are:

- **Principal display panel (PDP):** the part of the label most likely to be seen by consumers at the time of purchase (generally it is identified as the front panel on the front label; though in certain cases, more than one surface may be suitable for the PDP in which case these surfaces are identified as alternative PDPs). It is important to be aware of the PDP size as there are some requirements for size which depend on the surface area of the of the PDP.
- **The information panel:** the panel to the right of the PDP, as seen by the consumer when facing the label.

Requirements are set out in Table 4-4 below, with the location of the information identified in the second column.

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<sup>33</sup> Alcohol policy, <https://www.niaaa.nih.gov/alcohols-effects-health/alcohol-policy#:~:text=Even%20with%20this%20flexibility%20for,State%20abides%20by%20that%20standard.>

<sup>34</sup> Alcohol regulation 101, <https://www.nabca.org/three-tier-system>

<sup>35</sup>Structure of US alcohol regulation, <https://www.nabca.org/structure-us-alcohol-regulation>

**Table 4-4: Summary of labelling requirements**

Item	Location	Description / notes
<b>Statement of identity</b>	PDP (parallel to package base)	<ul style="list-style-type: none"> <li>Name of food (as established by law/regulation or absence thereof)</li> <li>Must be in prominent print; generally, ½ of the size of the largest print on the label.</li> </ul>
<b>Country of origin</b>	Anywhere clearly visible	If a US distribution company is also listed, this must be placed close to the country of origin.
<b>Net quantity statement</b>	PDP (bottom 30%)	<ul style="list-style-type: none"> <li>Generally: weight for solid, semi-solid or viscous food; volume for fluid. Measurements should be content only (with added liquid) included, not packaging.</li> <li>Must be both in metric (grams, litres etc) and US customary / imperial (ounces / pounds, fluid ounces, etc).</li> <li>There are minimum size requirements (between 1.6mm and 12.7mm type size, based on little “o”); but these depend on the PDP size and the calculations for them are complex (see FDA guide).</li> </ul>
<b>Name and address of the manufacturer, packer or distributor</b>	Information panel	If not the manufacturer, it must include a qualifying phrase stating the firm's relation to the product (e.g., manufactured for, distributed by”).
<b>Ingredients list</b>	Same label panel as name & address of manufacturer / distributor.	<ul style="list-style-type: none"> <li>Each ingredient in order of descending importance (by weight).</li> <li>Font at least 1/16 inch in height (1.6mm) based on little “o”.</li> <li>Added water counts as an ingredient.</li> <li>Flavours, colours, and incidental additives must be included in this list.</li> <li>Some exemptions refer for incidental amounts (as long as not allergens).</li> </ul> <p><i>It is recommended to consult the FDA guide for the more complex clarifications round ingredient listing (e.g., listing for foods used as an ingredient that consist of multiple ingredients; listing of flavourings).</i></p>
<b>Allergen labelling</b>	With ingredients / nutritional facts	<ul style="list-style-type: none"> <li>Generally identified in a “Contains” statement; in bracket after each ingredient name also a possibility.</li> <li>Required for food products with few exceptions (e.g., raw agricultural commodities)</li> <li>160 foods have been identified in FALPA for allergen labelling; but 90% of these fall into one of the following categories: milk; egg; fish; crustacean shellfish; tree nuts; wheat; peanuts; soybeans.</li> </ul> <p><i>Full details on allergen labelling available at link in footnote<sup>36</sup>.</i></p>
<b>Nutrition labelling</b>	With ingredients list, on information panel or on PDP	<ul style="list-style-type: none"> <li>Required for most food products.</li> <li>Must state “Nutrition facts” (minimum 8-point font) in a box.</li> <li>Must list: <ul style="list-style-type: none"> <li>Calories</li> <li>Fat: total fat, saturated fat, transfat</li> <li>Cholesterol</li> </ul> </li> </ul>

<sup>36</sup> <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Allergens/default.htm>

Item	Location	Description / notes
		<ul style="list-style-type: none"> <li>○ Sodium</li> <li>○ Total carbohydrates; dietary fibre; total sugars ; added sugars</li> <li>○ Protein</li> </ul> <ul style="list-style-type: none"> <li>● Serving size and servings per container must be listed. Additionally, other information including calories from certain nutrients (e.g., saturated fat, polyunsaturated fat, monosaturated fat) and vitamins and minerals for which reference daily intakes have been established may be listed. <i>An example of the nutrition facts labelling, following changes in 2016, can be found at the following link:</i>  <a href="https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label">https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label</a></li> </ul>

Some further labelling considerations to be aware of are set out below.:

- **Labelling must be in English.** If a foreign language is used anywhere on the label, all required statements must be in English as well as the foreign language.
- **Layout, minimum size requirements.** There are various layout requirements for labels, including some minimum size requirements for fonts. While some of the key font size requirements are covered in the table below, it is recommended that the official FDA guide be consulted for full details, as they are variable in some cases, introducing notable complexity.
- **Date labels are generally not required on packaged food.** They can be included on a voluntary basis, though it cannot be false or misleading (indeed any false and misleading information is generally banned on labels).
- **There are some product specific requirements** in addition to the general requirements listed above; these are most commonly found in the corresponding CFR 21 product standards. Most notably, there are extensive product specific requirements for juices (a product category not covered by this handbook).

#### Volume and weight measures in the USA

Metric measures (millilitres / litre; grams / kilograms; and centimetres / metres) are not normally used in the USA. Instead, the so-called *US customary system* (US English) or imperial system (UK English) - which is based on fluid ounces / pints, ounces / pounds and inches / feet - is most commonly used. In terms of labelling, products generally have to quantities labelled using both the US customary / imperial system and the metric system (see table above). Below is a simple summary of the units and conversion rates

Type of measure	US Customary/ imperial unit	Metric equivalent
Weight	Ounce (oz)	28.3 g
	Pound (lb; equivalent to 16 oz)	454 g (0.454 kg)
Volume	Fluid ounce (fl oz)	29.6 ml
	US pint (equivalent to 16 fl oz)	473 ml (0.473 litres)
	UK pint (equivalent to 20 fl oz)	568 ml (0.568 litres)
Length	Inch	2.54cm
	Foot (equivalent to 12 inches)	30.5 cm (0.305 metres)

### FDA guide to food labelling and updates to labelling requirements

The FDA published in 2013 a comprehensive guide containing detailed information on food labelling requirements, as well as information on and lists of authorised claims. This guide can be found at the following link: <https://www.fda.gov/media/81606/download>

While the guide is ten years old, the FDA has not released an updated guide as it is not deemed that there have been major overhauls of labelling requirements since its publication. However, the FDA does supplement this document with additional guides which cover specific, subsequently clarified rules (many of which are product specific or voluntary in the case of labelling). A link to the list of these guides can be found at: <https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/guidance-documents-regulatory-information-topic-food-and-dietary-supplements>

The FDA also maintains a page where it indicates recent developments of relevance to food labelling. This page is: <https://www.fda.gov/food/food-labeling-nutrition>

### Additional labelling requirements at state level

While the legislation set out above applies at the federal level, states have the ability to introduce some additional specific labelling requirements (and in some cases have done so – the most notable case being for the mandatory labelling of genetically modified foods, with a trend in the introduction of such requirements first initiated by three New England states around 2015 and subsequently copied by some other states). The federal government and some parts of the food industry have pushed back against the introduction of state-level requirements, with the introduction of federal requirements in areas where states wish to introduce requirements being one notable method.

Overall, if a specific state is being targeted, it is prudent to check for the existence of any additional state-specific requirements. Typically, the departments of the state governments which are responsible for food and labelling will provide such information on their webpages.

### Country of origin labelling for most fresh foods under the USDA remit

Country of origin labelling is obligatory for several fresh foods under the remit of USDA. These are essentially:

- fresh and frozen fruit and vegetables
- fresh/frozen meat
- fish
- nuts

More information on the country of origin labelling requirement can be found at:

<https://www.ams.usda.gov/rules-regulations/cool>

### Claims

Claims in the US can be divided into three broad categories:

- **Nutrient content claims (NCCs):** these characterise the level of a nutrient in the food (either directly or indirectly). Specific nutrient levels must be reached for them to be used.

- **Health claims:** these indicate a relationship between a substance and a disease or health-related condition, whether directly or implicitly (e.g., the use of certain symbols is an example of the latter).<sup>37</sup>
- **Structure/function claims:** these indicate how a nutrient impacts the structure or function of the body, but without creating any link to the impact on a disease.

For more information on health claims in the US, it is recommended that the following be consulted:

- FDA webpage on claims: <https://www.fda.gov/food/food-labeling-nutrition/label-claims-food-dietary-supplements>
- FDA labelling guide (link in box) be consulted.

These sources provide more detail on the differences between the three types of claims and the conditions for their use. It is also possible to find a list of NCCs and the criteria that must be met for their use, as well as more information on health claims.

### Labelling requirements for alcoholic beverages

The Federal Alcohol Administration (FAA) Act sets out the labelling requirements for alcoholic beverages, with some slight differences in requirements depending on the precise nature of the beverage<sup>38</sup>. Table 4-5 below provides a summary of the information required by beverage. It is nonetheless advisable to check also the full guides on labelling, by product, produced by the Alcohol Tax and Trade Bureau (TTB), as these contain more detail and requirements can change. Links to these guides are provided in the box after the table.

**Table 4-5: labelling requirements for alcohol beverages**

Item	Description / notes	Spirits	Wine	Beer
<b>Brand name</b>	Name under which marketed. Most prominent information on label. Location: must be on the front of the container / brand label. Type size requirements for some products.	X	X	X
<b>Class*</b>	Specific identity of spirits / beer. Type of wine (more complex – see labelling guide box below). Location: front.	X	X	X
<b>Alcohol content*</b>	% alcohol by volume. Location: front for spirits; front, back or side for beer. For spirits, tolerance levels generally of 0.15% (0.25% in specific circumstances). For beer, tolerance levels generally 0.1% (unless alcohol content under 0.5%, in which case tolerance 0.01%).	X	X	X

<sup>37</sup> There is a group of so called “qualified health claims”, which perform a similar function to health claims, but (1) the scientific evidence is not as clear and (2) a disclaimer effectively making this clear must be included with any such claim.

<sup>38</sup> Defined as wine over 7% by volume; spirits; and so called “malt beverages”, which cover the vast majority of beer.

Item	Description / notes	Spirits	Wine	Beer
	For wine, if between 7 and 14% and the mention "Table wine" is on the bottom, the alcohol content is optional. Size is between 1mm and 3mm for containers under 5 litres.			
<b>Name and address*</b>	For imported drinks bottled/packed before import: name and address of the importer. For spirits bottled after import: name and address of importer and/or bottler. Explanatory note (e.g. "imported by", "bottled by", etc). Location: front, back or side for spirits; front for beer.	X	X	X
<b>Country of origin*</b>	Either "Product of / produce of:."; or "produced in (by) / produced and bottled in (by):."; or name of country and product designation. Location: front, back or side. No size requirement for beer.	X	X	X
<b>Net contents*</b>	Metric standard for spirits and wine. American (imperial) measure for beer. Location: front, back or side for spirits; front for beer.	X	X	X
<b>Disclosures of ingredient presence / treatment methods*</b>	For presences of: <i>F&amp;DC yellow; saccharin; sulphites; colouring materials (spirits); aspartame (beer); "cochineal extract" or "carmine" (wine)</i> . Location: front, back or side. In the case of saccharin, an additional statement is required: "USE OF THIS PRODUCT MAY BE HAZARDOUS TO YOUR HEALTH. THIS PRODUCT CONTAINS SACCHARIN WHICH HAS BEEN DETERMINED TO CAUSE CANCER IN LABORATORY ANIMALS." For treatment with: <i>wood</i> (location: front).	X	X	X
<b>Commodity* statement</b>	For certain spirits only (mainly whiskies, gin, vodka). Exact requirements vary by spirit type. Depending on spirit, indication either: "% neutral spirits distilled from"; "neutral spirits" or "distilled from". Front, back or side.	X		
<b>Statement of age*</b>	Only required for certain spirits (e.g. whisky aged under 4 years, most grape spirits aged under 2 years, certain distilled labelled spirits with a distillation date miscellaneous date references). Location: front, back or side.	X		
<b>Health warning</b>	Following text, as formatted below and as a continuous paragraph: <b>GOVERNMENT WARNING:</b> (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because	X	X	X



Item	Description / notes	Spirits	Wine	Beer
	of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Location: front, back or side. Specific size requirements: 3mm for containers over 3l; 2mm for 237ml-3l; 1mm for under 237mm.			
<b>Sulphite declaration</b>	Required where sulphur dioxide or a sulfiting agent is detected at a level of 10 or more parts per million (ppm). Specific size requirements: 2mm for containers larger than 187 ml; 1mm for those smaller.		X	
<b>Appellation of origin</b>	Only required if the wine is labelling with: <ul style="list-style-type: none"> <li>• A vintage date</li> <li>• A varietal designation</li> <li>• A type designation of varietal significance</li> <li>• A semi-generic designation</li> <li>• An “estate bottled” claim</li> <li>• A product name qualified with the word “brand” under the requirements of 27 CFR 4.39(j)</li> </ul> Specific size requirements: 2mm for containers larger than 187 ml; 1mm for those smaller.		X	
<b>Percentage of foreign wine</b>	Required for blends of American and foreign wines, of if there are any references to the presence of foreign wine on the label. Specific size requirements: 2mm for containers larger than 187 ml; 1mm for those smaller.		X	

As a general rule, size requirements (where not specified above) are as set out below. It is nonetheless worth checking the online labelling guides as there are some deviations in specific cases.

- **Spirits:** Type of 2mm for containers over 200ml; 1mm for smaller containers
- **Wine:** Type of 2mm for containers over 187ml; 1mm for small containers
- **Beer:** 2mm for containers over 0.5 pints; 1mm for containers under 0.5 pints

#### Online labelling guides for alcoholic beverages

The Alcohol Tax and Trade Bureau (TTB) publishes labelling guides for alcoholic beverages. These can be found at the following links:

**Distilled spirits:** <https://www.ttb.gov/distilled-spirits/labeling>

**Wine:** <https://www.ttb.gov/wine/labeling>

**Malt beverages:** <https://www.ttb.gov/beer/labeling>

There are further specific requirements for the low/reduced/ non-alcoholic labelling of beer. A summary of these is presented in the box below. The guide in the box above (malt beverages) can be referred to for the full presentation of this labelling by TTB

#### Low/no-alcohol labelling for beer:

There are specific requirements for cereal beverages to be labelled as low or no alcohol. TTB has a comprehensive guide which can be found at the following link, and it is advisable for any exporters considering targeting this market to consult the guide:

<https://www.ttb.gov/images/pdfs/presentations/cbc2021-low-no-alcohol.pdf>

Some notable points are:

- **No alcohol** can only be used if there is 0.0% alcohol by volume.
- **Non-alcoholic** may be used if there is under 0.5% abv, but in such cases, the following phrasing must also appear: Contains less than 0.5 percent (or .5%) alcohol by volume.
- **Low alcohol or reduced alcohol** may be used for products with under 0.5% alcohol by volume.

#### Food contact requirements

21 CFR part 189 subpart D contains a list of substances prohibited from indirect addition to human food through food contact surfaces. These include: flectol H; lead solders; mercaptoimidazoline and 2-mercaptoimidazoline; 4,4'-Methylenebis (2-chloroaniline); hydrogenated 4,4'-isopropylidene-diphenolphosphite ester resins; tin-coated lead foil capsules for wine bottles.

#### Voluntary labelling schemes and front of pack labelling

No notable, widely-adopted voluntary labelling schemes stand out at national level in the US. There are various private initiatives with regard to labelling and/or standards; most notably in the area of front of pack labelling. Requirements/specifications inevitably vary greatly between schemes and more often than not these are effectively producer-specific schemes. Against this background, there is ongoing work on a possible mandatory front of pack nutrition labelling scheme. More information on this can be found at the following FDA webpage:

<https://www.fda.gov/food/food-labeling-nutrition/front-package-nutrition-labeling>

#### Organic

In 2012 an administrative arrangement on equivalence for organic products (mutual recognition of each other's organic certification processes) was concluded between the US and the EU; however some elements were not included in this agreement, such as aquaculture or wine. There are signs of interest on both sides of eventually proceeding to a fully-fledged agreement, though there are no timelines in place for this. More information on the agreement can be found at: [https://agriculture.ec.europa.eu/system/files/2020-06/faqs-eu-us-equivalence-2012\\_en\\_0.pdf](https://agriculture.ec.europa.eu/system/files/2020-06/faqs-eu-us-equivalence-2012_en_0.pdf)

## 4.2.4 Protection of intellectual property rights, including geographical Indications (GIs)

The United States Patent and Trademark Office (USPTO) handles intellectual property (IP) registration within the United States. The primary legislation governing this process is the Trademark Act of 1946 (often referred to as the Lanham Act), which has undergone subsequent amendments. Detailed regulations regarding trademark registration can be found in 37 CFR part 2.

Here are important points to consider regarding intellectual property rights (IPR) protection in the United States:

- **Geographical indications (GIs)** do not have a dedicated mechanism solely for their protection. They are protected under the Trademark Act, most commonly under section 4 as collective marks or certification marks; though in a few cases other parts of the Act may be used.
- Non-US applicants seeking protection under the Trademark Act must be represented by a US licensed attorney when dealing with the USPTO.
- To ensure that an application is completed correctly, it is important to follow specific procedures when filing for a trademark. This includes providing a clear and justifiable basis for filing and specifying the goods or services to which the trademark will apply.
- Filing fees for trademarks vary depending on a range of factors. An overview of the fees can be found at the following link: <https://www.uspto.gov/trademark/trademark-fee-information>
- Trademark protection lasts for 10 years and can be renewed. It is important to maintain the trademark properly to avoid the lapse of protection and subsequent related problems.

For detailed information on the process of filing trademarks, including registering a trademark for Geographical Indications (GI) as a trademark, collective marks, or certification marks, it is recommended to consult the USPTO website.

### USPTO brief definitions of trademarks, certifications and collective marks

- **Trademarks** - protect words, names, symbols, sounds, or colours that distinguish goods and services from those manufactured or sold by others and to indicate the source of the goods.
- **Certification marks** - any word, name, symbol, device, or any combination, used, or intended to be used, in commerce by someone other than its owner, to certify regional or other origin, material, mode of manufacture, quality, accuracy, or other characteristics of such person's goods or services, or that the work or labour on the goods or services was performed by members of a union or other organization.
- **Collective marks** - a trademark or service mark used, or intended to be used, in commerce, by the members of a cooperative, an association, or other collective group or organisation, including a mark that indicates membership in a union, an association, or other organisation.

The following link provides resources and guidance on trademark basics: <https://www.uspto.gov/trademarks-getting-started/trademark-basics>

It is important to understand that the enforcement of trademark IP in the United States typically involves seeking injunctions. In cases of trademark infringement, legal action must be taken rather than filing complaints with authorities for subsequent administrative action.

### Searching for trademarks (including GIs) in the US

Trademarks registered in the US can be looked for online using the following portal:

<https://www.uspto.gov/trademarks/search>

### More information on GI protection in the US

The following link provides more information on GI protection in the context of the Trademark Act: <https://www.uspto.gov/ip-policy/trademark-policy/geographical-indications>

There are two main challenges for GIs in the United States, related to the generic status of some names in the US market. These are summarised below:

- There is a contentious issue surrounding certain GIs that are argued to be generic names in the US. Some GI names registered in the EU are also commonly used by products which are produced and marketed within the US. This has led to the argument that the GIs in question are generic and hence can be used by similar US products. This issue is particularly prominent in the context of cheeses, but it also affects some other products.
- In 2006, around 16 wines with names registered as GIs in the EU were recognised as semi-generic in the US. This recognition implies that the names carry geographic significance but are also considered designations of class and type for wine within the United States.

Furthermore, these issues shape the US view regarding the registration of certain EU GIs in other countries, particularly under trade agreements. The US tends to argue against the registration of EU GIs based on their potential generic nature or their status as semi-generic designations.<sup>39</sup>

The specific case of the Parma ham GI should be noted, which is protected under the "Standards of Identity" system administered by the USDA. This system ensures that only products that adhere to the specified standards can bear the Parma ham label, and administrative actions can be taken in cases of perceived infringement. However, this system is currently closed to new registrations, which means that new GIs cannot benefit from it. For more information on the standards of identity system, including the protection of Parma ham, please refer to the following link: <https://www.fsis.usda.gov/sites/default/files/import/Labeling-Policy-Book.pdf>

Despite the aforementioned challenges, numerous EU GIs are safeguarded in the United States as trademarks; though no single unified list of these exist. Therefore, to ensure whether a particular GI is protected, it is advisable to consult the trademark search database (provided above).

## 4.2.5 Relevant authorities for IPR and GI protection and further contacts

### US Patent and Trademark Office

Trademark assistance centre:

<sup>39</sup> <https://www.everycrsreport.com/reports/R44556.html>; <https://fas.org/sgp/crs/misc/R44556.pdf>

600 Dulany Street, Madison East, Concourse Level, Alexandria, VA 22314

 (+1) 800 786 9199

 [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

 <https://www.uspto.gov/>

## 4.3 International trade

### 4.3.1 US and foreign trade

Given its status as the world's largest economy, countries have a strong incentive to establish trade relations and free trade agreements with the United States. The US market is substantial, and fluctuations in its economic conditions have far-reaching global implications. Nations that have free trade agreements with the US generally benefit from accessing a huge market on favourable terms as well as potentially being supplied with a wide range of goods that can be produced in the US due to its favourable agricultural conditions, as mentioned in section 2.3. However, reaching a mutually beneficial agreement can be challenging for partner countries, as the size of the US economy often grants it a dominant position in trade negotiations. The United States Trade Representative (USTR) holds exclusive responsibility for negotiating free trade agreements on behalf of the country.

### 4.3.2 Key trade agreements, present, and future

The United States has a wide variety of free trade and favourable trade agreements for several nations throughout the world. It currently has a total of 14 Comprehensive Free Trade Agreements with 20 countries and one Trade Agreement with one country, all of which are presented in Table 4-3.

**Table 4-3: Chronological list of the United States trade/economic agreements with third countries/regions**

Partners	Type of agreement	Entry into force
Israel (ILFTA)	Free Trade Agreement	1985
Jordan (JOFTA)	Free Trade Agreement	2001
Chile (CLFTA)	Free Trade Agreement	2004
Singapore (SGFTA)	Free Trade Agreement	2004
Australia (AUFTA)	Free Trade Agreement	2005
Bahrain (BHFTA)	Free Trade Agreement	2006
Morocco (MAFTA)	Free Trade Agreement	2006
Oman (OMFTA)	Free Trade Agreement	2009
Peru (PETPA)	Free Trade Agreement	2009
Central America – Dominican Republic (DR-CAFTA) ( <i>Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and the Dominican Republic</i> )	Free Trade Agreement	2009

Partners	Type of agreement	Entry into force
South Korea (KORUS)	Free Trade Agreement	2012
Columbia (COTPA)	Free Trade Agreement	2012
Panama (PATPA)	Free Trade Agreement	2012
United States-Mexico-Canada Agreement (USMCA)	Free Trade Agreement	2020
Japan	Trade Agreement	2020

Source: U.S. Comprehensive Free Trade Agreements and Other Trade Agreements, <https://www.cbp.gov/trade/priority-issues/trade-agreements/free-trade-agreements>

The United States currently is negotiating the following Free Trade Agreements:

- **US – UK FTA** (since 2020; though subsequently paused)

### 4.3.3 EU - US Trade Relations

Despite being the European Union's largest trade and investment partner, there is currently no specific free trade agreement in place between the EU and the US. Negotiations for a potential Transatlantic Trade and Investment Partnership agreement (TTIP), that aimed at establishing a Transatlantic free trade area, took place from 2013 to 2016 but ultimately concluded without success. These negotiations between two heavyweight economies and trade negotiators faced numerous challenges, including agricultural and food-related issues such as Geographical Indications, as well as technological and process-based concerns like hormone treatment and genetic modification. Public procurement also posed difficulties. In 2019, a council decision declared the negotiation directives for the TTIP to be outdated and irrelevant. Consequently, the prospects for a trade agreement between the EU and the US in the near future appear unlikely. Nonetheless, transatlantic trade currently benefits from some of the world's lowest average tariffs, standing at less than 3%, governed by the rules of the World Trade Organization (WTO).<sup>40</sup>

As part of the initial trade-related initiatives undertaken by the Biden administration, the creation of the Transatlantic Trade and Technology Council (TTC) emerged alongside a comprehensive declaration of shared objectives and collaborations between the United States and the European Union. The primary objective of the TTC is to promote cooperation in transatlantic trade and investment.<sup>41</sup>

### 4.3.4 WTO disputes and other trade barriers

The United States, as the world's largest economy, finds itself being part of numerous trade disputes with several members of the World Trade Organization (WTO), including the European Union (EU). Currently, the US holds the record for being the complainant in 124 cases, which is the highest number globally, and also acts as a respondent in 158 cases (also the highest globally). Some of the relevant trade barriers affecting agri-food trade of which the US is a respondent to in the WTO are outlined in Table 4-4 below.

<sup>40</sup> United States, [https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/united-states\\_en](https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/united-states_en)

<sup>41</sup> A New Horizon in U.S. Trade Policy (2023), <https://www.americanprogress.org/article/a-new-horizon-in-u-s-trade-policy/>

**Table 4-4: Key WTO disputes involving the United States**

Role	Counterparty	Issue	Reference
Respondent	Mexico	Anti-Dumping Investigation Regarding Imports of Fresh or Chilled Tomatoes from Mexico	DS49
Respondent	European Communities	Measures Affecting Imports of Poultry Products	DS100
Respondent	Canada	Certain Measures Affecting the Import of Cattle, Swine and Grain from Canada	DS144
Respondent	European Communities	Definitive Safeguard Measures on Imports of Wheat Gluten from the European Communities	DS166
Respondent	Canada	Countervailing Duty Investigation with respect to Live Cattle from Canada	DS167
Respondent	New Zealand	Safeguard Measure on Imports of Fresh, Chilled or Frozen Lamb from New Zealand	DS177
Respondent	Australia	Safeguard Measure on Imports of Fresh, Chilled or Frozen Lamb from Australia	DS178
Respondent	Canada	Reclassification of Certain Sugar Syrups	DS180
Respondent	Brazil	Equalizing Excise Tax Imposed by Florida on Processed Orange and Grapefruit Products	DS250
Respondent	Canada	Determination of the International Trade Commission in Hard Red Spring Wheat from Canada	DS310
Respondent	Canada	Subsidies and Other Domestic Support for Corn and Other Agricultural Products	DS357
Respondent	Brazil	Domestic Support and Export Credit Guarantees for Agricultural Products	DS365
Respondent	Brazil	Anti-Dumping Administrative Reviews and Other Measures Related to Imports of Certain Orange Juice from Brazil	DS382
Respondent	Canada	Certain Country of Origin Labelling (COOL) Requirements	DS384
Respondent	Mexico	Certain Country of Origin Labelling Requirements	DS386
Respondent	China	Certain Measures Affecting Imports of Poultry from China	DS392
Respondent	Argentina	Measures Affecting the Importation of Animals, Meat and Other Animal Products from Argentina	DS447
Respondent	Argentina	Measures Affecting the Importation of Fresh Lemons	DS448
Respondent	European Union	Anti-dumping and countervailing duties on ripe olives from Spain	DS577

Source: AGRA CEAS based on WTO data

As can be seen, the United States has had a diverse mix of agri-food related disputes with many different regions of the world, including the EU. For example, in 1997, the European Communities had discussions with the United States concerning a prohibition on the importation of poultry and poultry products from the European Community. In 1999, the European Communities initiated discussions with the US regarding the imposition of permanent safeguard measures on imports

of wheat gluten from the European Communities.<sup>42</sup> In 2019, the EU initiated consultations with the US regarding the application of countervailing and anti-dumping duties on ripe olives from Spain. The EU also expressed concerns regarding the legislation that served as the foundation for imposing these duties.<sup>43</sup>

In addition, a total of nine other notable trade barriers are known that affect EU exports of agricultural and food products to the United States:<sup>44</sup>

- **US import restrictions on apples and pears:** The EU has submitted an application for market access to the US for apples and pears from several EU Member States. The EU is proposing to adopt a system approach, which is more cost-effective compared to the current preclearance approach. This application process was initiated back in 2008, and although the main scientific work was completed by the end of 2014, the US has yet to finalise its procedure. The only remaining step needed to start safe trade is the publication of the final notice, but this publication has been delayed without any scientific justification. The US initially planned to publish the final notice in 2016, but it has been repeatedly postponed without any indication of when it will be issued.
- **Import restrictions on bovine animals and products.** Import restrictions have been imposed on the import of certain animals and animal products due to concerns regarding Bovine Spongiform Encephalopathy (BSE). In 1997, the United States implemented regulations on the importation of ruminant animals and their related products from all European countries, citing BSE as the reason. Eventually, the US aligned its import requirements with the standards set by the World Organisation for Animal Health (OIE) by developing a 'BSE rule' in March 2014. However, in order to resume trade, establishments must undergo approval and Member States need to be reinstated by the Food Safety and Inspection Service (FSIS) to ensure compliance with hygiene regulations. This process has become lengthy and difficult, affecting several EU Member States, with no clear indication from the US on when this procedure will be finalised, and exports can begin.
- **EU Food safety systems recognition by the US.** The regulations of the US Food and Drug Administration (FDA) include provisions for the recognition of foreign food safety systems that are deemed comparable to the FDA's standards. Efforts are currently underway between the EU and the US to establish mutual recognition of their respective food safety systems through systems recognition. Once this recognition is achieved, it would greatly enhance trade facilitation and specifically reduce administrative burdens, while ensuring full compliance with the sanitary and phytosanitary regulations of both parties.
- **Rules for the import of dairy products into the US.** Pasteurised Grade A milk products, including liquid items like cream or yoghurt, are required to originate from approved establishments listed by the Inter State Conference of Milk Shipments (IMS). There is no universal definition for Grade A products. The IMS has the authority to add new products to the Grade A list, thereby subjecting them to the regulations outlined in the Pasteurised Milk Ordinance. Since 2006, an evaluation of equivalency has been underway in collaboration with three pilot Member States: France, Ireland, and the Netherlands. Following an assessment, confirmatory audits were conducted by the FDA in spring 2015

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<sup>42</sup> DS166, [https://www.wto.org/english/tratop\\_e/dispu\\_e/cases\\_e/ds166\\_e.htm](https://www.wto.org/english/tratop_e/dispu_e/cases_e/ds166_e.htm)

<sup>43</sup> DS577, [https://www.wto.org/english/tratop\\_e/dispu\\_e/cases\\_e/ds577\\_e.htm](https://www.wto.org/english/tratop_e/dispu_e/cases_e/ds577_e.htm)

<sup>44</sup> Trade barriers (2023), <https://trade.ec.europa.eu/access-to-markets/en/barriers/results?isSps=&countries=US&lastUpdated=ANYTIME&showOnlyNew=false&showOnlyResolved=false>



across these three Member States. However, the FDA has not yet reached a final decision on the matter.

- **Spanish ripe olives.** In 2018 the US imposed combined anti-subsidy and anti-dumping duties ranging from 30% to 44% on imports of ripe olives from Spain. These duties have remained in effective since then. These duties are seen to be in violation of specific provisions outlined in the General Agreement on Tariffs and Trade (GATT) 1994, the Agreement on Subsidies and Countervailing Measures (SCM Agreement), and the Agreement on Anti-Dumping. Consequently, the European Union challenged these duties at the WTO, and a panel was established in June 2019 to address the issue. In general, the panel ruled in favour of the EU, affirming the illegality of the anti-subsidy duties. Ultimately, the US indicated it would adhere to the recommendations from the WTO. Regarding the timeline, once the mutually agreed reasonable period for complying with the panel's recommendations is determined, it will be applied retrospectively starting from the date of report adoption, which was December 20, 2021. However, in 2022 the Department of Commerce issued a preliminary determination on the Spanish ripe olives. The EU is worried that the Department of Commerce does not address the finding of the panel concerning the incompatibility with WTO rules of Section 771B of the 1930 US Tariff Act. The European Commission will closely monitor the implementation of the panel ruling by the United States, including the manner and timeline of its execution. In the event that the implementation is deemed unsatisfactory, the Commission will carefully assess all available options. In 2023, anti-dumping measures were also introduced for certain preserved mushrooms from Poland, the Netherlands and Spain.
- **Import restrictions on poultry meat and egg products.** The EU has established rigorous harmonised sanitary measures to ensure the production of animals and animal products of the highest quality. This comprehensive system ensures a high level of food safety and animal health across all EU Member States, as well as for products exported to trading partners. However, the United States maintains a lengthy procedure for allowing imports of poultry meat and egg products into its market. The US application process is complicated, involving multiple steps and the participation of various US departments. Before trade can commence, establishments must undergo approval and Member States need to be reinstated by the Food Safety and Inspection Service (FSIS) to ensure compliance with hygiene regulations. This process very long and burdensome. Applications from several EU Member States are pending for many years without any clear indication of when exports can begin.
- **Sheep and goat meat market access to the US.** Since 1998, the US has prohibited the importation of any sheep/goat meat from the EU. This restriction was implemented due to concerns regarding Transmissible Spongiform Encephalopathy (TSE) in ruminant meat. In 2016, the US published a proposed (draft) TSE rule with the aim of aligning its legislation with international standards set by the World Organisation for Animal Health (OIE). Once this new rule permits imports in terms of animal health requirements, interested EU Member States seeking to export sheep/goat meat to the US market would have to undergo a time-consuming application process to demonstrate compliance with food safety requirements. Efforts are ongoing between the EU and the US to find a resolution to this matter and facilitate the possibility of EU sheep/goat meat entering the US market. In December 2021, the US has released its final rule, amending the import conditions for sheep, goats, and their products. This rule has been implemented to align the US import requirements with international standards. In 2022, Ireland was included in the list of countries approved by the US. Ireland is now being evaluated for its equivalent control measures and regulatory systems, which would make it eligible to export raw sheep

products to the United States. Ireland has reached an agreement with the United States on a bilateral veterinary health certificate for the export of sheep meat. Once Irish establishments are listed and approved on the USDA website, shipments of sheep meat can proceed. This development only partially resolves the existing barrier, as several other EU Member States have pending applications for the export of sheep/goat meat to the US, some of which have been pending for many years. These Member States adhere to the harmonised legislation on food safety and animal health within the EU, ensuring an equivalent high level of safety. Therefore, the EU anticipates that the United States will now proceed to finalise the applications from the other interested Member States soon.

- **Unjustified trade restrictions due to a non-recognition of country freedom and pest free areas of EU Member States for the Citrus and Asian longhorned beetle.** The US Federal Order (FO) categorizes the EU as a region affected by the Asian longhorned beetle (ALB) and the citrus longhorned beetle (CLB), despite the fact that the majority of EU Member States are free from these pests. It is important to note that the EU has implemented official control measures to manage and regulate these pests within its territory. Since 2012, the EU has been urging the US to recognise the pest-free status of certain EU Member States and the well-defined and regulated pest-free areas within the EU. The current US measure hinders EU trade as under the current FO, the EU is unable to export plants with a stem and root collar diameter greater than 10 mm. Some challenges to export arising from the Mediterranean fruit fly have been reported by southern EU members.
- **IPR: inadequate protection of GIs.** EU producers face significant challenges in protecting their intellectual property rights and preventing the unauthorised use of EU geographical indications on food and beverage products in the United States. This issue is particularly prominent in the food sector, including most notably products such as cheese and meat. EU producers find it irritating that their geographical indications are being used without authorisation in the US. Furthermore, the classification of certain European wine names as 'semi-generics' by the US remains a concern, despite some progress made under the 2006 Wine Agreement. Although no new wine labels using 'semi-generics' are approved, US producers who currently use 'grandfathered' 'semi-generics' can still abuse or potentially harm the reputation associated with the geographical indication in question. This situation poses ongoing challenges for EU producers in safeguarding their wine-related geographical indications in the US market.

**Further information, as well as an up to date list of trade barriers, can be found here:**

<https://trade.ec.europa.eu/access-to-markets/en/barriers/results?isSps=&countries=US&lastUpdated=ANYTIME&showOnlyNew=false&showOnlyResolved=false>

#### 4.3.5 Summary of key trade barriers

Even though the EU is a prominent trade partner of the US, there is no free trade agreement (FTA) in place, and it is unlikely that such an agreement will be made any time soon. However, the US has FTAs in place with many other countries in different regions of the world. This means that the EU faces strong competition from other countries that have preferential trade agreements with the US and that aim to export similar agri-food products to the country. The USMCA with Canada and Mexico is chief among these other FTAs.

The main trade barriers that the EU currently has with the US are mainly related to animal products. There are lengthy and cumbersome procedures in place regarding the trade of bovine meat, sheep and goat meat as well as poultry and eggs, some of which are justified by the US by concerns regarding diseases such as BSE and TSE. There are also issues regarding the import of dairy products, as well as problems regarding the import of apples and pears, and Spanish ripe olives.

The biggest barriers are problems related to GI protection. EU GIs are not sufficiently protected as geographical indications are being used without authorisation in the US. For example, US producers who currently use 'grandfathered' 'semi-generics' can abuse the reputation associated with the geographical indication in question.

If the efforts that are currently underway between the EU and the US to establish mutual recognition of their respective food safety systems through systems recognition are successful, this would greatly enhance trade facilitation and specifically reduce administrative burdens, while ensuring full compliance with the sanitary and phytosanitary regulations of both parties.

#### ***Boeing-Airbus Trade dispute***

The US and the EU have reached an understanding related to the 17 year long aircraft dispute. The EU and the US have reached an agreement to mutually suspend the application of strong tariffs, amounting to a total value of EUR 10.5 billion, for a duration of five years. These tariffs have been causing adverse effects on businesses and individuals on both sides. While this is not a direct agri-food issue it does impact the export of agri-food products to the US as a number of EU products, such as wines, spirits, dairy and cheese, were originally hit with a tariff as a result of this dispute (though they have now been suspended).

These subsidies related to the manufacturing of civil aircraft which the US maintained has harmed US aircraft manufacturers. The EU has a corresponding case with the US in relation to the same issue but in reverse (the Boeing case).<sup>45</sup>

## 4.4 Operating in the US food and beverage market

### 4.4.1 Logistical services and transportation infrastructure

With a robust economy and expansive urban centres throughout the nation, the United States has a highly developed and interconnected infrastructure. The transportation infrastructure plays a vital role in supporting the world's largest economy. Logistics is a significant sector within the US economy, with business logistics costs amounting to approximately 8% of the country's GDP.<sup>46</sup> The growing population and thriving economy have led to a substantial surge in demand. When considering all modes of transportation and various types of goods, the American transport

<sup>45</sup> EU and US take decisive step to end aircraft dispute (2021), [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_3001](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_3001)

<sup>46</sup> Selectusa, Logistics Available at <https://www.selectusa.gov/logistics-and-transportation-industry-united-states>

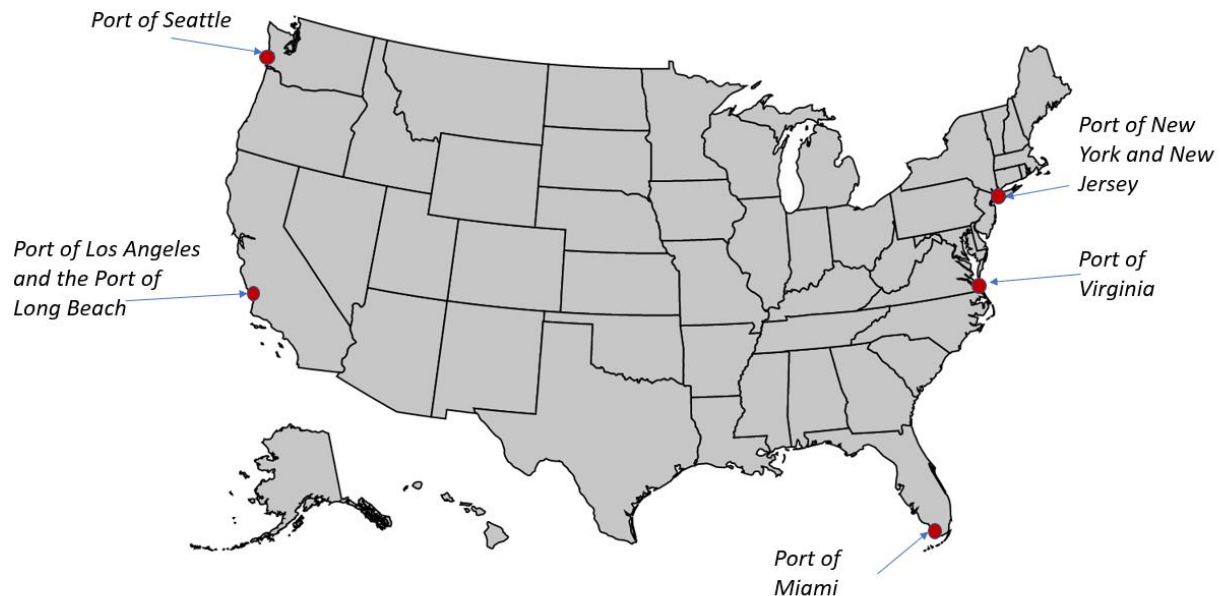
network presently manages around 46 million tonnes of freight, valued at a total of EUR 47 billion, on a daily basis.<sup>47</sup>

## Shipping

Waterways serve as the primary mode of transportation as around 70% of all goods traded by the US are moved around this way (predominantly facilitated by seagoing vessels). In terms of value it is a bit lower with ships being responsible for transporting over 40% of the total value of goods that are traded by the US. The country's domestic maritime industry supports over 650 000 jobs and generates an annual economic output exceeding EUR 136 billion. The labour compensation associated with the domestic fleet surpasses EUR 37 billion annually, with these wages benefiting various regions across the US. The domestic fleet has more than 40 000 vessels.<sup>48</sup>

For over two decades, the Port of Los Angeles has held the distinction of being the busiest container port in the United States and North America. In close competition, the Port of New York and New Jersey ranks as the second busiest port in the country. In 2022, the Port of Los Angeles handled close to 10 million containers, which makes it the largest container port on the East Coast.<sup>49</sup> Other large ports in the United States include the port of Long Beach on the west coast; the Port of New Jersey & New York and the Port of Virginia on the east coast (see Figure 4-1).

**Figure 4-1: Major Ports in the United States**



Source: Agra CEAS based on various

<sup>47</sup> The United States makes freight transport a strategic priority, <https://market-insights.upply.com/en/the-united-states-makes-freight-transport-a-strategic-priority>

<sup>48</sup> The domestic maritime industry, <https://www.americanmaritimepartnership.com/u-s-maritime-industry/economic-security/>

<sup>49</sup> Discover the 10 Busiest Ports in the United States (2023), <https://a-z-animals.com/blog/discover-the-busiest-ports-in-the-united-states/>

## Air freight

The United States played a pivotal role in the advancement of air travel, establishing the world's first airport within its borders. Air travel serves as the backbone of the country's economy, with many domestic travellers opting for air transportation over alternative modes within the US. Among the ten busiest passenger airports globally, four are located in the United States: Atlanta Hartsfield–Jackson Airport, Los Angeles International Airport, O'Hare International Airport in Chicago, and Dallas/Fort Worth International Airport. However, the use of air for freight is less prominent than for transportation. Figure 4-2 highlights the major cargo airports. Memphis International Airport is the busiest cargo airport in North America and the second largest globally. It serves as a FedEx Superhub, as it handles nearly 99% of the company's cargo. The airport has over 160 aircraft gates. Anchorage airport in Alaska ranks second in cargo transport among airports in the US and fourth among the busiest transport hubs worldwide. Major operators in Anchorage include FedEx and UPS. Additionally, the airport serves as a refuelling stop for low-cost airline aircraft to address their fuel requirements.

**Figure 4-2: Major International Cargo Airports in the United States**



Source: Agra CEAS based on various

## Rail freight

Rail freight plays a crucial role in the distribution of goods throughout the United States. With around 600 operational freight railroads, many of them serve as a lifeline for isolated communities scattered across the nation. The rail freight sector employs approximately 170 000 individuals, and without its presence, businesses would face significant challenges in efficiently transporting goods to major urban centres. The extensive rail network spans a total track length of almost 230 000 kilometres nationwide.

Among the prominent rail freight companies operating in the USA are BNSF, CSX Transportation, CPKC Railway, and Amtrak. Chicago stands as the largest rail hub in the country, serving as a

vital transit zone for freight moving from the east to the west. In 2022, the US freight railroads operations handled over 25 million carloads and intermodal units.<sup>50</sup>

While Figure 4-3 presents key railway connections in the US, it is important to note that the map is not exhaustive. Given the vastness of the rail network, numerous other connections exist beyond what is displayed below.<sup>51</sup>

**Figure 4-3: Major Railway Connections in the United States**



Source: Agra CEAS based on various

### Road Freight

The United States has one of the world's largest highway systems, encompassing a total of four million miles of public roads. Following World War II, the country made significant investments in highway construction, aiming to enhance national connectivity alongside the rise in car ownership. Highways in the USA are categorised into four types: Interstate highways, US Highways, State highways, and county highways. The National Highway System spans across 300 000 miles.<sup>52</sup>

Roughly 70% of the tonnage transported within the United States relies on road transportation, which emphasises the critical role of interstate connections in facilitating smooth freight movement throughout the country. Road freight also plays an important role in the transportation of goods

<sup>50</sup>US freight rail traffic slips nearly 3% in 2022 (2023), <https://www.freightwaves.com/news/us-freight-rail-traffic-slips-nearly-3-in-2022#:~:text=U.S.%20rail%20traffic%20in%202022,the%20Association%20of%20American%20Railroads>.

<sup>52</sup> United States of America Freight Economy Overview (2023), <https://www.fhwa.dot.gov/freighteconomy/>

between the United States and its neighbouring countries of Canada and Mexico. Although rail freight continues to experience growth, road freight remains the primary method of transporting goods within the United States.<sup>53</sup>

### Waterway freight

The inland waterways system of the US encompasses approximately 12 000 miles of commercially navigable channels and around 240 lock sites. Referred to as the "inland marine highways," these waterways play a vital role in transporting commerce to and from 28 states. They are crucial for industrial and agricultural centres, enabling imports and exports at gateway ports. The inland waterways facilitate the transit of over 500 million tonnes of waterborne cargo annually, which accounts for approximately 14% of all intercity freight and valued at around EUR 122 billion.<sup>54</sup>

The Mississippi River is seen to be the backbone of waterway freight in the US, extending from Minnesota to the Caribbean Sea. Cities such as Memphis, St. Louis, and Minneapolis have experienced growth due to their access to the river, which allows them to receive freight. New Orleans, situated at the Mississippi River delta linking to the Gulf of Mexico, historically held great significance as an important city for goods transit in the US. Waterway freight remains important for transporting goods, particularly those bound for or originating from the Gulf of Mexico, such as coal and petroleum. However, food and beverage items are typically transported using alternative methods rather than water freight. Furthermore, some rivers (such as the Colorado river) increasingly face challenges of low water levels, limiting their potential usage.

#### 4.4.2 Distribution – retail channel overview

The retail services industry in the US has a competitive environment that encourages strong business practices and drives innovation to enhance efficiency and dependability. The total GDP impact of about 4.2 million retail establishments in the US amounts to around EUR 3.5 trillion annually. As the largest private-sector employer in the nation, the US retail industry directly employs approximately 32 million individuals, accounting for about 16% of the total national employment, as it provides over 52 million jobs overall (including retail trade and food and beverage establishments). This offers many opportunities for growth within the US retail market, catering to retail providers of all sizes, such as individual direct marketers or sellers, small to medium-sized shop owners, and large "big-box" store operators. The food service segment should also not be overlooked; it is estimated to account for close to half of consumer spend on food and beverages. While a massive part of this is fast food and quick service chains, other outlets which may be more suited to niche products do also exist.<sup>55</sup>

Popular outlet types specifically for food and drink are described below.<sup>56</sup>

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<sup>53</sup> US department of transport, Freight rail overview, Available at <https://railroads.dot.gov/rail-network-development/freight-rail-overview>; North American Road Freight Transportation Market Forecast, Mordor Intelligence, Available at <https://www.mordorintelligence.com/industry-reports/north-america-road-freight-transport-market>

<sup>54</sup> Waterways systems (2023), <https://www.waterwayscouncil.org/waterways-system>

<sup>55</sup> Retail Trade Industry, <https://www.trade.gov/selectusa-retail-trade-industry#:~:text=The%20U.S.%20retail%20industry%20is,food%20and%20beverage%20drinking%20establishments.>)

<sup>56</sup> US Food And Beverage Industry: The Most Important Statistics (2023), <https://blog.gitnux.com/us-food-and-beverage-industry-statistics/>

## Supermarkets

There are a total of more than 63 000 supermarkets and grocery stores businesses in the United States. Among them, Walmart stands out as the dominant grocery store chain nationwide, holding a substantial 25% market share. In 2022, its sales reached an impressive EUR 419 billion, accounting for over one fourth of all grocery revenues in the US.<sup>57</sup>

Following Walmart, Costco and Kroger secure the second and third positions as popular grocers, holding just over 7% and close to 6% of the market share, respectively. Costco operates nearly 600 stores and offers a range of branded and private-label grocery products both online and offline through a club membership model. In 2021, Costco's US grocery sales amounted to over EUR 127 billion, with price-conscious consumers driving a significant increase of more than 15% compared to 2020. Kroger, on the other hand, witnessed its revenue climb to over EUR 123 billion in 2021, representing a 4% growth over the previous year. The company owns over 2 700 stores under the banners of Kroger, Harris Teeter, and Smith's.<sup>58</sup>

Additionally, other notable supermarket chains in the United States include Sam's Club, Publix, Target, and Dollar General. While national giants like Walmart typically dominate the grocery landscape, local and regional favourites also are tough competition popular supermarkets. This competitive environment results in many opportunities for supermarkets in the US, including those that are of EU origin such as Aldi and Lidl. Indeed, Trader Joes – a smaller supermarket chain with a bit under 2% market share, is owned by Aldi. The chain is recognised for the higher presence of European products on its shelves, as well as the good price-quality rapport of its products.<sup>59</sup>

## Hypermarkets

Americans commonly refer to hypermarkets as “Big Box stores” or “Supercentres,” instead of using the term “hypermarkets.” The concept of hypermarkets gained popularity in the United States since its introduction to the market in the early 1960s. Many hypermarkets from the US have gained international recognition and some of them rank among the largest companies in the country. It is common for supermarkets to operate hypermarket outlets as well. Examples of such hypermarket outlets include Kroger Marketplace, Meijer, SuperTarget, and Walmart Supercenter.

## Organic Outlets and those offering higher quality products (supermarkets)

In the United States, the sales of 'Certified Organic' products contribute to around 6% of total food sales. The organic food and non-food industry in the US has experienced strong growth during the last decade, with organic food sales now reaching approximately EUR 50 billion annually. The increase in popularity has led to the emergence of notable retailers like Whole Foods. There are over 500 Whole Foods Market stores across the US.

These retail outlets provide a promising opportunity for EU producers, as their organic food business models align well with EU products due to their absence of genetically modified

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<sup>57</sup> Supermarkets & Grocery Stores in the US (2022), <https://www.ibisworld.com/industry-statistics/number-of-businesses/supermarkets-grocery-stores-united-states/#:~:text=There%20are%2063%2C348%20Supermarkets%20%26%20Grocery,of%20%2D0.6%25%20from%202022.>

<sup>58</sup> Who are the top 10 Grocers in the United States? (2022), <https://www.foodindustry.com/articles/top-10-grocers-in-the-united-states-2019/>

<sup>59</sup> The most popular grocery stores in the U.S. (2023), <https://www.axios.com/2023/04/20/most-popular-grocery-stores>



organisms (GMOs) and the overall perception of freshness associated with them. This makes it easier for EU products to integrate seamlessly into the organic food offerings of these outlets, as long as suitable certification is obtained.

## Department Stores

Department stores are typical for the US, offering a diverse range of consumer products, typically mainly outside of food and beverages. In 2022, Macy's claimed the top position among department stores in the United States, generating sales of around EUR 22 billion. Other prominent department stores include Kohl's, Nordstrom, J.C. Penney, Dillard's, and Neiman Marcus.

## Convenience Stores

Small shops can be spotted near residential areas, road corners, and gas stations across the United States. These convenient stores are a common sight along the country's highways as well. While it is challenging to provide an exact count of the number of convenience stores in operation in the USA, it is estimated that there are approximately 150 000 of such stores throughout the country, with Texas having the highest number and Alaska having the lowest.

The largest convenience store chain in the United States is 7-Eleven, having a revenue of around EUR 79 billion. Casey's General Stores, which are primarily located in the Midwest and the Southern United States, generated an annual revenue of EUR 12 billion in 2022. Other notable convenience store chains include Circle K, QuickTrip, Wawa, and Kum & Go.<sup>60</sup>

## Food markets

A wide variety of fresh products can be found in food markets throughout the country. Americans are proud of locally-grown produce and food markets offer a channel for them to enjoy foods from their region. Foods in the markets are typically perceived to be fresher, healthier, and better for the community than store-bought alternatives. Markets offering such locally-grown produce typically are USDA Farmers' markets (<https://www.usda.gov/our-agency/initiatives/usda-farmers-market>) which offer produce directly from the farmers themselves.

Some broader markets which include sellers of food and drink can be found in urban centres. Some of the most well-known food markets of this type in the USA include Chelsea market (*New York*), Quincy market (*Boston*) and Grand central market (*Los Angeles*).

## Speciality stores

The term "specialty store" can mean different things. Some shops focus on specific cuisines / products; or specialise in particular ingredients; or offer exclusively organic, non-GMO, and all-natural products.

Specialised shops are most commonly found in larger malls and cater to specific product categories, such as alcohol or cheese. These stores prioritise expertise in the products they offer

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<sup>60</sup> US Convenient store count, Advanced convenience and fuel retailing, available at <https://www.convenience.org/Research/FactSheets/ScopeofIndustry/IndustryStoreCount>

and are often the go-to choices for many US citizen. Some notable examples relevant for EU producers include:

- **Formaggio Kitchen:** Known for its selection of cheeses, with a particular emphasis on those originating from Italy.
- **Eataly:** A renowned brand specialising in high-quality Italian ingredients, providing a comprehensive range of Italian food products.
- **Gene's Sausage Shop & Delicatessen:** A shop for sausage enthusiasts, specialising in European-style sausages and related delicatessen items.

These specialty stores cater to specific consumer preferences and serve as go-to destinations for individuals seeking distinct products within their areas of expertise.<sup>61</sup>

## E-commerce

Traditionally, the majority of US consumers would do their grocery shopping in supermarkets. However, this trend is undergoing a significant shift as more and more people are embracing online shopping. The United States has witnessed strong growth of e-commerce in recent years. The online food and beverage market in the United States reached around EUR 129 billion in 2021. The online grocery customer base currently stands at around 150 million shoppers, representing nearly half of the country's population, and this number is expected to continue growing in the coming years.

One of the driving factors behind the increasing popularity of e-commerce in the US is the convenience it offers, particularly for residents in rural areas with limited access to certain goods. E-commerce has become the new norm in the US consumer market, with its growth further accelerated by the COVID-19 pandemic.

Regarding online food and beverage retail, the market is fairly fragmented, with the online offering of modern retailers playing a major role. Kroger.com holds the leading position in the United States, generating e-commerce net sales of approximately EUR 4.1 million in 2021. It is followed by walmart.com, with around EUR 3.3 million in sales. Coming in third place is hellofresh.com, with a revenue of about EUR 2.8 million. Amazon.com secures the fourth spot as one of the largest online stores for food and beverages in the United States, with net sales reaching EUR 2.6 million in 2021.

E-commerce is also increasingly used for selling to trade as well. Rangeme (<https://www.rangeme.com/>) and Provi (<https://www.provi.com/>) are examples of these business to business (B2B) e-commerce platforms.<sup>62</sup>

### 4.4.3 Intermediaries

With the US as such a large and varied country, there is no standard path for product to reach the market. The two overarching approaches are:

- Local partners.
- Establishment of a local subsidiary.

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<sup>61</sup>21 Specialty Food Shops You Need To Visit In The US (2023), <https://www.tastingtable.com/1274173/specialty-food-shops-need-visit-us/>

<sup>62</sup> The Best Online Coupons on the US Market (2023), <https://savemycent.com/online-grocery-shopping-statistics/>

These two options are not set in stone and hybrid solutions can also be applied.

It is fairly common for larger overseas manufacturers to have an importing wing as part of their company (subsidiary model) and import the product from Europe to the USA; hence doubling up as an importer and manufacturer.

Looking more specifically at options for **partners**:

- **Direct export / retail** may be an option if working with large hotel chains and big-box retailers. These entities have their own distribution networks and can offer a broad market reach. However, establishing relationships with such retail chains is not easy as it involves negotiating contracts, meeting volume requirements, and complying with the retailer's standards. Furthermore, it can be difficult to get them to take on new products. In theory, dealing with retailers directly removes a middle man and could help profit margins; but in reality margins may be squeezed, particularly when the product is new as such partners are likely to look strong pricing discounts, big brand-name advantage or proven higher quality products.
- **Food distributors** will purchase products from EU manufacturers and sell them to US retailers. Most of these distributors have a strong network of foodservice and institutional players, though it is not uncommon for distributors to be focused on one region of the nation rather than nationwide. The key different types of distributors include: full-line distributors (which can be a one-stop shop); specialty distributors (focused on specific product categories and niche markets); cash-and-carry distributors (which deal in bulk goods) and broadline distributors (which tend to work with large-scale food-service operations).
- **Agents**, on the other hand, represent the producer and facilitate deals with distributors or retailers.
- **Importers** generally play an important role in helping imported foods reach shop shelves in the USA, and are highly varied in nature. There are both national as well as regional importers.
  - **National importers** have a wider reach to retailers and HRI sector and since they work with a large volume of products, partnering with national importers can ultimately be very profitable. However, the national importers also tend to be the larger ones, and attracting their attention can be difficult, especially for those distributing relatively new or unknown products in the US market. These larger importers tend to have an established process considering for new products. Companies interested in partnering with the importers must submit a proposal, which the importer's team will review. The submission process typical involves completing paperwork that covers details such as product size, packaging, claims (including verified ones), price, production capacity, shelf life and weight; plus pictures and any relevant certifications (such as organic).
  - **Small independent brokers and state-level importers** are relatively easier to work with and typically much more accepting of new products, but most of these companies have higher costs of operations. Regional importers may offer more focused market knowledge (including a better understanding of the nuances of local consumer preferences) better access to local retailers / distribution networks, and a more targeted distribution strategy. Despite the presence of many national-level brands, there are many more regional centric brands, both domestic and imported that demonstrate the use of this strategy.  
Like national level importers, regional ones typically require exporters to present a proposal to the import partner and provide information regarding the product, shelf-

life, packaging dimensions, claims, certifications, price, intended volumes and product samples. Their proposal requirements, however, may be less onerous than those of national level importers.

### **Working with importers/partners**

- Big importers mostly focus on Tier 1 markets such as north-eastern seaboard and California. To enter smaller and emerging markets, it may be more effective to partner with both national as well as regional importers.
- Many importers deal only products with from specific countries such as Italian products (including cheese, wine and olive oil). For higher end products in particular, it is important to find an importer that understands and focuses on the country of origin for the product and not just the overarching product category; as they can leverage their existing contacts in the distributor/wholesaler realm.
- There are importers or distributors in the US which specialise in specific types of products. Smaller, niche-focused importers may provide more personalised attention and tailored support for specific products. Targeting speciality stores can be interesting as they often appreciate unique and high-quality products, making them more receptive to offerings from smaller exporters.
- Many importers typically operate under a promotional allowance system, and the average mark-ups throughout the entire supply chain range from 30% to 40%. This practice is noteworthy for U.S. importers as it influences pricing strategies and profit margins across different stages of the distribution chain.
- Participating in food and beverage trade shows and exhibitions in the US may allow smaller EU producers to showcase their products, connect with potential partners, and gain insights into market trends. In addition to the national level trade shows, there are several which happen at a regional level.
- There are no standard minimum order quantity / value criteria; it varies by partner. Some importers – national ones in particular - may impose minimum quantity requirements, but ultimately the situation varies depending on the partner preferences and the nature of the product itself.
- Any chosen partner should be willing to take the risk of expanding their portfolio to include emerging brands in case of a new product/exporter from Europe; and hence ideally they should have a proven track record in this domain.
- There are some importers provide a full partnership model where they offer sales and marketing support for products, along with supply chain management. However, it is more common that importers will offer warehouse, logistics, fulfilment, inventory management, regulatory compliance, sales reporting, and some advisory support (e.g. distributor recommendations and introductions); but do not get into the sales, promotions, marketing aspects. In these cases, the marketing, advertising and sample costs which allow importers to promote the product and aid in the launching the product to the retailers will have to be paid by the exporter. It should be noted that some importers will expect exporter to contribute to the cost of storage.
- Transparency in the billing process and the use of data-driven models are important considerations when choosing an importer in the USA.
- Payment is a two-three-step process. The importers/partners usually pay the company once the product is moved to the distributor's warehouse, and they receive their invoice.

### Industry specific considerations

With the US being a massive market and having stringent and/or heterogeneous legislation in some areas, there is an subsequent impact on certain products.

In the case of **alcoholic beverages (spirits, wine, beer)** where different state rules exist, there is often effectively a three tier system in place: importers or producers, distributors and retailers. State rules vary greatly; for example, 17 states are “control” states where some or all forms of alcohol can only be purchased from state stores. Some states have import licences for “importing” from another state (note this licence is different from the one for importing into the country in the first place) – Nevada is an example of this. The Digest of Wine and Spirits Law (<https://wineandspiritslaw.com/>) is a comprehensive reference for state level laws on alcohol.

Despite this high level of variation, the large distributors such as Southern Glazer and Republic National work across more or less the whole country with most major retailers; and these large distributors control around three quarters of the national market. Furthermore, whether importers work at a national or local level, they are well aware of the registration process as well as regulations and compliances that have to be followed. While larger foreign producers often have US-based import units for bringing products into the country, they still work with distributors thereafter.

With regards specifically to the large alcohol distributors, given their massive reach – which obviously offers great opportunities - it should be noted that getting them to take new products is tough. They will tend to look for products with a strong reputation or a unique profile/taste, strong backing and/or celebrity endorsements. This is in contrast to smaller independent distributors, who incidentally are often used by local craft manufacturers. Trade shows amongst members of the supply chain are popular in this industry and are potentially a very good way for a new product to gain attention.

Import requirements for **meat** and **fruit and vegetables** are stringent (see also section 4.2). In view of this, a good relationship with an established importer is important, as the importer can help navigate the requirements. For example, in the case of fruit and vegetables are obliged to develop, maintain and follow Foreign Supplier Verification Program (FSVP) dossiers for each supplier. Importers in these area may operate at a national level (e.g. North-western Meat) or a regional level (e.g. Atlantic distributors).

### Final considerations

As a general rule, when considering exporting to the USA the following variables should be remembered:

- States are different from each other and taxes can be complex; plus regulatory, and cultural differences exist within the US. There is no one-size fits all approach towards entering the USA as a popular marketing initiative in one part of the nation may not be successful in another. The USA is a very competitive market with many domestic producers already producing European style goods. Indeed, this can make it difficult to stand out in the market; creating additional challenges when negotiating a price with distributors in the country.
- Labelling, additional nutritional information/benefits, and price can be considered as ways to potentially stand out in this market.
- The USA has a well-educated workforce with a high work ethic that values relationships. Building trust with American distributors and importers can go a long way towards establishing a product in the market as many times these distributors will be able to get in touch with distributors working in different regions of the country.

- It is important to remember that all foods distributed in the USA require a label with a US address, which will be the address of the distributor.

Some general dos and don'ts for conducting business are set out in section 7.2, and these can be extended to any business conducted with intermediaries. Some further considerations for dealing with intermediaries are as follow:

- Personal contacts are important and strong business relationships tend to develop over the years.
- Americans are generally open, and this can be embraced to a positive end when entering the market. It can allow exporters to expand their network; and it means that there are intermediaries who will be open to new opportunities provided producers can clearly explain their vision and business plan to them.
- Short-term product testing in the US market tends not to work; generally the US market takes patience, resources and long-term commitment.
- The large country should not be seen as one market. Regional variations can significantly impact consumer preferences, purchasing behaviours, and market dynamics. It is advisable to pay particular attention to trends within a region as analysing them on a national level can skew the market research for a product.

**Business Contact Database:**

A database of importers, wholesalers, retailers, and distributors can be found in section 8.5.

*N.B. due diligence will have to be performed for any contacts on this database as no warranty is given as to the standing of these individuals, organisations or firms, and no corresponding responsibility or liability is accepted by the authors.*

#### 4.4.4 Business environment

The business environment in the US is characterised by a strong economy, a culture of entrepreneurship, and favourable regulations. It presents a wide range of opportunities for businesses across various sizes and industries.

The US has a robust market-driven economy that prioritises innovation and competition. It serves as the headquarters for numerous global corporations and possesses a highly developed financial system. With a diverse consumer base and a high standard of living, the country is an appealing market for both domestic and international companies.

Compared to many other nations, the US business environment is known for its openness and optimism. Businesses are willing to invest in products and innovations that they believe will bring long-term benefits. As a result, many innovations have originated from the United States.

However, it is important to note that the market is highly competitive, with companies constantly striving to outperform their rivals. The business landscape, particularly in urban centres, can be fast paced compared to that in European counterparts. US citizens and companies generally are more open to taking business related risks.<sup>63</sup>

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<sup>63</sup> Analysis of the United States Business Environment (2023), <https://studycorgi.com/analysis-of-the-united-states-business-environment/#:-:text=The%20basic%20elements%20of%20ethics,corruption%20that%20presupposes%20legal%20prosecution.>

## 4.4.5 Key operational considerations and challenges: summary

Key challenges to bear in mind when operating in the US market are:

- The US has numerous ports of entry, often accompanied by adjacent airports, located in various urban centres across the country.
- When it comes to certain products, such as alcohol, the US has multiple distinct markets rather than a single unified market. This distinction is evident because of variations in consumer preferences and legislative requirements across different regions of the country.
- English is the primary language used for conducting business in the US, although Spanish is gaining popularity, particularly in the southwest region of the country.
- The US offers a diverse range of retail channels tailored to different product types, providing abundant options for businesses to choose from.
- As noted in sections 4.2 and 4.3, there are several challenges to get through before gaining access to the US.
- Even though the market offers a wide range of opportunities, competition is high.

## 4.4.6 Other relevant information

### Methods of payment in US

Credit cards are the prevailing mode of payment in the United States, and European credit cards can also be utilised within the country. Sales taxes differ across states, and the prices displayed in supermarkets generally do not include sales tax, which is added during the final purchase. Converting EUR to USD is easily done upon entry into the US, and ATMs in the US accept EU credit cards for withdrawing US dollars. Notably, coins are not commonly used in the US, with dollar bills being the preferred and widely accepted form of currency.

### Value of the US Dollar

The floating exchange rate between the Euro (EUR) and the US Dollar (USD) needs to be kept in mind when conducting business in the US. Figure 4-4 below shows the EUR-USD currency exchange rate for the past five years (mid 2018 –mid 2023). This graph highlights the moderate levels of fluctuation that occur in the currency exchange rate. During this period, the exchange rate ranged from 1 EUR = 0.96 USD in October 2022 to 1 EUR = 1.23 USD in January 2018. Between 2018 and 2023 the USD decreased in its value versus the EU by 5.41%, which could be considered a slight tailwind for EU exporters.

**Figure 4-4: Five-year evolution of the EUR-USD currency exchange rate: 2018-2023**

Source: XE Currency converters: Euro to CAD exchange rate chart, available at [Euro to US Dollar Exchange Rate Chart | Xe](#)

### Travel from the EU to US

A visa is necessary for traveling to the United States, and it is known to be one of the more challenging countries to enter. Various types of visas are available depending on the purpose of the visit. The most commonly utilized visa for traveling to the US from the EU is the ESTA visa, which grants entry to the country for up to 90 days. However, it is important to note that not all European Union countries are eligible for the ESTA visa. As of the current time, citizens of Bulgaria, and Romania remain ineligible for this visa. Individuals from these nations usually need to apply for a B1/B2 visa to visit the United States. For further information on visas, it is advisable to contact the local US embassy.

**The application form for the Electronic System for Travel Authorization (ESTA) visa can be found at the link below:**

<https://esta.cbp.dhs.gov/esta>



## 5 Market Snapshots for Selected Products

This section provides specific information for various food and beverage categories and products. This information covers three main categories:

- **Consumption:** data on the evolution of consumption; consumer profiles and any notable consumer trends;
- **Offer:** domestic production; imports and exports; the competitive landscape; relevant specific customs procedures/import considerations;
- **Distribution:** main distribution channels used; domestic and imported offer.

Furthermore, each category contains a SWOT analysis and a key takeaways message.

Fresh meat	Fresh fruit and vegetables	Dairy
Wine	Spirits	Olive oil
Chocolate confectionery	Beer	Sugar confectionery
Pasta	Processed fruit and vegetables	Processed meat
Biscuits / cereal bars	Breakfast cereals	Baked goods

## 5.1 Fresh meat

### 5.1.1 SWOT analysis

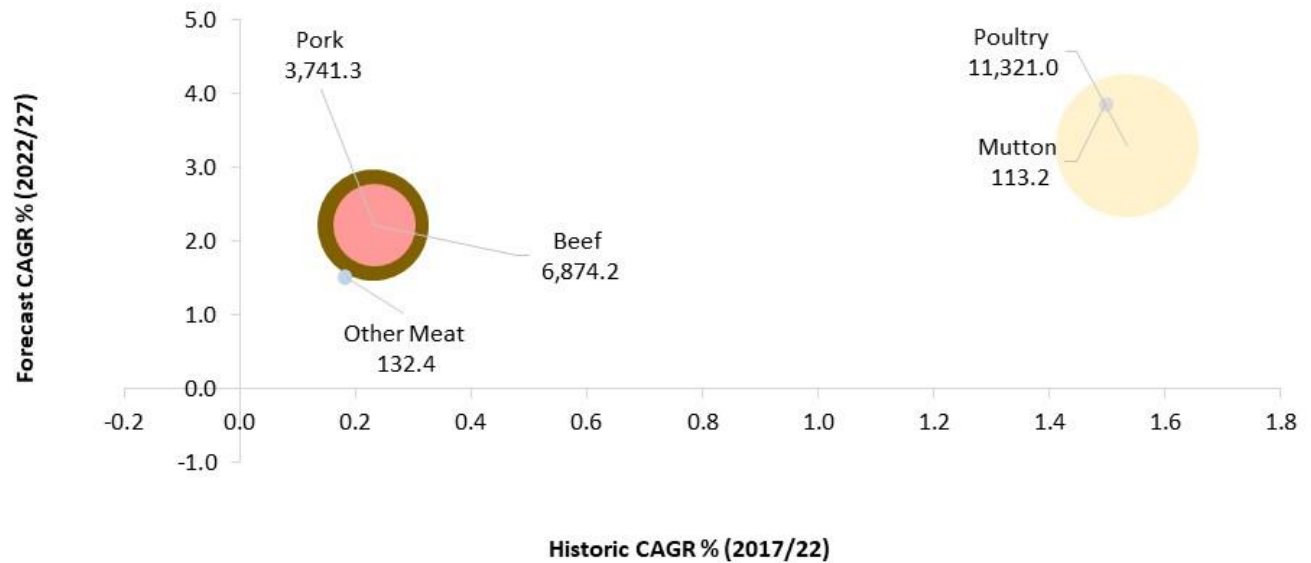
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Per capita</b>, US consumers are <b>the largest consumers of fresh meat products globally</b>.</li> <li>▪ US consumers <b>increasingly seeking out fresh meat products</b> as an alternative to process meat products.</li> <li>▪ US consumer <b>method of consumption</b> for fresh meats <b>mirrors that of the EU</b> which makes it less of a challenging market to adapt to for EU exporters.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The US is among <b>the largest fresh meat producers</b> in the world and caters to domestic demand.</li> <li>▪ <b>US consumers</b> tend to <b>regard domestic fresh meat products as equal to or of greater quality</b> when compared to imported fresh meat products.</li> <li>▪ <b>Major US retailers</b> are more likely to <b>secure their fresh meat products from domestic producers</b> to lean into the trait of domestic fresh meat as a source of pride for US consumers.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ There is <b>a growth in demand</b> for fresh meats from producers that can demonstrate their <b>appreciation for the welfare of the animals</b> in the production process.</li> <li>▪ A major <b>spike in demand for turkey</b> meat around Thanksgiving could potentially provide a limited opportunity.</li> <li>▪ <b>Growing demand for organic</b> fresh meat products and those which, while not organic, are produced without chemical growth hormones.</li> <li>▪ With the majority of US production grain-fed, there may be an opportunity for <b>grass-fed beef</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Rise of vegetarianism</b> in the US, particularly in snapshot markets of interest for EU products such as California and New York.</li> <li>▪ While total consumption is still rising, there has been <b>a noticeable decline in total growth rates of consumption</b> in recent years, suggesting that consumers are gradually reducing their fresh meat consumption habits.</li> <li>▪ <b>Australia and New Zealand</b> are dominant in the one product of which the US is a net importer (sheep and goat meat); while <b>Canada, Mexico and Australia</b> hold dominant positions in imports of beef.</li> </ul>

### 5.1.2 Consumption

#### Evolution of consumption

As presented in Figure 5-1, poultry meat has the highest total volume in the US market, being recorded at 11.3 million tonnes in 2022. Poultry meat is forecast to remain the largest fresh meat category up until the year 2027, with a predicted CAGR of 3.3%. Beef is the second largest fresh meat product by total volume, with a total volume of 6.8 million tonnes, a figure that is expected to grow by a CAGR of 2.2% between 2023 and 2027. Pork is also a large fresh meat product in the USA, with a total volume of 3.7 million tonnes, a figure that is expected to grow by a CAGR of 2.2% between 2023 and 2027. The other meat category and mutton are much more niche in the US market, having a total volume of 132 000 tonnes and 113 000 tonnes, respectively.

**Figure 5-1: Evolution and forecast of the fresh meat market in The USA, 2017-2027; total volume (000 tonnes)**



Source: Euromonitor International: Fresh Food, 2022.

## Consumers

American consumers are large consumers of fresh meat. The country is among the largest consumers of fresh meat products per capita globally for all individual meats, ranking as the second largest per capita consumption market for poultry, the fourth largest per capita consumer of beef, and the eighth largest per capita consumer of pig meat. When taking all of these statistics into account as well as accounting for niche fresh meats in the US market, such as mutton, then per capita US consumers are the largest consumers of fresh meat products in the world. Consumption of fresh meat is common across virtually all income and ethnic classes in the country, as these products have become synonymous with many of the more popularly enjoyed national and regional dishes in the country, such as jambalaya (Southern US) or pork roll (Northern US). Meat consumption per capita is higher in the mid-west states such as Nebraska, Missouri, and Iowa, with total consumption per capita being lower in states located along the seaboard of the USA such as California, New York, and New Jersey. Consumption, however, across all fifty states per capita is high when compared to the global average. In very broad terms, meat consumers can be classed into three groups: heavy meat spenders, which are households spending over USD 600 per year on meat; moderate meat spenders (USD 300-600); and light meat spenders (spending under USD 300 per month). The heavy meat spenders, tend to be Generation X or Baby Boomers (who are much more likely to have children at home). Light meat spenders tend to be under 40. Mid spenders bridge demographics.

Further details on fresh meat product categories are individually reported below.

**Poultry:** Poultry is the most commonly consumed fresh meat product across the US, thanks to its cheaper unit price, the abundance of poultry production across the country, and its versatility across a number of dishes commonly enjoyed in the country. Broiler chicken is by far the most consumed poultry product, with turkey and duck being consumed to a far smaller degree, except

around the events of Thanksgiving and, to an extent, Christmas. There are no "most common" consumers of poultry meat, as it is commonly consumed across virtually all income and ethnic classes in the US and has been growing in consumption for decades. The state that consumes the most poultry meat per capita is the state of Georgia, which is also often referred to as the "poultry capital of the world."<sup>64</sup> The state that consumes the least amount of poultry in the US is the state of Hawaii, mainly driven by the state's historical isolation from many of the major consumption trends in the US, which makes poultry-inspired dishes less common on the islands, with seafood being preferred. Overall, poultry plays a more important role in overall meat intake for women than it does for men.

**Beef:** The US is a major consumer of beef, rivalled only by Argentina, China, and Brazil as the largest consumers of beef in the world per capita. Beef farming and, by extension, consumption have long been viewed as a source of pride for many US consumers, particularly those living in states with a well-established beef production sector such as Texas, Montana, or Iowa. Consumers who regularly consume beef tend to be within the middle- and higher-income classes, as beef has a unit price that is higher than poultry, making it less appealing to lower-income consumers, who will be more likely to consume beef less regularly. Generally, men tend to eat more beef per capita than women in the USA, with African American and Hispanic men being recorded as the largest consumers of beef in the country. The states of Vermont, Hawaii, and New Hampshire are among the states that consume the least per capita. Overall, consumption levels are slightly greater in rural areas than suburban ones.

**Pork:** Pork consumption in the US is also high per capita, with the country ranking as the world's eighth-largest per capita consumer of pig meat in 2022. Pork consumption, however, is lower than that of poultry and beef meats by a considerable distance. Some of the reasons behind this include historical factors. As beef and chicken meats are much more engrained in the cultural cuisines of the US, many US consumers have a preference for these meats for economic reasons, as pork has a higher unit price compared to other fresh meats, and finally for religious reasons. Religious restrictions on pork mainly apply to the Jewish community (7.6 million consumers), the Islamic community (3.45 million consumers), and the Hindu community (3.3 million consumers). Overall, the main consumers of pork in the US in per capita terms tend to be African American and Hispanic American males, although the product is regularly consumed across most major ethnic classes in the country. Middle- and higher-income earners are the primary consumers of pork products, as lower-income consumers may struggle to afford to consume fresh pork on a regular basis.

Consumption of other meat products is rather niche in the US, with mutton consumed mainly in urban centres with a diverse offering of different cuisines such as Middle Eastern or Asian cuisines. Mutton consumption among ethnic Native American consumers is noticeably higher than that of the rest of the population.

### Drivers and method of consumption

Fresh meat consumption is large among consumers in the US, which entails many key drivers of consumption. Some of the more common drivers of consumption include the incorporation of fresh meat products amongst some of the most popularly enjoyed dishes across the USA, such as a T-bone steak or pork ribs, to name two of many. US consumers can generally quite easily

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<sup>64</sup> Gainesville, Georgia, The Poultry Capital of the World, Transit Alert, available at <https://www.gainesville.org/CivicAlerts.aspx?AID=118>

access fresh meat products, either through a butcher or major retailer. Consumers appreciate the nutritional and protein values that are found in fresh meat products, and increasingly, health consciousness is playing a growing role. Processed meats remain popular in the country; however, there has been a notable shift towards demand for fresh meat products as these are perceived as healthier amongst US consumers, with the COVID-19 pandemic complementing the rising demand for healthier products amongst US consumers in recent years. Methods of consumption mirror those of the EU just in larger volumes; namely that most fresh meat products are consumed as a dinner meal, with lunch meals also commonly incorporating fresh meat products. US consumers prefer processed meat or other alternatives such as cereals or baked goods for breakfast instead of fresh meat products.

There are only a handful of cases where a specific driver of imported meat (notably from the EU) can be identified. These rotate around chefs or culinary enthusiasts seeking out either specific breeds of animals / GI origins; or try to recreate certain European dishes, e.g. Chateaubriand. In both these cases, beef is the most likely meat to benefit from these very specific drivers. It should, nonetheless be noted that consumer awareness of the quality of EU meat is increasing through chef recommendations and some media coverage; and in time this may feed through to greater interest in the category.

### **Purchase criteria**

US consumers tend to prefer fresh meat products produced within the country. This is due to a combination of pride in local produce, which is heavily present in states with a large fresh meat production sector such as Texas or Montana, and a general consensus that domestic meat is of equal or higher quality compared to imported meats from various markets. Animal welfare is an increasing purchasing criterion amongst consumers in the country; indeed, it is increasingly common for producers to advertise and showcase their appreciation of the animal within the production process and their commitment to promoting animal rights. Companies that have been accused of or caught exploiting animals, such as chickens or cows, have been blacklisted and boycotted by a large number of consumers in the country. Organic status is also of increasing interest to consumers – the market is now estimated to account for just under 10% of all meat sales in the US by volume. Price remains a significant factor that aids in the sales of poultry meats, which are cheaper on average compared to beef and pork products.

Consumers expect fresh meat products to be more expensive than processed meat products but, overall, to be affordable. Expensive imported fresh meat products will struggle to attract consumers exposed to a wide variety of domestic, quality fresh meat products. Differentiation for such imported products will be needed – whether through flavour/texture (which some consumers do appreciate); breed; GI; or other quality-related factor. Nonetheless, the group of consumers looking for these qualities over the more mainstream ones indicated above is quite limited.

### **Recent market trends**

The fresh meat sector in the US has been heavily impacted by recent market trends such as growing concerns for the welfare of animals within the fresh meat production process, the rise in vegetarianism across the US, and the COVID-19 pandemic. Animal rights will likely continue to grow as a concern amongst US consumers, which is further incentivizing producers to re-adapt their production processes and to advertise their appreciation for the animal. Vegetarianism continues to grow in the US, and today it is quite mainstream, particularly in the states of California, New York, and Oregon, which have the highest number of vegetarians as a percentage of the population. COVID-19 showcased to US consumers the need to have a balanced and

healthy diet as a deterrent to getting sick. Many consumers associated a balanced and healthy diet with the consumption of foods with high protein and nutritional content, which extends to the consumption of fresh meat over processed meat alternatives.

Beef producers specifically have been struggling to meet demand post pandemic, despite production increases. While the country remains a net exporter of beef overall, it does import quite high quantities of trim (lean and 50/50). There are signs that this tightness in the US beef market may persist for the coming year or two, possibly creating opportunities for imports.

There are also some signs of increased demand from American consumers in grass-fed beef. Almost all US-produced beef is grain fed; grass-fed beef currently only accounts for between 4% and 5% of the total beef market in the US. The market for grass-fed beef is estimated to be growing at around 5% per year, as consumers associate grass-fed beef with being of a higher quality, more natural product.

Finally, cell-cultured meat, or cultured meat grown from real animal cells, while not commercially available in the US retail market yet, is on the horizon. In July 2023, two companies sold their first cell-cultured chicken products at restaurants in San Francisco and Washington, DC. As the category becomes increasingly commercialised it is likely to result in increased competition for fresh meat, particularly in view of the benefits that meat-loving consumers concerned about environmental and ethical issues may perceive. Plant-based meat is another category which could offer a threat, albeit to a slightly different consumer profile (one which is more ready to forego meat).

#### **Fresh meat on retailers' shelves in the USA**

The price of meat inevitably varies depending on meat and cut type. To provide some broad indications, approximate retail price per pound (lb – 454 grams) of some different meats are set out below:

- Sirloin steak: USD 10
- Standard ground beef: USD 5
- Pork chops: USD 4
- Whole chicken: USD 2

Products with special production related characteristics (such as feed, animal welfare, organic status) may retail at higher prices. Imported meat is not widely available in mainstream retailers. In the few cases that it is found, it tends to be from Canada or Australia.

Depending on the retailer, meat may be sold loose or pre-packaged. In terms of packaging, PVC overwrap is still historically the main form of meat packaging used in the US; though vacuum wrapping and modified atmosphere packaging (MAP) have grown strongly in recent years. Retail customers often ultimately freeze the fresh meat they purchase, making it important that packaging protects the freshness and quality of the product.



Above: general packaged meat layouts in a supermarket. Below: loose meat counter in a gourmet retailer.



Labels relating to the production method (feed, organic status, animal welfare, other production characteristics) are trending at present, including for more premium imported products in the case they are available. The US origin, or regional origin within the US is often indicated on products.



Above: meat counter in a specialist retailer; US origin indicated in the bottom left hand corner of labels; regional origin sometimes indicated. Below: imported marinated fresh meat in a gourmet store. Animal welfare certification (humane society) indicated, alongside the country of origin (Canada).



Pictures: © Agra CEAS / Euromonitor International, 2023.



### 5.1.3 Offer

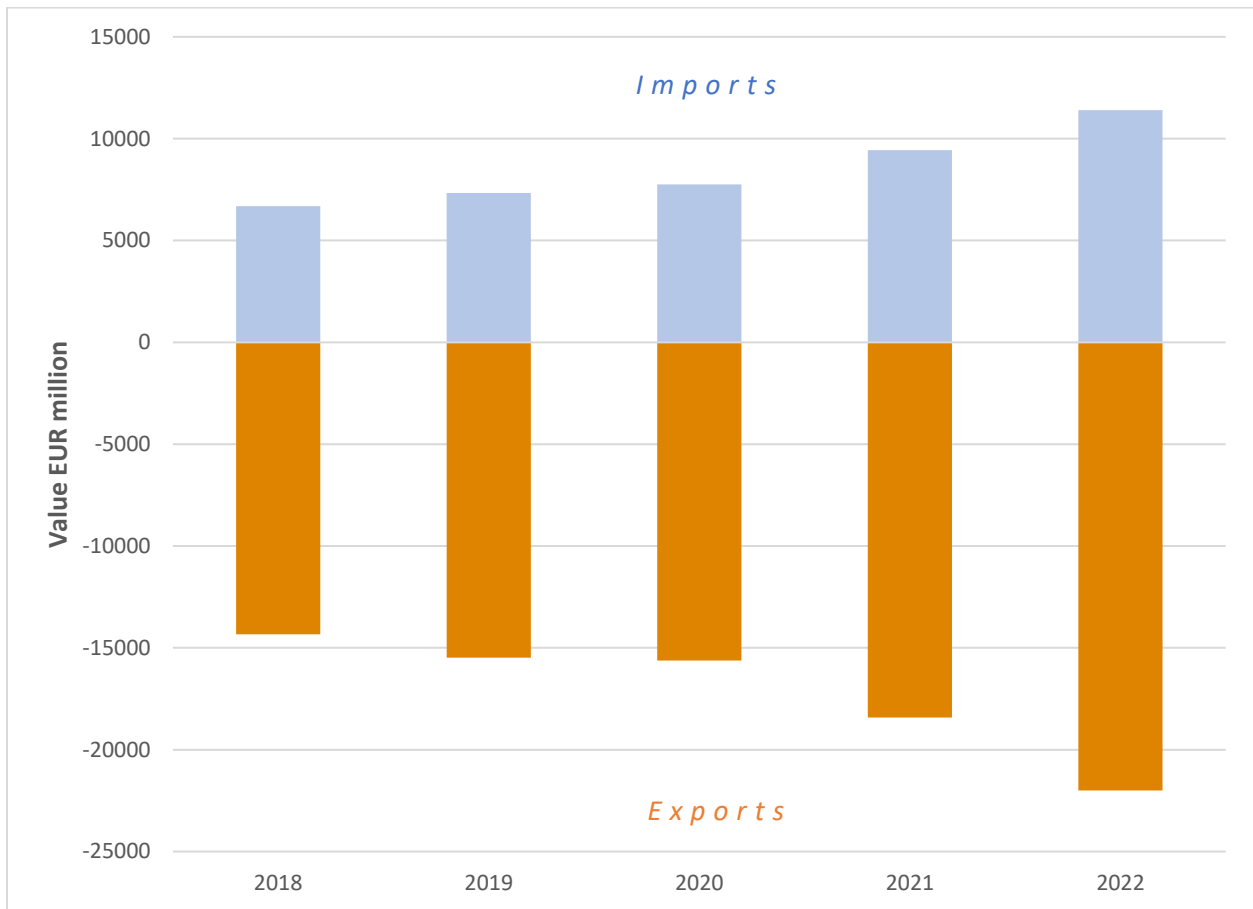
#### Domestic production

The fresh meat production sector in the US is huge, the largest in the world by total volume. The country ranks as the world's largest producer of beef, with the US producing 12.3 million metric tonnes of beef in 2022 alone, which further translates to around 21.1% of total beef production globally. The US is also the world's largest producer of broiler chicken meat, at around 21 million metric tonnes, and is the world's second-largest producer of pig meat behind China. The US is also a major producer of turkey meat, and, to a lesser extent, sheep meat. Production of fresh meat is a major economic sector within certain states of the country, as it can differ based on the fresh meat product in question. For example, within the cattle production sector, the states of Texas, California, and Pennsylvania are the largest producers, and the cattle sector forms a sense of pride amongst those engaged in the sector. For poultry meat, the state of Georgia is well known for the production of poultry meat, particularly chicken meat. Iowa is the largest producer of pig and hog meats, while Minnesota is recognized for its large production sector of turkey meats, and Wyoming, Texas, and Utah are known for their production sectors of sheep meat. Overall, the state of Rhode Island (largely due to its small size) is the smallest meat-producing state in the US, while Texas is the largest fresh meat producer. Indeed, the fresh meat sector has grown to be a key symbol of pride in Texas. The largest companies within the fresh meat sector operating in the US are Cargill, JBS, Tyson Foods, and Marfrig, which form what is known as the "big four," a collection of companies that dominate the fresh meat production sector of the US. Indeed, around 85% of all grain-fatted cattle slaughter in the US is from within these four companies, which are also major chicken, pork, and other fresh meat producers.

#### Imports and exports

As presented in Figure 5-2, the US is quite a heavy exporter of fresh meat in value terms. 2022 exports were worth just under EUR 22 billion, compared to imports of EUR 11.4 billion. Imports and exports have both increased at a fairly similar relative rate over the last five years, though in absolute terms exports have increased by a much greater value due to their higher starting base.

**Figure 5-2: Trade balance (imports and exports) of fresh meat in the USA, 2018-22 (value EUR millions)**

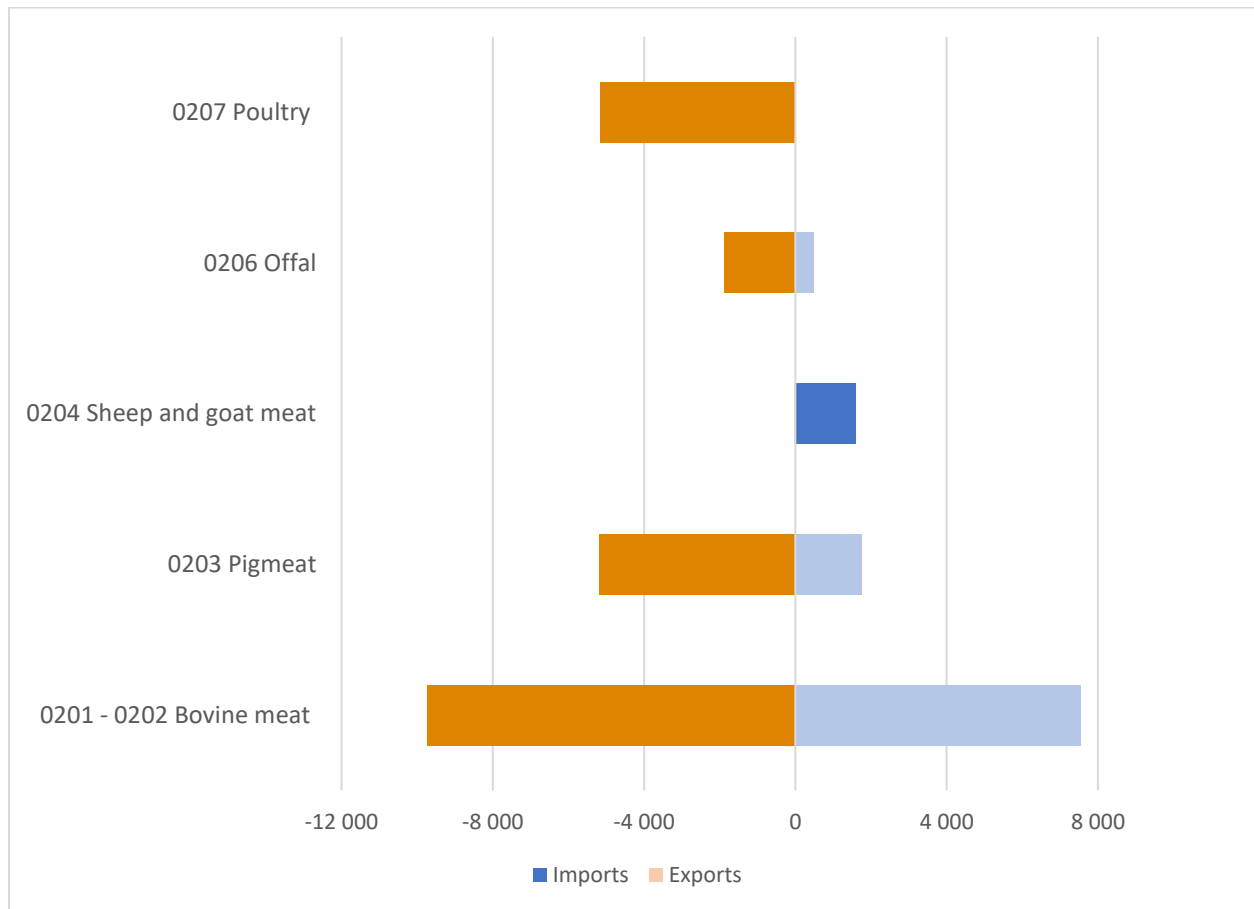


Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN codes 0201, 0202, 0203, 0204, 0206, 0207.

The US is a net exporter of all meat categories with the exception of sheep and goat meat, for which it imports EUR 1.8 billion compared to negligible exports. That said, despite being a notable net exporter of pig meat and, in particular, bovine meat, the country does also import these products to a high value – particularly in the case of bovine meat for which imports value around EUR 7.5 billion (Figure 5-3).

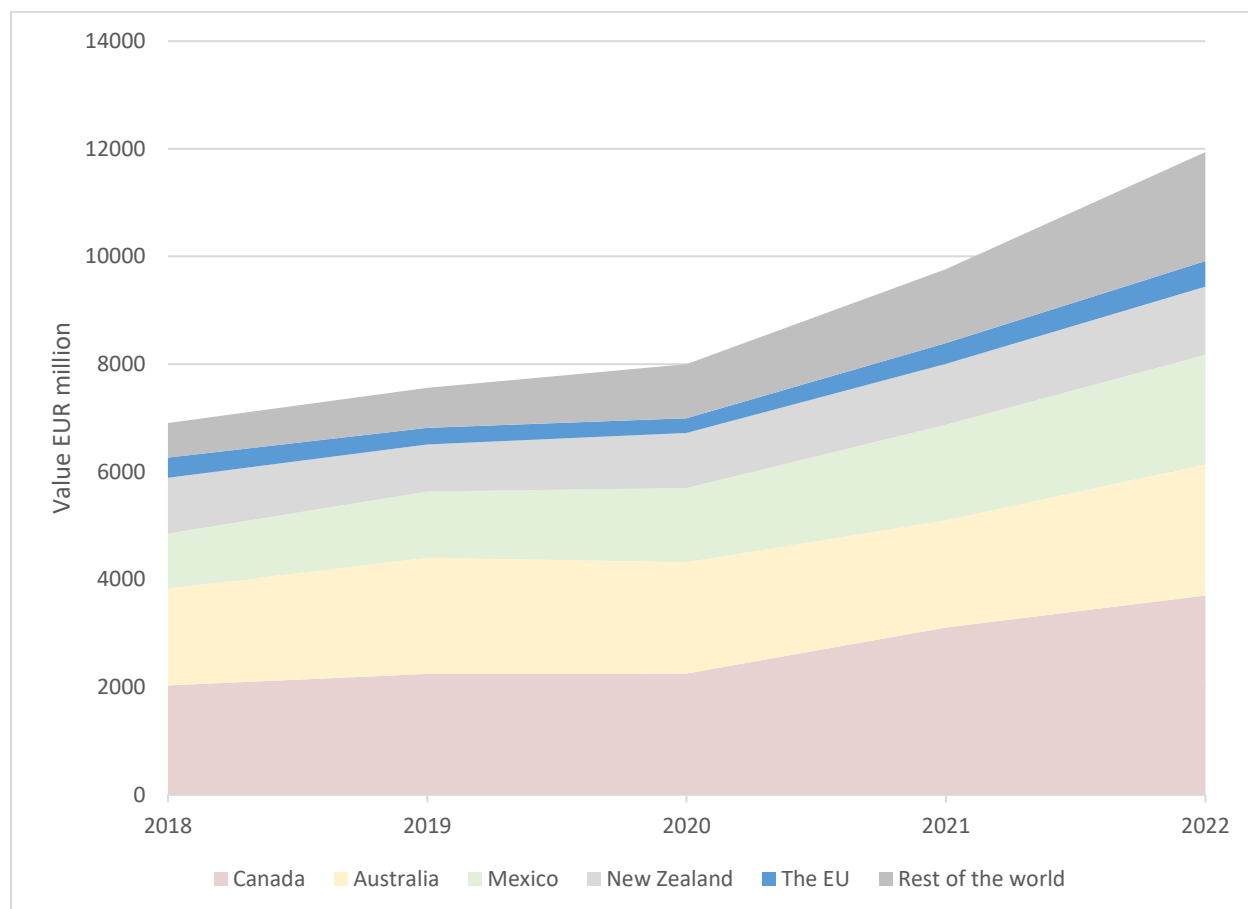
**Figure 5-3: Trade balance (imports and exports) of fresh meat in the USA, by type, 2022 (value EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN codes 0201, 0202, 0203, 0204, 0206, 0207.

In terms of origins, Canada is the number one origin, followed by Australia then Mexico and New Zealand (Figure 5-4). The majority of Canadian and Mexican exports are accounted for by beef, though in the case of Canada there are also some notable pigmeat exports. Australian and New Zealand exports on the other hand are split between sheep and goat meat on one hand, and beef on the other.

**Figure 5-4: US imports of fresh meat by country, 2018-22 (value EUR millions)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 0201, 0202, 0203, 0204, 0206, 0207.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of potential GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The US is a substantial net exporter of meat, and as a result there are some large domestic players. Indeed, the market as a whole is dominated by four large companies (Cargill, JBS, Tyson Foods, and Marfrig). The only single product category in which the EU is a net importer is that of sheep and goat meat; and Australia and New Zealand dominate imports in this category. Despite being a net exporter of beef, the US does import a substantial quantity, though this is mainly provided by a combination of Canada, Mexico and Australia.

## 5.1.4 Specific market entry requirements

### Market Access and Entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. A list specifically for fresh meat can be also found on the website indicated in the box below. Requirements notably include an import inspection and a veterinary certificate for animal products.

As set out in section 4.2, food facilities involved in the handling, storage, etc. of fresh meat must be registered with the FDA.

In order to export fresh meat, a country must be approved for the product in question. The USDA (FSIS) has a list of countries approved and the products for which they are approved; this can be found at:

<https://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/importing-products/eligible-countries-products-foreign-establishments/eligible-countries-and-products>

And also at: <https://www.fsis.usda.gov/inspection/import-export/import-export-library/eligible-foreign-establishments>

Establishments must also be approved; a list of approved establishments by country can be found under the country name provided in the second link above.

In terms of tariffs, tariffs can be ad valorem or quantity, depending on the exact HS code. The website in the box below can be consulted for full, up to date details.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – poultry category (0207) from Germany to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=0207&origin=DE&destination=US>

### Standards, SPS measures

As noted above, establishment approval is required. This process can be burdensome.

The United States is closed for sheep and goat meat from the EU with the exception of Ireland. While applications have been made, they are stuck, with the reason cited being Transmissible spongiform encephalopathies (TSE). The market for beef has been opened up for multiple Member States following the removal of long standing restrictions related to BSE.

It should be noted that access for ground beef is separate from access for beef, with the procedure for the latter more complex.

By and large, the US does recognise regionalisation in the case of animal disease outbreaks, with regionalisation generally occurring speedily. More specifically, there are firm agreements between the EU and the US in place for the recognition of regionalisation for major pig related diseases (ASF, CSF, SVD) and avian diseases (AI, Newcastle disease). These agreements do not yet extend to e.g. foot and mouth disease, so it is not entirely clear if regionalisation would be possible in the case of such an outbreak.

Voluntary quality grades for meat exist in the US. More information on these can be found at:

<https://www.ams.usda.gov/sites/default/files/media/PoultryGradingManual.pdf>

<https://www.ams.usda.gov/grades-standards/pork-carcass-grades-and-standards>

<https://www.usda.gov/media/blog/2013/01/28/whats-your-beef-prime-choice-or-select>

## Labelling

There are specific labelling requirements for fresh meat, FSIS has a guide on these available at: [https://www.fsis.usda.gov/sites/default/files/media\\_file/2021-03/FPLIC\\_2a\\_Labeling.pdf](https://www.fsis.usda.gov/sites/default/files/media_file/2021-03/FPLIC_2a_Labeling.pdf)

Country of origin labelling is required for fresh meat. More information on this can be found at the following website: <https://www.ams.usda.gov/rules-regulations/cool>

### 5.1.5 Distribution

Supermarkets and hypermarkets combined are estimated to account for 76% of fresh meat distribution. They tend to offer a wide range of products. Speciality meat shops, on the other hand, tend to have a more curated selection of fresh meat products, often focusing on higher-quality and speciality cuts (including in some cases, those of imported origins). Sizing of this channel is difficult, but indications are they account for around 10, possibly up to 15% of sales. Warehouse clubs (again 10-15% of distribution) and online retailers (<5%) are on balance less likely to carry EU fresh meat or imported meat products. This is due to several factors, including the higher cost of these products, the need for specialised storage and handling, and the limited demand from consumers.

### 5.1.6 Challenges for EU products

EU producers seeking to enter the US fresh meat market need to be mindful of recent market trends such as the rise in concern for the animal within the production process (although EU animal welfare legislation is advanced compared to other markets) and the rise in vegetarianism, as well as the potentially emerging threat from cell-cultured meat (with the US being among the most advanced countries along this trajectory). Traditional trends such as the pride consumers feel for domestic products, particularly fresh meat products, for consumers living in states with a large fresh meat production sector such as Texas are a difficult challenge to overcome, as is the association of US fresh meats as equal or of better quality than imported fresh meat products amongst many US consumers. That said, in markets such as California, where there is a strong focus on animal welfare, EU producers may be able to find some opportunities through product differentiation. The large domestic production of fresh meat means that there are virtually no major supply issues within the country, and domestic production caters to domestic demand. This means that for EU producers – who anyhow have the challenge of shipping - there is limited demand for their products amongst the majority of consumers in the US, with the main target

being consumers seeking niche fresh meat products or seeking authentic ingredients from countries of interest within the EU, such as French or Italian restaurants.

### **Market Takeaway: Fresh meat**

**Consumption:** Consumption is huge in the US, as the country ranks as the largest fresh meat consumer per capita. US consumers of all incomes and ethnic classes readily consume fresh meat products to some degree, as these products are engrained in many of the commonly consumed traditional and contemporary dishes in the US.

**Competition:** The US is a huge producer of fresh meat and caters to domestic demand with an export surplus. The fresh meat production sector is also a large source of pride for many consumers, making it difficult to compete with US fresh meat products.

**Distribution:** supermarkets and hypermarkets dominate. E-commerce increasing in importance.

**Challenges:** Competing in a market dominated by domestic products, which are perceived to be of equal or greater quality than imported fresh meat products amongst consumers is the key challenge in the US fresh meat market. Furthermore, the market is dominated by four massive producers. Consumers in the US are also increasingly concerned about the welfare of animals in the production process, which must be respected in order to resonate with the desires of an increasing number of US consumers.

**Opportunities:** primarily among consumers seeking niche fresh meat products or EU fresh meat products to incorporate into traditional dishes of a particular ethnic class, such as Italian-Americans. EU-oriented restaurants, such as French or Italian restaurants, are also likely to seek out EU fresh meat products in particular compared to other food service outlets.

## 5.2 Fresh fruit and vegetables

### 5.2.1 SWOT analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Total consumption</b> in the US is <b>fairly high per capita</b> in global terms, though still below recommended levels.</li> <li>▪ Most US <b>consumption patterns mirror those of the EU</b>.</li> <li>▪ The US <b>remains a net importer</b> of fruit and vegetable products, despite its large domestic production base.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The <b>need for preclearance</b> across fresh fruit and vegetable categories exported from the EU to the US</li> <li>▪ Many major US retailers tend to <b>prefer selling domestically produced fruit and vegetable products</b>, particularly those with a large domestic production sector such as apples or potatoes.</li> <li>▪ US <b>consumers</b> tend to <b>view domestically produced fresh fruit and vegetables as a source of pride</b>, particularly within states with a high production capacity.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ US is a <b>net importer</b> of both fruit and vegetables, with <b>particularly strong imports</b> of some categories such as <b>citrus, grapes and tomatoes</b>.</li> <li>▪ Rise in <b>health consciousness</b> amongst consumers post COVID-19</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Mexico</b> accounts for the majority of exports to the U.S. for both fresh fruit and vegetables, and there are increasing imports of some products such as berries from other <b>Latin American countries</b>.</li> <li>▪ <b>Established domestic production</b> sector in the US.</li> <li>▪ <b>Inflationary pressures</b> continues to impact US consumers, limiting their abilities to purchase fresh fruit and vegetables regularly.</li> </ul>

### 5.2.2 Consumption

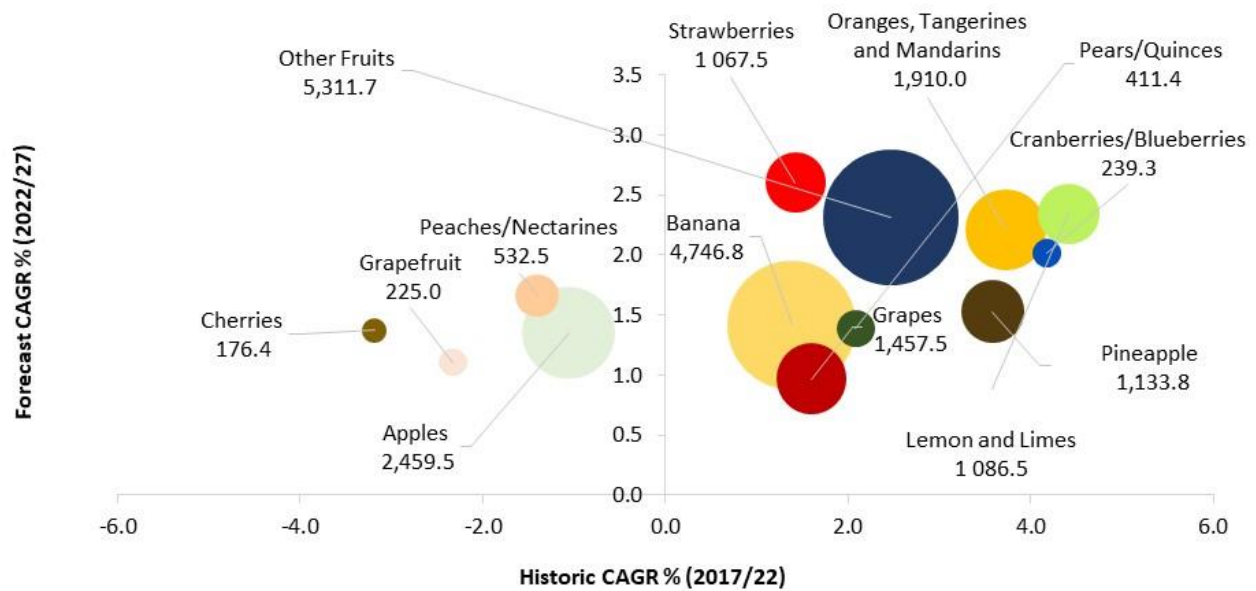
#### Evolution of consumption

The US is a huge market for fruit and vegetable products as expected in view of the country's size. The country has a total volume for fruit consumption of around 21 million tonnes. The largest overall category is the other fruits category which extends to fruits such as watermelons, dried fruits and niche fruits such as durians; this category has a total volume of 5.3 million tonnes and incorporates numerous fruit. The largest sole fruit product consumed in the US are bananas which have a total volume of around 4.7 million tonnes, this is followed by apples with a total volume of 2.4 million tonnes, oranges, tangerines and mandarins (1.9 million tonnes), grapes (1.4 million tonnes), pineapples (1.1 million tonnes), lemon and limes (1 million tonnes) and strawberries (1 million tonnes).

As outlined in Figure 5-5, the fastest-growing fruit product by consumption in the US between 2017 and 2022 were kiwis, which grew by a CAGR of 5.2% during this period but remained the lowest-ranked fruit category by total volume in the US. Going forward, the fastest-growing fruit category between 2023 and 2027 is expected to also be kiwis, at a CAGR of 2.8%, followed by strawberries (2.6%), other fruits (2.3%), and lemons and limes (also 2.3%). Other fruits will remain the largest fruit category by 2027, according to predictions, with bananas remaining the largest sole fruit category.



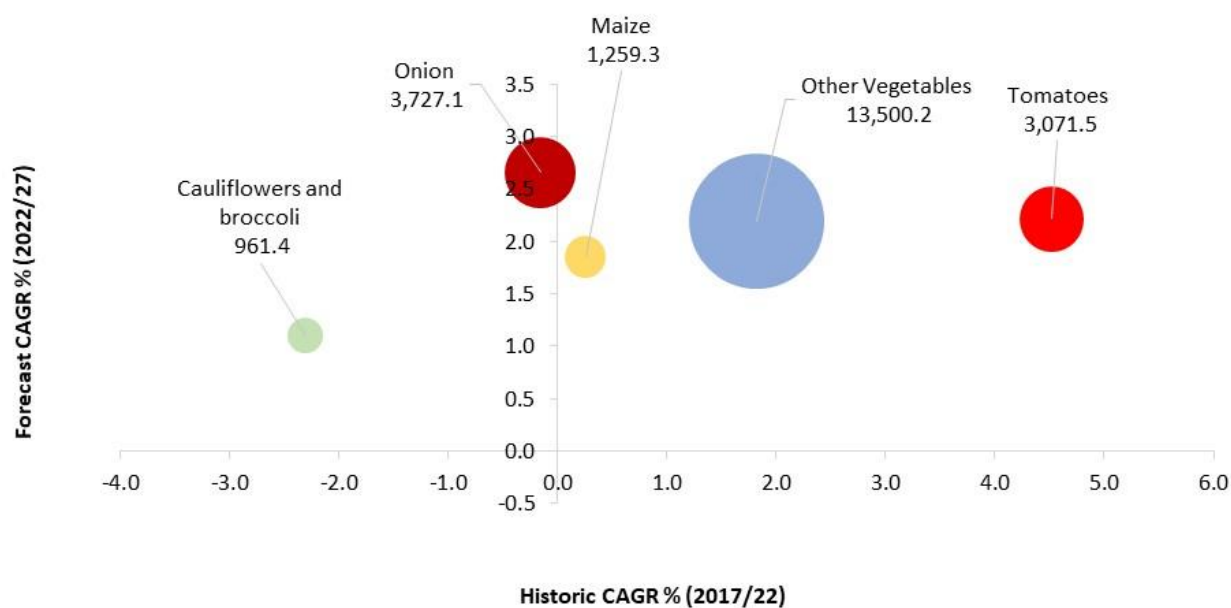
**Figure 5-5: Evolution and forecast of the fruit market in US, 2017-2027; total volume (000 tonnes)**



Source: Euromonitor International: Fresh Food, 2022.

The US vegetable market is also one of the largest in the world with a total volume of around 21 million tonnes. The other vegetable category is the largest other vegetable product by total volume in the US with a total volume of 13.5 million tonnes, followed by onions (3.7 million tonnes), tomatoes (3 million tonnes), maize (1.2 million tonnes) and finally cauliflowers and broccoli (961 000 tonnes).

**Figure 5-6: Evolution and forecast of the vegetable market in the US, 2017-2027; total volume (000 tonnes)**



Source: Euromonitor International: Fresh Food 2022.

## Consumers

Fruit and vegetable consumption in the US per capita is estimated to be above the global average, but still below the recommended amounts. USDA recommends that Americans consume between 1.5 and 2 cups equivalent of fruit a day, and between 2 and 3 cups equivalent of vegetables; while average actual consumption tends to be around 1 cup and 1.5 cups respectively. Consumption of fruit across all fifty states is common, although the states of Vermont, Massachusetts, and Connecticut stand as the three with the highest per capita consumption of fruits. In regard to vegetables, the states of Maine, Vermont, and Massachusetts are the three largest vegetable per capita consumers. Consumers of fruit and vegetables, however, are impacted by certain variables, such as

- Lower-income earners are more likely to consume less fresh fruit and vegetable products on average as they do not have the same financial capacity to purchase these products on a regular basis (indeed there is a challenge with fresh fruit and vegetable availability in many poorer regions of the country – see also section 5.11.2).
- Education level has been shown to play a role, with higher educated households consuming more fresh fruit and vegetable products on average.
- Asian Americans in particular stand out for having higher per capita consumption patterns for fresh fruit and vegetable products compared to other ethnicities in the country.
- Consumption is highest overall in the west of the US and the Northeast of the country, with consumption declining in the south and mid-west.
- Western states and the north-east also have the highest number of vegetarians which helps explain higher per capita consumption patterns for fruit and vegetables in these states.

Middle-aged consumers tend to be the highest consumers of fruit and vegetable products in the US, with younger (under 25) consumers being the smallest consumers, although younger consumers tend to increase their total consumption of fruit and vegetables as they get older.

### Drivers and method of consumption

US drivers and method of consumption patterns broadly mirror that of consumers in the EU, namely the desire to consume fruit and vegetables as a part of a balanced and healthy diet, coupled with the incorporation of fruit and vegetables into many of the more popular dishes in the US. Consumers, particularly post-COVID-19, have grown increasingly concerned about their consumption habits, which ultimately aid the growth of fruit and vegetable consumption in the country. Another key driver is the sense of pride many consumers have in local produce. From farmers' markets located in major cities like New York down to small villages in the mid-west, it is very common for US consumers to visit fruit and vegetable markets and to sample localized (or within urban centres, particularly also imported) fruit and vegetable products. Consumers often associate local produce as a symbol of their town or state, for example, apples (state of Washington), potatoes (Idaho), or bananas (Fulton, Kentucky)<sup>65</sup>

In relation to methods of consumption, these also broadly mirror EU fresh fruit and vegetable consumption patterns, namely that people tend to prefer consuming fresh fruit as a snack item on its own; for example, bananas, kiwis, and apples tend to be consumed on their own instead of being incorporated into a larger meal. Vegetables, however, are also certainly incorporated into a larger meal. For example, the pairing of potatoes and onions with meat products is common, as is the pairing of green vegetables alongside meats or pasta dishes. Fresh fruit tends to be more commonly consumed as breakfast, lunch, or, as mentioned, a snack during the day, while vegetables are more common in lunch and dinner meals.

### Purchase criteria

Key purchasing criteria that stand out for US consumers of fresh fruit and vegetables include the price, quality, origin, and durability of the fresh fruit or vegetable in question. This list is explained in more detail below:

- **Price:** US consumers expected fresh fruit and vegetables to be relatively inexpensive, with exceptions made for fruit and vegetables of a niche or foreign origin such as kiwis (largely niche) or durians. US consumers will further expect that imported variants of the more commonly produced fruit and vegetables in the country, such as apples, cherries, or potatoes, will be largely the same price as domestic products, with US consumers often ranking domestic fruit and vegetable items as equal if not of greater quality compared to imported fresh fruit and vegetables.

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<sup>65</sup> The Banana Festival, Bananas Festival Fulton, available at <https://thebananafestival.com/history/>

- **Quality:** US consumers generally expect fresh fruit and vegetables to be of high quality with few signs of spoilage or any markings. US consumers have access to a large quantity of high-quality fresh fruit and vegetable products, which means the standards they apply to domestic fresh fruit and vegetables are further translated into imported fruit and vegetable products. US consumers further appreciate advertising / marketing that demonstrates the quality of their fresh fruit and vegetable products, highlighting the origin and production practices implemented in producing the fresh fruit or vegetable product in question that they are considering purchasing.
- **Origin:** Origin plays more of a key role in US states with a large fresh fruit and vegetable production sector, such as California, Idaho, Iowa, or Florida, to name a few. US consumers in these states tend to view fresh fruit and vegetable products grown in their vicinity or state as a source of pride, making such regions particularly difficult to target for exporters outside of the US.
- **Durability:** The durability of fresh fruit and vegetables can be a significant factor in US states with a particularly difficult climate, ranging from the heat of Arizona and Nevada to the cold of Alaska. Consumers in these states tend to show preference for fresh fruit and vegetables, which are unlikely to spoil quickly within the climate of their households. Notable examples of this include a slight preference for fruits that cater to the desert climate, such as pomegranates, or in winter climates, such as apples and raspberries.

### Recent market trends

There are a number of recent market trends that continue to impact the fresh fruit and vegetable sector and will likely continue to in the upcoming years. Notable trends that stand out include:

#### ***The impact of inflation***

A combination of the COVID-19 pandemic coupled with the wider geopolitical situation at present has resulted in inflation growing in the US economy recently. During this period of heightened inflationary pressure, many consumers are being forced to cut costs and have been looking for ways to pull back on their overall spending. Therefore, some who have historically purchased organic fruits have been opting for standard fruits, which come at a lower price point. Fresh fruits are also facing increased competition from packaged, processed fruits during this inflationary period, as these are typically sold at lower price points. Consumers can also stockpile shelf-stable and frozen fruits before prices rise, making them a more appealing option. This inflation impact is further the case for fresh vegetable products, although it can be noted that fresh fruit products tend to be more impacted by inflation overall in the market.

#### ***The fallout of COVID-19***

Prior to COVID-19, it was noted that the total consumption rate of fruit and vegetables was beginning to slow down in the US as growth rates declined. The pandemic, however, reinvigorated the idea of fresh fruit and vegetables as a key component of a balanced and healthy diet, which translates to a healthier lifestyle, a trait that became more important to US consumers during the pandemic. While total consumption from on-trade and specialty stores catering to the sale of fresh fruit and vegetables declined heavily during the pandemic, there are signs of

recovery in the market. Many US doctors and some significant public figures came onto US media outlets regularly during the pandemic to encourage consumers to gear their consumption habits towards being healthier, which has resonated with US consumers even as the pandemic has largely ended in the country.

### ***E-commerce continues to rise in relevance.***

Although growing in importance for a number of years, the COVID-19 pandemic accelerated the importance of e-commerce as a platform for acquiring fresh fruit and vegetables. US consumers now have the ability to opt-in to having their groceries delivered directly to their homes (except in some of the more isolated communities), which in turn enhances their ability to purchase fresh fruit and vegetables, which are extremely commonly purchased by US consumers during their grocery shopping. Major retailers such as Whole Foods and tech start-ups such as Green Lane Delivery specialize in the sale of fresh fruit and vegetable products and are among the increasing number of platforms available to consumers in the US with regards to purchasing their fruit and vegetable products.

## 5.2.3 Offer

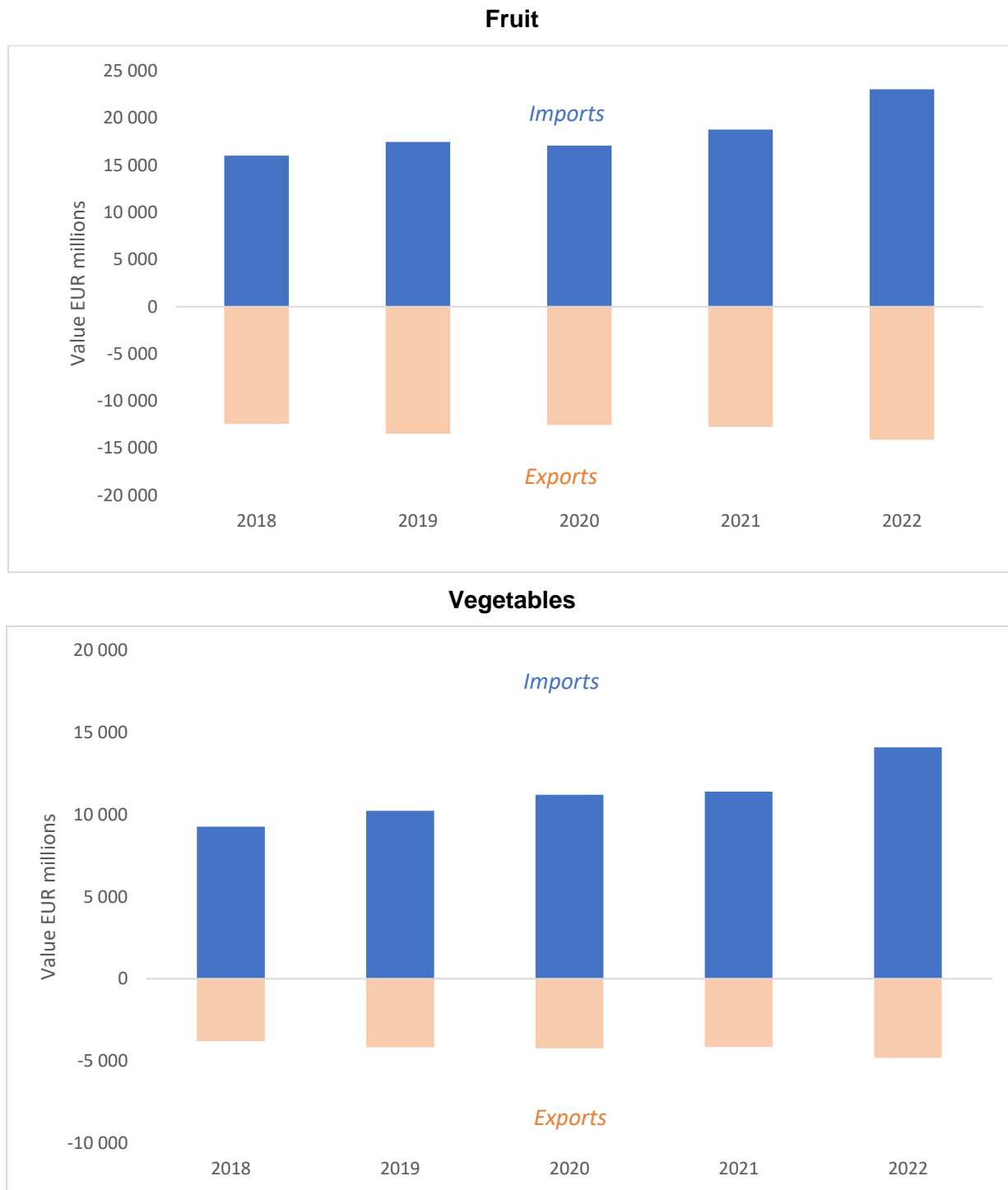
### **Domestic production**

The US is a major fruit and vegetable producer, ranking as the world's 6th largest fruit producer and the world's 3rd largest vegetable producer. The most produced fruits and vegetables in the US include tomatoes (5.5 million metric tonnes), apples (4.7 million metric tonnes), and potatoes (around 3.2 million metric tonnes). Production statistics across many fruit and vegetable products rank the US within the top ten producers globally, including for oranges (3rd), cherries (2nd), onions (3rd), and peaches (7th), to name a few. The largest producers of fruit and vegetables are located around the coasts or within their vicinity, with the states of California, Washington, Florida, and Arizona accounting for the majority of fresh fruit and vegetables produced in the US. Some of the larger companies involved in the US fresh fruit and vegetable market include Dole, Del Monte, and Village Farms. Despite a large production base, the large population of the US, coupled with overall agricultural production patterns, per capita consumption patterns, weather-related vulnerabilities and an aging workforce, has resulted in the country continuing to import fruit and vegetables to fully satisfy domestic demand.

### **Imports and exports**

As reported above, the US is a net importer of both fruit and vegetables due to a combination of consumption and production variables. The country imported fruit to a total value of EUR 23 billion in 2022, which is a large increase from the EUR 18.7 billion figure the country imported in 2021. The US also imported EUR 14 billion worth of vegetables in 2022.

**Figure 5-7: Trade balance (imports and exports) of fruit and vegetables in the USA 2018-22 (EUR million)**



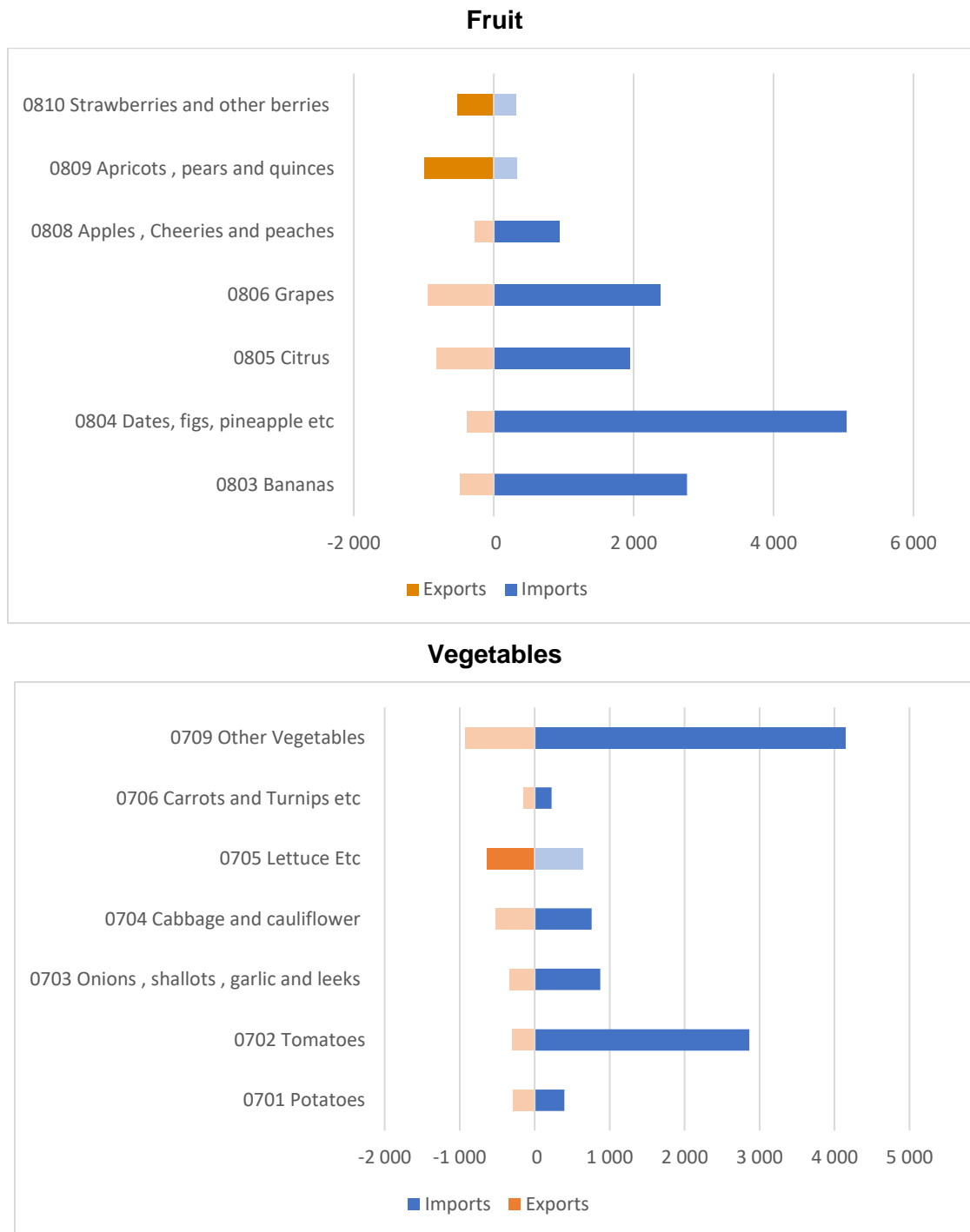
Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN codes 07 and 08.

The US is a major importer of many fruit and vegetable products, as discussed above. Below is a further breakdown of the various types of fruit and vegetables imported by the country by total value. As shown in Figure 5-8, dates, figs, and pineapples are the most imported fruit category into the US by trade value, with a total import value of EUR 5 billion in 2022, while bananas in second place had a total trade value of EUR 2.7 billion, followed by grapes with a value of EUR 2.3 billion. The apples, cherries, and peaches category, followed by strawberries and other berries, are the two major fruit categories of which the US has net exports.

Below also in Figure 5-8 it is shown that the most imported fresh vegetable products into the US are other vegetables with a value of EUR 918 million, lettuce with a value of EUR 633 million, cabbage and cauliflower with a value of EUR 517 million, onions with a value of EUR 334 million, tomatoes with a value of EUR 298 million, and finally potatoes with a value of EUR 290 million.

**Figure 5-8: US trade balance of fruit and vegetables by type, 2022 (EUR million; selected types only)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

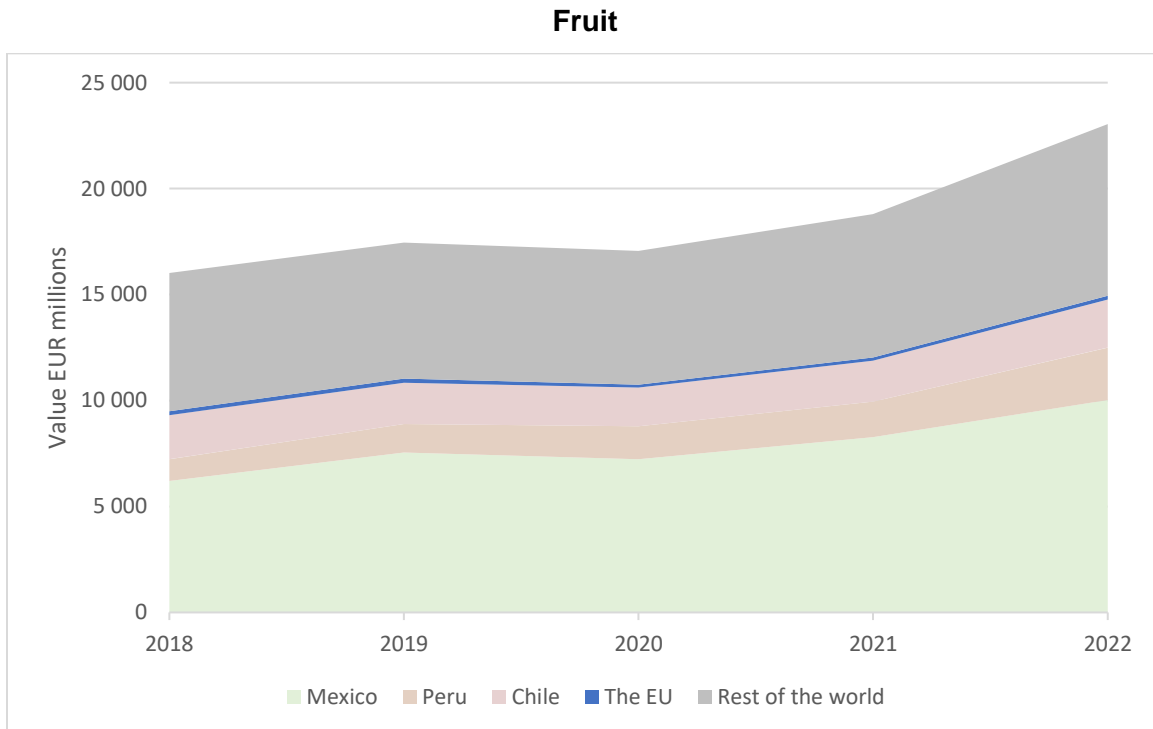
Note: names for CN codes are abbreviated in most cases.

Only indicated CN codes are presented in these figures. 6 codes for fruit and 7 codes for vegetables are missing, which is why individual figures do not add up to totals in previous graphs.

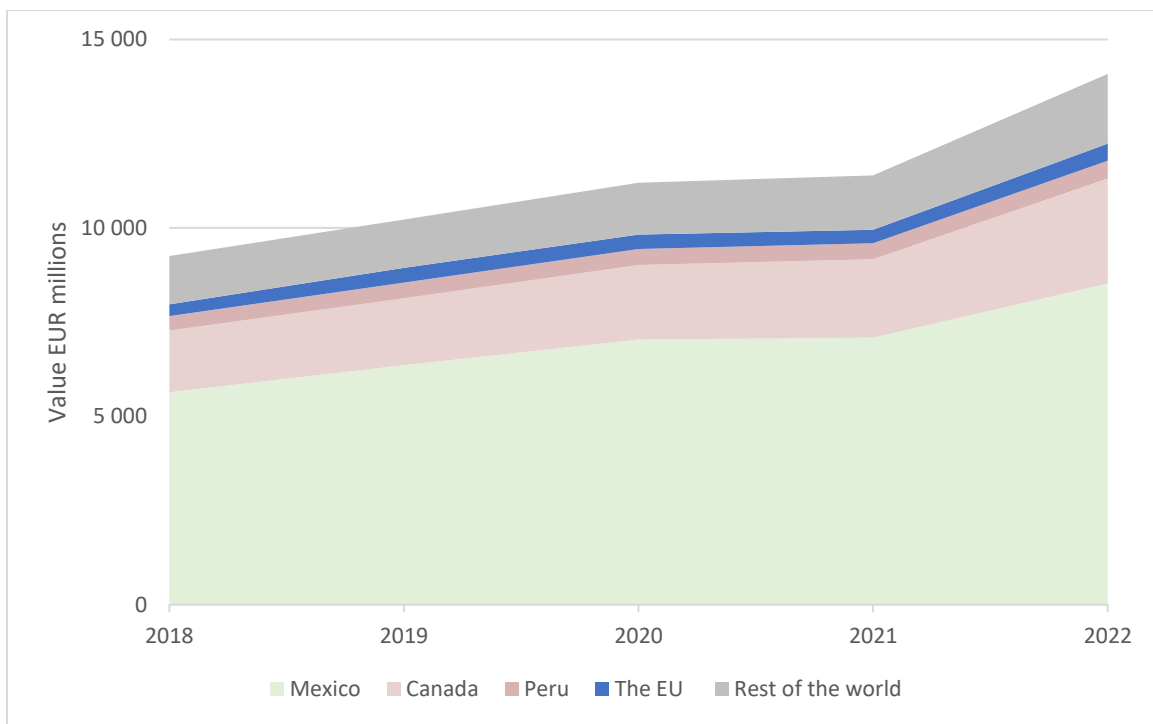


As shown below in Figure 5-9, Mexico is the largest exporter to the US, accounting for the majority of combined fruit and vegetable exports to the country. Peru is also a significant exporter of fruit and vegetables to the US, with Chile being a large exporter of fruits and Canada being a large exporter of vegetables. The EU is a small exporter of fruit to the US, with Italy being the biggest exporter, with a value of EUR 620 000. Italy mainly exports strawberries to the US. The EU is a bigger exporter of vegetables to the US, with Spain being the biggest exporter, with a value of EUR 172 million. Spain mainly exports onions and frozen vegetables to the US.

**Figure 5-9: US imports of fruit and vegetables by country, 2018-22 (EUR millions)**



## Vegetables



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 07 and 08.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of potential GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The biggest competitor to EU fruit and vegetables is, firstly, domestic fruit and vegetables produced in the US, which are of high quality and plentiful. The US is one of the largest producers of fruit and vegetables globally and has well-established supply chains between fruit and vegetable producers and retailers within the country. The biggest competitor from outside the US is Mexico, which accounts for the majority of fruit and vegetable exports to the US. Peru, Chile, and Canada are also significant exporters to the US. Overall the EU has very small shares in both fruit and vegetable markets.

## 5.2.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. A list specifically for fruit and vegetables can be also found on the website indicated in the box below. A phytosanitary certificate and import permit for plants / plant products are required.

As set out in section 4.2, food facilities involved in the handling, storage, etc. of fruit and vegetable products must be registered with the FDA.

Market access requirements for fruit and vegetables vary by the fruit and vegetable type and the country of origin. APHIS has a searchable online database *Agricultural Commodity Import Requirements (ACIR)* which specifies the exact requirements based on these factors. This database can be found at the following link:

<https://acir.aphis.usda.gov/s/>

It is strongly advisable to consult this database prior to engaging in any export activities.

As a general rule, the existence of pre-clearance requirements for fruit and vegetables is common, meaning that consignments have to be inspected by APHIS inspectors in the country of export.

It should be noted that there are long standing applications for a systems approach to overcome this pre-clearance requirement for apples and pears for multiple countries, and both the EU and Member States have performed considerable follow up to try to ensure their finalisation; however they have still not been finalised by the US authorities at the time of writing.

In terms of tariffs, the tariff system is complex and variable. It recommended that the link in the box below be consulted for full and up to date details on applicable tariffs.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – tomatoes (0702) from Spain to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=0702&origin=ES&destination=US>

### Standards, SPS measures

The *ACIR* database contains information on SPS requirements by fruit and vegetable type. It should be noted that some products do require special treatment, e.g. cold treatment, and in some cases, treatment with methyl bromide (notably tomatoes and cherries). Discussions about finding alternatives to the latter are ongoing.

### Labelling

Nutrition labelling for fresh fruit and vegetables is voluntary, but if used must comply with the general labelling requirements which were described in section 4.2.3. Country of origin labelling

is required for fruit and vegetable products. More information on this can be found at the following website: <https://www.ams.usda.gov/rules-regulations/cool>

### 5.2.5 Distribution

Distribution data specifically for fresh fruit and vegetables is not available; however there is data for fresh food as a whole (which includes fresh F+V alongside, fresh meat, fish, etc). According to this data:

- The overarching grocery channel accounts for just under 96% of fresh food distribution. Supermarkets and hypermarkets are the most important two channels; combined they account for just under 2/3 of fresh food distribution.
- Small local grocers and warehouse clubs are the other notable grocery retail channels, with each accounting for around 13% of fresh food distribution.
- E-commerce has increased substantially in recent years and now accounts for just over 4% of fresh food distribution.

### 5.2.6 Challenges for EU products

The main challenge that exists for EU exporters is the need for preclearance for most fruit and vegetable products, which makes the process of exporting to the US slower and burdensome at times, as well as more costly. It also leads to smaller consignments of fruit and vegetables being sent to the US, which lowers the competitiveness of EU fruit and vegetables in the US. US domestic fruit and vegetable products are also of high quality and very competitive for EU products in the market, particularly in US states with a high production sector for fruit and vegetable products where there is a preference for this domestic production. Finally, US consumers expect fruit and vegetables to be affordable, which limits the capacity for EU fruit and vegetables to target a large segment of the population with access to other and often cheaper fresh fruit and vegetable products.

#### Market Takeaway: Fresh fruit and vegetables

**Consumption:** Consumption in the US is fairly high for both fruit and vegetable products in global terms, though still below recommendations. Consumers can be of any ethnic or income class; however, ethnic Asian-Americans and middle-income earners are more likely to consume fresh fruit and vegetable products more regularly in the US.

**Competition:** Large and established high quality fresh fruit and vegetable sector domestically coupled with imports from Mexico, Canada, Chile and Peru stand as the biggest competitor for EU fresh fruit and vegetable products in the US.

**Distribution:** Fresh food as a whole (including F+V) is mostly sold through grocery channels, more specifically hypermarkets and supermarkets. Small local grocers play an secondary role alongside warehouse clubs. Use of e-commerce is increasing.

**Challenges:** The need for preclearance to export most fruit and vegetable products from the EU to the US stands out as the largest sole challenge for EU producers, as it limits their ability to

*market their products effectively in the US due to their produce being of a higher cost and smaller unit consignment.*

**Opportunities:** *Post-COVID-19, consumption rates have begun to grow steadily due to increased concerns surrounding health and wellness, which is a large opportunity within the US market. Increasing desires for niche fruits and vegetables are also significant.*

## 5.3 Dairy

### 5.3.1 SWOT analysis

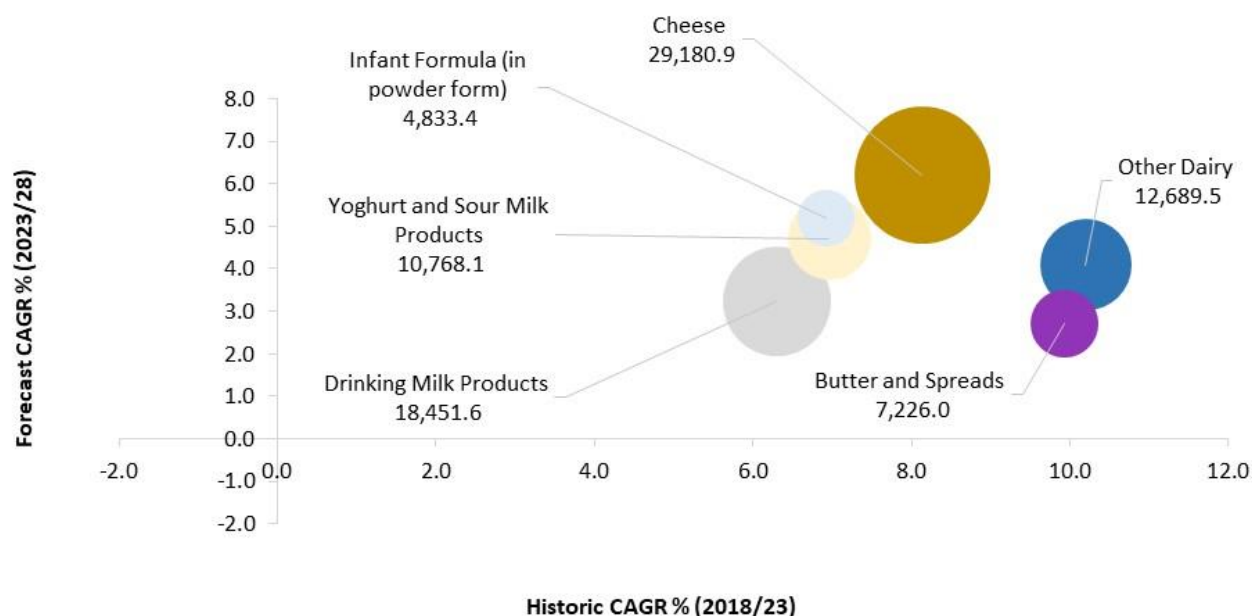
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Massive market</b> with high per capita consumption levels comparable to those found in Europe.</li> <li>▪ <b>Patterns and methods of consumption are similar to those found in Europe</b>, as are the products available on the market.</li> <li>▪ Because of the market's size and diversity, a <b>diverse range of dairy products</b> are in demand in each segment.</li> </ul>	<ul style="list-style-type: none"> <li>▪ While the market is massive, so is production: the <b>United States is the world's second largest producer</b> and has a significant overall <b>trade surplus</b> in dairy.</li> <li>▪ <b>Private label products</b> are popular in a variety of dairy segments, especially as inflationary pressures have increased in recent years.</li> <li>▪ <b>Grade A milk</b> is required for <b>certain types of products</b>, which is extremely difficult to meet.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ US is a <b>net importer of butter and spreads</b> of which the EU is the largest overall exporter and has a reputation for quality.</li> <li>▪ <b>Rise in demand for butter</b> in particular over margarine and other spreads.</li> <li>▪ Rise in demand of products that can <b>demonstrate the welfare of the animal</b>.</li> <li>▪ Despite the challenges around GIs, <b>EU cheeses</b> are often seen as <b>higher quality</b> and are <b>actively sought by some consumers</b>; plus can benefit from the charcuterie board boom.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Several cheese GIs</b> are considered <b>generic class names</b> in the US, hence impacting the market for these products.</li> <li>▪ <b>Competition from domestic producers</b> is high.</li> <li>▪ <b>Competition from Canada, Mexico and New Zealand</b> across most major dairy products.</li> </ul>

### 5.3.2 Consumption

#### Evolution of consumption

The market for dairy products in the US is huge, ranking as one of the largest in the world by retail value, with a retail value of around EUR 83 billion in total. Cheese is, by a considerable distance, the largest dairy product in the US market by total value, with a total retail value of around EUR 29.1 billion. Cheese is followed by drinking milk products, which have a total value of EUR 18.4 billion; other dairy products, with a total value of EUR 12.6 billion; yoghurt and sour milk products, with a total retail value of EUR 10.7 billion; butter and spreads, with a total retail value of EUR 7.2 billion; and finally, infant formula (in power form), with a total retail value of EUR 4.8 billion. Going forward between 2023 and 2027, cheese is expected to be the fastest-growing dairy product in the US market, with a predicted CAGR of 6.2%. Butter and spreads are predicted to see the slowest growth rate within the same period, with a predicted CAGR of 2.7%.

**Figure 5-10: Evolution and forecast of the dairy market in the US, 2017-2027; retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Consumption of dairy products in the US is very high per capita, with US consumers ranking among the largest per capita consumers of a number of dairy products such as cheese, milk, butter, and spreads. US consumers of dairy products are made up of consumers from virtually every ethnic and income class, as dairy products are readily available across the country and are commonly used in the creation of many famous US culinary dishes. Consumers are therefore best described within the description of each dairy product category, and in order to get a clearer picture of which dairy product in particular appeals to a consumer base, this is performed below:

- Milk:** Fresh cow's milk is by far the most dominant segment, accounting for more than 80% of total milk consumption. Semi-skimmed milk is the most popular, followed by whole milk. While the fresh milk segment is shrinking in volume terms, the market for milk alternatives is rapidly expanding. Even consumers in this alternative segment are quite varied; while some have lactose intolerances, others have ethical concerns, are interested in the nutritional aspects, or are just curious. Flavoured milk, often favoured by children, is similar in volume terms to the market for milk alternatives but not as fast-growing. Consumption of milk overall is common across virtually every ethnic and income class, with middle- and higher-income earners being more likely to seek out alternative milks such as oat or almond milks due to their higher unit price. States with a high amount of production tend to also consume the most milk per capita, with the states of Iowa, Wyoming, and California being noted for their above-average per capita consumption levels, although milk consumption is generally high across the US.
- Yoghurt:** Flavoured yoghurt dominates the market, accounting for roughly 70% of all yoghurt in volume terms. However, volumes of drinking yoghurt are rapidly increasing and are now comparable in volume to plain yoghurt consumption. Yoghurt is widely consumed, with an estimated 85% of US consumers purchasing the product at least once a quarter.

That said, young infants and older consumers are the most notable target markets for yoghurt products due to their ease of consumption. Urban workers also appreciate the convenience of yoghurt products as a snack or lunch item. There are some differences in the type of yoghurts consumed by age however; older consumers tend to prefer plain yoghurts. Younger adults on the other hand, including notably urban workers, tend to favour pouches and yoghurt drinks, as well as yoghurt snacks with a variety of flavours and mix-ins such as fruit or granola.

- **Butter and spreads:** Consumers of butter vary, but those who seek out all-natural butters, of which some EU products are prominent, are more likely to be health-conscious in nature and to have a higher income as these products cost more than conventional butters and spreads in the US. US consumers seeking out imported or alternative butters are also more likely to live in urban centres -areas which are more exposed to alternative variants of conventional products such as butter. It should be noted that European butter is generally perceived as being of higher quality and having a richer, creamier texture than domestically produced butter. This is in part due to the generally longer churning times and often higher percentage of butter fat resulting from composition criteria set out in EU legislation. This in turn means that more discerning consumers are also generally more discerning.
- **Cheese:** Unprocessed cheese is preferred to processed cheese, accounting for approximately 73% of the market by volume; indeed, the market for processed cheese is shrinking while that for unprocessed cheese is growing. The market for unprocessed cheese is roughly equally split between hard and soft cheeses. Processed cheese, with a few exceptions, is generally considered a non-premium product and is frequently consumed by lower-income consumers, with so-called American cheese being the most common type of processed cheese. Consumers seeking imported or speciality cheese are likely to come from a middle- or higher-income class due to the higher price of imported cheese, which is also considered a luxury item amongst most US consumers. They are also more likely to skew younger (generation z is most likely to consume speciality cheese, followed by generation x); slightly more likely to be male than female; and married rather than unmarried, divorced or single. US consumers may be exposed to cheeses labelled as “parmigiano, asiago or Havarti” however unlike in many markets globally, this does not imply directly that the cheeses are of EU origin. This in turn causes confusion for US consumers seeking to purchase imported cheese of the same name and variety of cheese produced domestically.
- **Other dairy:** The market is diverse, but coffee whiteners remain the largest segment by volume (and one of the fastest-growing), followed by cream. Nonetheless, there are sizable markets for fromage frais, condensed milk, and dairy-based desserts.

### Drivers and method of consumption

In addition to having comparable consumption levels to Europe, the methods of consumption are also quite similar as well as being diverse. Milk, for example, can be drunk, eaten with cereal for breakfast, or used as an ingredient in food or milk-based drinks; cheese can be eaten with bread, as a snack, cooked with, or baked with. As a result, many modes of consumption exist, but the following are some specific popular modes of consumption that stand out as recent growth drivers:

- **Milk:** As mentioned, milk is quite versatile in the US market, often used within breakfast cereals, tea, or as a stand-alone beverage. US consumers value the nutritional value of milk products and also the increasing versatility of drinking milk as UHT-treated milk becomes more popular (although well behind EU levels of consumption). US consumers



have been exposed to many national and state-wide campaigns that encourage the consumption of milk as a healthy beverage.

- **Cheese:** As mentioned, unprocessed cheeses are preferred in the US market, accounting for around three-quarters of the market. Hard cheeses record the highest levels of total retail value, with a value of EUR 14 billion, followed by soft cheese with a value of EUR 11 billion. US consumers appreciate the versatility of cheeses, with cheese often being incorporated into wider dishes such as a sandwich or as a dressing for pasta. Processed cheese is a large category in the US when compared to other major processed cheese markets, with a total value of around EUR 7.5 billion. Processed cheeses are impacted by wider health consciousness trends, which continue to negatively impact total consumption. Many consumers of imported cheeses will show preference for both hard and soft cheeses, with EU cheeses of both of these varieties being treated as luxury items across most US consumer markets.
- **Yoghurt:** Consumers of yoghurt appreciate the versatility of yoghurt and its incorporation into some wider dishes, such as a topping on some breakfast meals like pancakes. US consumers are increasingly seeking out newer variants of yoghurt products, such as alternative-flavoured yoghurts or yoghurt with additional nutritional value. Yoghurts are often advertised in the US as a key source of protein, which attracts consumers involved in sports such as weightlifting or just generally trying to stay active. As mentioned, yoghurt appeals a lot to infants and older consumers due to its ease of consumption and healthy image, although overall it is readily enjoyed by virtually every major ethnic and income class.
- **Butter and spreads:** Within this category, there has been notable growth in recent years, with a CAGR of 9.9% recorded between 2018 and 2023, although this growth rate is expected to slow down significantly going forward to a predicted CAGR of 2.2% between 2023 and 2027. Butter is the main driver of growth within this category, as many consumers have either switched from margarine to butter due largely to their beliefs in butter being a healthier spread and their perception of butter as a healthier luxury item. Butter and spreads are commonly used for cooking in the US, particularly within the food service sector; though also for home baking. They are also used as a dressing or compliment to other food items, such as a sandwich or within pastries and cakes.
- **Other dairy:** As previously stated, coffee whitener is the primary other dairy category, with its application effectively defined by its name. Nonetheless, a significant driver of their consumption is consumers' desire to recreate the experiences they have had drinking coffee in food service channels at home, particularly as home cooking and preparation became more popular in the US during the COVID-19 pandemic.

### Purchase criteria

With such large and diverse markets across the US, as demonstrated by the consumer subsection above, it is impossible to generalise on broad purchase criteria. Nonetheless, criteria that are either gaining importance or are critical for specific segments can be highlighted. To be more specific:

- **Milk:** Price is the main important criterion for milk, as evidenced by the strong interest in private label brands, which are generally regarded as less expensive. In the category of alternative milk products, novelty is a significant criterion, with many consumers drawn to new products. Many higher- and middle-income consumers are also increasingly interested in alternative-flavoured milks such as almond, strawberry, and coconut, to name

a few. Within this category of milks, taste is the main purchasing criteria, although price is also important.

- **Cheese:** Overall, convenience, type and purpose suitability are important purchase criteria for cheeses. Convenience is especially important for snack cheeses, but it is also important for cooking cheeses; many consumers will look for pre-shredded or grated cheese if they intend to use it in cooking. Type plays an important role for cheeses as a whole, with cheddar by far the most popular cheese overall in the US; followed by mozzarella, Colby jack, and parmesan. That said, more discerning consumers will consider a much wider range of cheese varieties, based on the flavour profile or pairing they are aiming for with their cheese usage. Similarly, this consumer group is also more likely to consider the aging of the cheese in the context of their cheese usage. Consumers, particularly those who buy more expensive cheeses, are increasingly using provenance and place of origin as proxies for quality. They may also be impacted by endorsements by chefs or popular food influencers, making these possible channels of communicating the benefits and flavours of certain European cheeses. Promotional campaigns, such as the ongoing campaign from Spain's InLac titled "Discover the European Cheestories with cheeses from Spain" can also help with consumer awareness of the uniqueness of European cheeses. While price is not always the most important factor, the recent experience with price increases in the EU for some cheeses due to temporary tariffs (which have since been removed) suggest some price sensitivity amongst US consumers.
- **Yoghurt:** Increasingly, US consumers are seeking out yoghurt products with high nutritional content due to the increasing association of yoghurt with fitness. Yoghurt products benefit from their versatility, with yoghurts commonly being consumed alongside bananas or other fruits. Price is a key criterion, although quality, content, and nutritional value are also very important.
- **Butter and spreads:** Butter's rise in popularity (relative to the overall butter and spreads category) has been largely attributed to the product's rise in perception as a healthier spread compared to alternatives. Consumers increasingly seek out butter products of a reasonable price and nutritional value and appreciate butter packaged in plastic or tin foil, which can then be refrigerated for prolonged usage. Price, quality, and durability play key roles in the purchasing criteria of US consumers seeking butter and spread products. As noted above, EU products are often seen as being of a higher quality, and hence tend to be attractive to consumers looking for quality. Nonetheless, as is the case with cheese, endorsements by chefs or popular food influencers about the advantages of EU butter may help further inform and influence consumer decisions.
- **Other dairy:** Price is a major consideration for consumers when it comes to coffee whiteners, the most popular category, as evidenced by the popularity of private label brands. Branded products, on the other hand, tend to stand out and attract customers by incorporating novel features that private label brands rarely have.

### Recent market trends

The dairy market in the US continues and will continue to be huge, with notable growth rates across all major dairy products in the country between 2017 and 2023. The outbreak of COVID-19, coupled with the increase in health consciousness in the US, is aiding dairy product consumption in the country due to the perceived nutritional benefits of dairy products across the consumer base; and also resulting in increased interest across the dairy category in functional products (e.g. probiotic yoghurts). Along related lines, there is also increasing interest across the category in clean label products, i.e. those which appear entirely natural, as these are perceived

as healthier. US consumers are increasingly expecting major producers to continue innovating and offering alternative niche dairy products, which helps explain the rise in alternative-flavoured milks, the rise in demand for niche cheeses, and the rise in demand for low-fat and low-sugar yoghurts; as well as the rapid growth (10% per year over the last five years) of the plant-based alternative market.

A further breakdown of the key recent market trends for dairy products in the US is provided below.

- **Milk:** Milk continues to be impacted by inflationary pressures (to a largely greater extent than other dairy products due to the perception that milk in general should cost little more than a dollar in the US for a litre). Within this context, consumers are also trading down, when possible, which means the rise of private labels in the dairy industry. Private label brands are still growing at a reasonable rate as consumers become more frugal in the face of ongoing inflationary pressures. The nutritional value of milk and its increasing association as a healthy beverage with “healthy fats” amongst US consumers have been key drivers of milk sales in the country in recent years. Finally, the COVID-19 pandemic led to a rise in e-commerce usage in the US, with e-commerce emerging as a key distribution channel for milk in the country. Some forms of milk (like cheese) are not as affected by short-term perishability as some other dairy categories, and it is already packaged, allowing consumers to bundle it with the non-perishable items they frequently order online and have delivered to their homes.
- **Yoghurt:** Flavour has remained the key driver of growth in this sector in recent years, aided by the growth of alternative and niche yoghurts. Consumers' primary concern when shopping for yoghurt was once fat content, but that concern has now shifted to sugar content and artificial sweeteners, with consumers seeking low to no-sugar products (or no added sugars). The retail and food service sector fully re-opening post-COVID-19 has further acted as a key driver behind the growth of yoghurt sales in the US in recent years. There is an increasing connection between yoghurt consumption and sports nutrition which some producers have been taking advantage of by enhancing and highlighting the protein content of their products.
- **Butter and spreads:** As is common with other dairy products in the US in recent years, the growth of health consciousness has compounded the sales of butter in the US as butter is perceived to be a healthier spread compared to alternatives. This, however, also negatively impacts the sales of other spreads such as margarine, which is now behind butter in terms of retail value in the US market. Animal welfare, sustainability, product packaging innovation, and price stand as four of the larger trends in recent years that have impacted the butter and spreads market. There has also been some interest in flavoured butter, with types such as *sundried tomato & basil*, and *bell pepper & garden herbs* recently launched on the market.
- **Cheese:** A number of market trends more specific to cheese have emerged in recent years. Climate issues continue to impact the dairy sector, with cheese in particular being impacted by increasing temperatures in the US, particularly in southern states, as increasing temperatures place additional pressure on cattle and the cheese-making process, which requires stable temperatures. US consumers have therefore seen slight price increases in the price of cheese in recent years, with general inflation also playing a role. This in turn has seen many consumers trade down from brands to private-label cheese, which is more affordable. Other consumers might buy fewer cheese products but are willing to spend more per item if it is deemed to be healthier, of higher quality, or more sustainable, leading to a boost in value growth for organic, natural, and environmentally

friendly brands that target younger, eco-aware shoppers generally. There is also increasing interest in artisanal/specialty cheeses, including most notably charcuterie centric cheeses. This comes off the back of long-term increasing availability of charcuterie boards in food service outlets and more recently, strong popularity of charcuterie boards on social media. These latter trends are aligned with premiumization trends in other food and beverage categories. While some categories have seen a drop in e-commerce sales since the pandemic, cheese has done well, with its e-commerce channel share increasing year over year in the US.

- **Other dairy:** Inflation and rising health consciousness extend to the other dairy category as well, with a notable rise in low-fat and low-sugar coffee whiteners in recent years. Coffee whiteners, a large growth category both before and during the pandemic, are still a viable at-home indulgence. However, dairy desserts, both shelf-stable and chilled, suffer volume losses as a result of children returning to school as well as health and wellness trends. Fromage frais and quark continue to be negatively impacted by inflationary pressures and are generally perceived to be luxury products in the US.

### Dairy products on retailers' shelves in the USA

Pricing for cheese is influenced by the type of cheese. In very broad terms, per pound (454g) price ranges which can be applied to cheese are:

- **Economy:** under USD 10
- **Mid-range:** USD 10 to 20
- **Premium:** over USD 20
- **Super premium:** over USD 30

Imported cheese most commonly targets the mid-range segment. This includes the more mass market imported EU products. Smaller and artisanal EU producers often focus on the premium segment and above. Imported cheeses commonly constitute up to 50% of cheese products on offer in retailers. European style cheeses are typically separated from American style cheeses in supermarkets; however it is important to note that there are domestic producers of European style cheeses, and their products may be displayed in the European section.

Most dairy products other than cheese are largely considered commodity-like in nature; and the pricing of imported products is expected to fall in line with that of the general price range. Imported butter may be able to command a slight premium, if the product quality permits. Imported butter normally accounts for under 20% of butter products on offer in retailers.



*Above and below: cheese (above) and butter (below) sections of a Chicago supermarket.*



In terms of packaging, plastic is the most common packaging for cheese, with about 70% of cheese sold in this packaging format. Thin wall plastic containers may be used for soft cheeses. Popular pack sizes for imported cheese are 7oz (198g) and 1lb (454g). Domestically produced cheese is often sold in larger pack sizes and typically features modern, sleek and minimalistic packaging designs; though some domestic producers increasingly adopt designs which more closely resemble EU packaging (particularly those producing European-style cheeses). Cheese is occasionally sold loose or packaged on site in some more gourmet retailers.

*Below: part of the European cheese section of a gourmet retailer. Domestically produced European cheese, using a more European style label, is displayed next to an imported product. Point of sale information on cheese style/usage is provided.*



Packaging of butter and spreads in the US is fairly evenly divided between thin wall plastic containers, flexible paper and folding cartons; with each accounting for roughly 1/3 of the market by volume.



*Above: butter display in a mid-western local supermarket.*

It is not uncommon for cheese product displays to be densely populated with a large number of products; particularly for stores which try to offer a wide range of products (including often gourmet stores). This can make it challenging products to stand out. In contrast, more mainstream supermarkets may choose to stock a smaller number of products in a less crowded fashion.



Above: Cheese display in a nationwide gourmet supermarket chain





Above: imported cheese in a NY gourmet supermarket, displayed alongside other products suitable for cheese boards. Point of sale information to consumers provided. Below: a gourmet mid-western supermarket's cheese display, with comprehensive point of sale information.



In terms of promotion, store sampling events featuring displays/signage, presentation of distinctive recipes incorporating specialty cheese, and price promotion are all methods which are used to some extent with cheese.

Some European products bear not only the country of origin of the product, but also indications to help the consumer better understand the product, such as the type of milk from which the cheese is made. PDO/PGI labels are also sometimes visible (see below).

*Below: Spanish Manchego display in a gourmet retailer. Indication of sheep milk on label, alongside a PDO logo.*



Pictures: © Agra CEAS / Euromonitor International, 2023.

### 5.3.3 Offer

#### Domestic production

After India, the United States is the world's second-largest producer of milk. Milk is produced in

all 50 states, but the top five—California, Wisconsin, Idaho, New York, and Texas—account for more than half of total production. The majority of cows in the US are Holsteins, leading to high milk yields. At a farm level, production is highly splintered, with individual farms making the decision whether to produce milk. There are around 35 000 dairy farms in the US. However, even though production is splintered, there is a long-term trend towards larger players at the farm level. The number of farms has consistently shrunk; for example, by over 50% since 2006 and by 95% since 1970. Wisconsin is the largest cheese-producing state, accounting for 26% of US cheese production (followed by California with around 15-20%); New York produces the most yoghurt; and California is home to the largest butter production sector in the US.

In terms specifically of **cheese** production, annual volumes are estimated to be in the region of 13-14 billion pounds (6 million tonne) mark. Italian style cheese makes up about 40% of this (with mozzarella specifically a bit over 1.5 million tonnes). American style cheese production is actually slightly lower than Italian style cheese production. The remaining 20% or so of US production is spread across various other cheese styles.

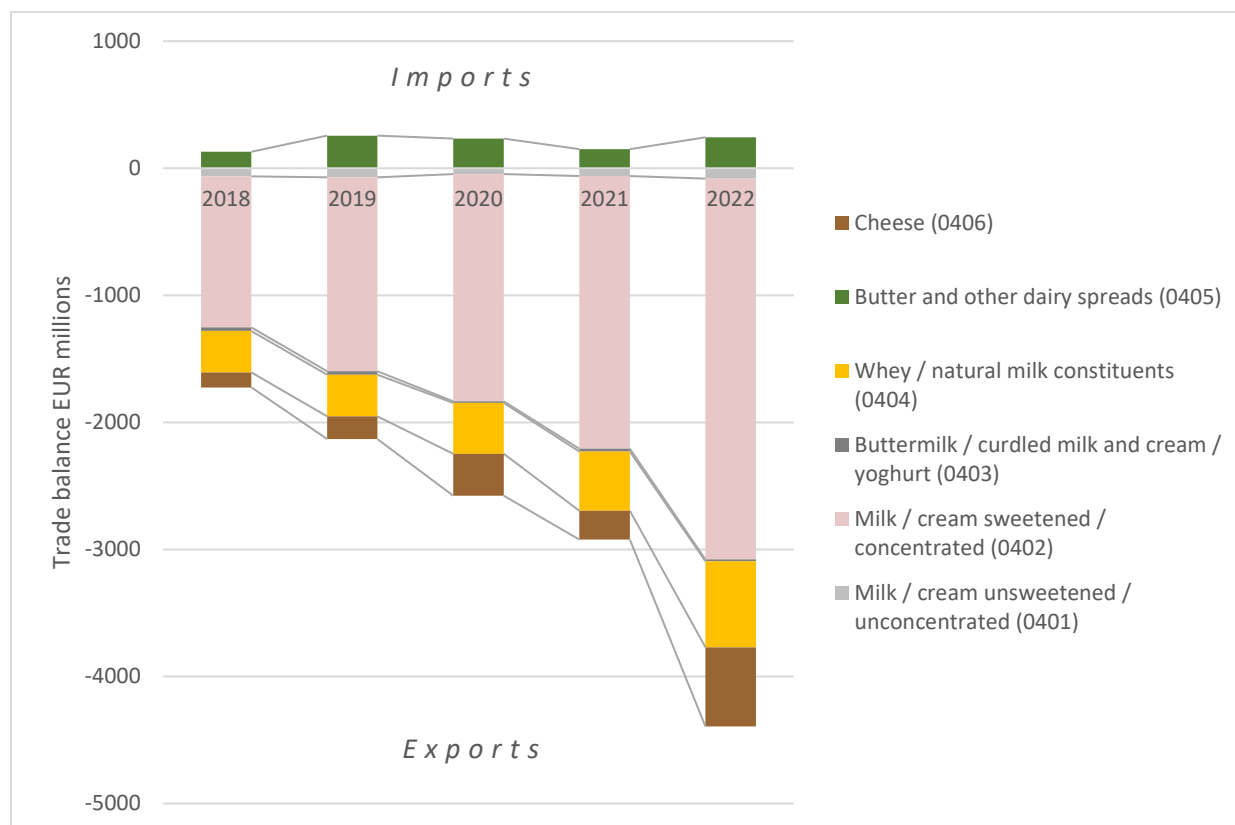
For **butter**, annual production is normally around 2 billion pounds (0.9m tonnes). Domestic production only accounts for around 70% of US retail sales. There is a certain regionality to butter production, with domestically produced butter typically sold quite close to its place of production.

The largest dairy companies in operation in the US include Danone North America, HP Hood LLC, and Kraft Heinz. Private label brands are also very popular, particularly for cheese, milk, and yoghurt products.

### Imports and exports

The US is a large net exporter of dairy products, with the country exporting substantial amounts of milk, whey, natural milk constituents, and cheese products. The country is a net importer of butter and spreads, which represents the only major dairy category that the US is a net importer of (Figure 5-11).

**Figure 5-11: Trade balance (imports and exports) of dairy in the USA, 2018-22 (EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

CN codes in brackets.

In terms of the origins of imports, it varies by product. Canada and India are big exporters of milk and buttermilk, while the EU is more present in the exports of butter and cheese. A further breakdown is shown in Figure 5-12:

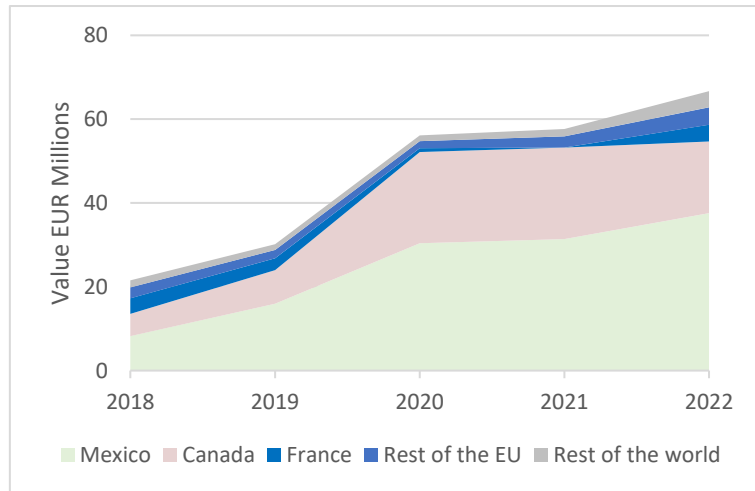
- **Unsweetened/unconcentrated milk/cream:** The main exporter by far is Mexico, which accounts for just over half of exports. Another neighbouring country, Canada, is also a large exporter. Minimal exports come from the EU, although total exports grew in 2022, with France being the largest exporter and ranking as the third largest overall exporter.
- **Sweetened/concentrated milk/cream:** The main exporters are Mexico and Chile, with the Netherlands also being a large exporter. The Netherlands accounts for the bulk of EU exports of sweetened or concentrated milk or cream to the US.
- **Buttermilk, curdled milk and yoghurt.** Canada, France, and Mexico are the main exporters, accounting for around 70% of total exports. Exports from the rest of the EU are minimal.
- **Whey and natural milk constituents:** New Zealand is the main exporter, accounting for roughly 75% of exports to the US. Denmark is the third largest exporter and accounts for the bulk of total EU exports although Germany and Ireland are also large exporters.
- **Cheese:** EU countries have a very strong presence in total cheese exports to the US, with Italy and France being the largest exporters. The Netherlands and Spain are also key

exporters of cheese to the US, along with Ireland and Greece. Overall, the EU accounts for over half of cheese exports to the US.

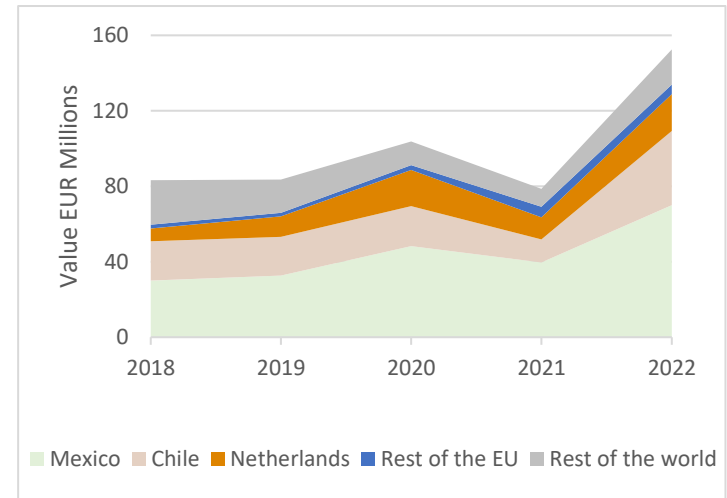
- **Butter/dairy spreads:** Ireland is the main exporter from both the EU and globally, accounting for 70% of total exports to the US; the rest of the EU further accounts for around 4% of exports. This is significant considering that butter and spreads are the only dairy category in which the US has a net trade deficit.

**Figure 5-12: US imports of different dairy categories by country, 2018-22 (EUR millions)**

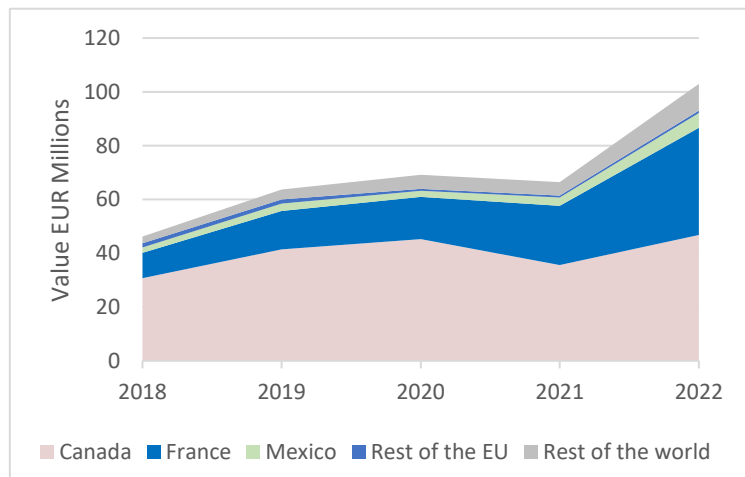
**0401 Milk/cream unsweetened/unconcentrated**



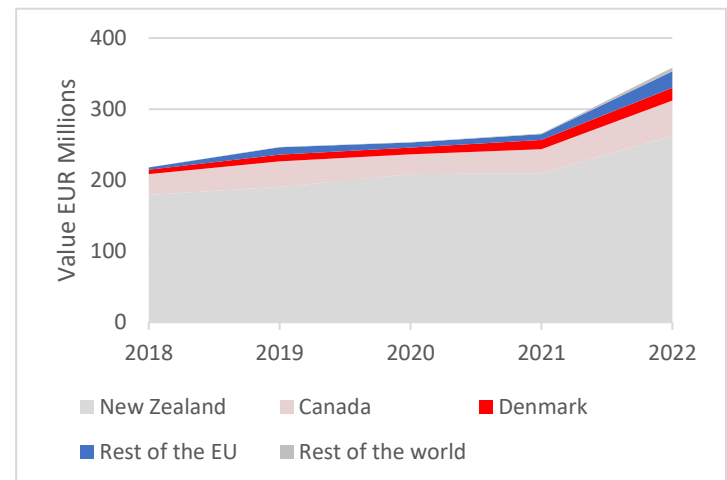
**0402 Milk/cream sweetened/concentrated**



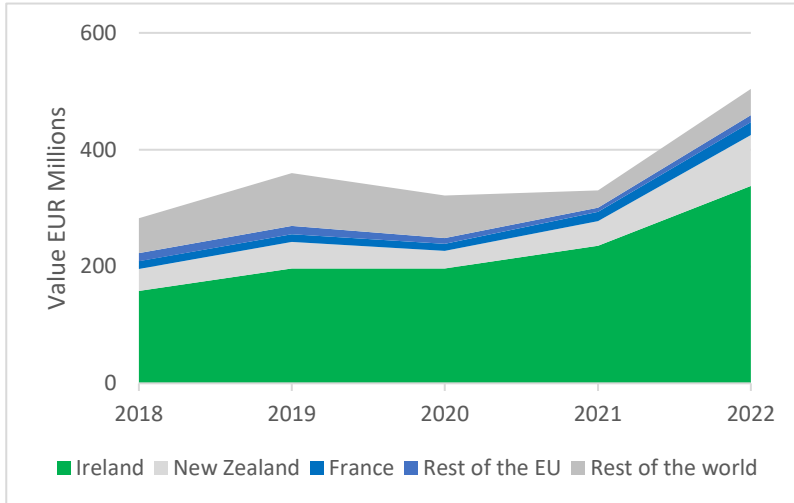
**0403 Buttermilk / curdled milk and cream/yoghurt**



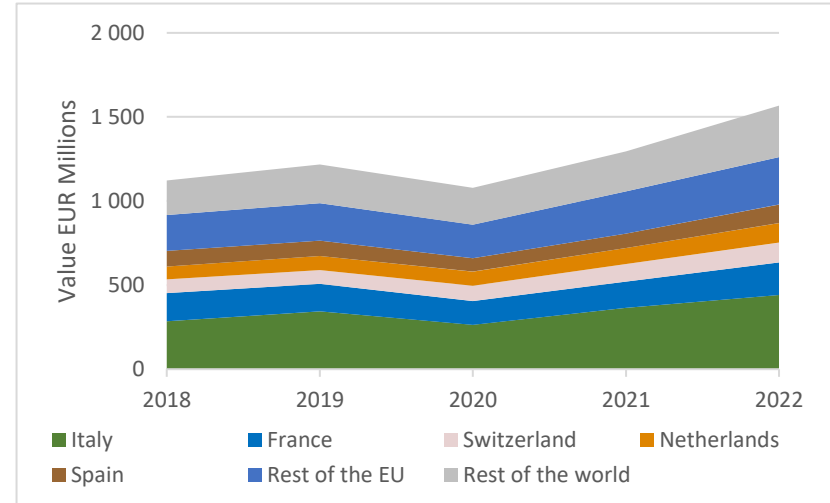
**0404 Whey/natural milk constituents**



**0405 Butter/dairy spreads**



**0406 Cheese**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

CN codes are indicated above graphs.

## EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of potential GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

As outlined in section 4.2.4, there are specific challenges for multiple EU cheese GIs in the US, with the US claiming generic status of some EU cheese GIs due to the existence of local production using the terms, with the US argument that this designates the type of product. Cheese products affected by this issue include asiago, mozzarella, parmesan, gorgonzola, gruyere and muenster among others. Part 133 of CFR 21 contains US standards for all cheese, including those EU GIs which the US claims generic status of. These US standards can be found here: <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?CFRPart=133&showFR=1&subpartNode=21:2.0.1.1.25.2>

The above mentioned issue with the generic status of certain GIs can have impacts on the market share of EU cheeses, as well as the reputation in some cases (it can be more difficult for EU producers to attract consumers to their original GI product if the said consumer has been disappointed by the US-produced, generically labelled equivalent with the same name). It should be noted that some US producers of generic products bearing EU GI terms have also been adopting packaging designs in the style of their EU counterparts (e.g. more rustic and intricate designs).

In view of the challenges around GIs for some cheeses and against the background of purchase criteria set out above, some EU producers have used marketing and promotion of products based on their origins, ways of production (such as natural) and uniqueness of their taste. This has helped ensure customers are educated about the EU product and understand the difference between the imitations and the actual EU cheese type; plus creates a premium position for the product. Consumer education, where possible, can also assist; and some producers are also beginning to use QR codes both to inform consumers and to guard against potential problems of counterfeiting.

## Main competitors

With the United States being the world's second-largest producer of dairy products and running a significant trade surplus in dairy products, the primary competition comes from domestic producers. The massive US dairy market is not highly concentrated towards the production end of the chain and at the national level, and cooperatives play a significant role in domestic production.

However, at the state or regional level, concentration can be high, with certain players having near monopolies in some regions. Despite its strong domestic milk production, the United States imports significant amounts of cheese and butter (indeed, in the case of the latter, it is consistently reliant on imports to meet demand). Both of these products have significant European origins. Canada and Mexico are significant competitors across most dairy products and have trade advantages with the US compared to the EU.



## 5.3.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. A list specifically for dairy products can be also found on the website indicated in the box below. As set out in section 4.2.1, food facilities involved in the manufacture, processing, storage, etc. of dairy products must be registered with the FDA.

In terms of tariffs, currently European dairy products currently face high varying MFN tariffs. In some cases these are quantity, in some cases ad valorem and in a few cases, both. In view of the highly varying tariffs even within a single HS code, it is recommended to consult the link in the box below for full details of tariffs.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – general cheese category (0406) from France to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=0406&origin=FR&destination=US>

### Standards, SPS measures

The Code of Federal Regulations Title 21 (21 CFR) contain various standards for dairy products. More specifically:

- Part 131 contains standards on **milk and cream** (including different types of milk including condensed and dry; creams; and yoghurts).
- Part 133 contains standards on **cheeses** and related products (around 50 different types of cheese; it should be noted that there are standards for some products which are GIs in the EU, such as asiago and Munster; more information on the issues with GIs for some cheeses in the US was provided in section 5.3.3).

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

In addition, the pasteurised milk ordinance exists. In brief, this introduces certain requirements to address the risk of foodborne illnesses in dairy; with certain periods and temperatures required for milk pasteurisation. This creates an issue for imports as they must meet the specific parameters. There are ongoing efforts being made for the end result of pasteurisation of EU products to be recognised as meeting grade A requirements; but the situation has not yet been concluded. This grade A requirement issue affects **liquid milk, cream** (other than frozen), **cottage cheese, whey** and **sterilized products** (butter, cheese, infant formula are not impacted; and neither is ice cream).

The full text of the last updated version (2019) of the pasteurised milk ordinance can be found at: <https://www.fda.gov/media/140394/download>

## Labelling

Dairy products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

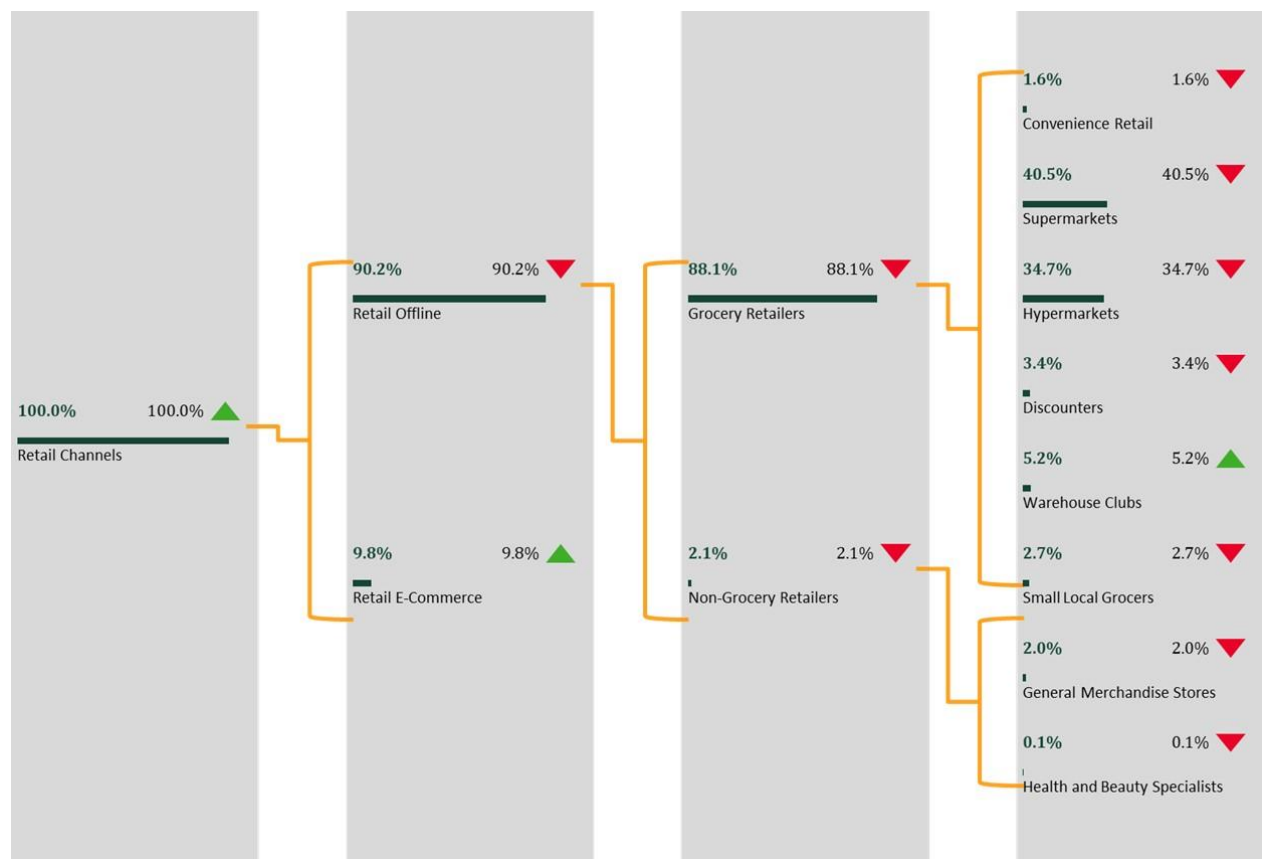
### 5.3.5 Distribution

As presented in Figure 5-13, Dairy products are largely distributed through modern grocery retailers (over 74% in terms of retail value; 2022). Supermarkets are the main distribution channel, accounting for 40.5% of total distribution, while hypermarkets account for 34.7% of sales. Smaller, more traditional grocery channels account for a smaller share, with discounters accounting for 3.4% of sales. E-commerce has grown rapidly in recent years, aided by the COVID-19 pandemic, and today accounts for nearly 10% of dairy sales in the US. A breakdown of distribution by major dairy category is provided below:

- **Milk:** Hypermarkets and supermarkets account for two-thirds of total sales for milk products in the US. 8.8% of sales are now undergone via e-commerce retailing in the US, which looks set to continue increasing. Traditional channels of distribution share sales is quite small.
- **Cheese:** Modern grocery retailers account for the majority of sales, with just under 80% of sales coming from these channels. Retail e-commerce accounts for 8.7% of sales, while other more traditional channels are small in importance.
- **Yoghurt:** Supermarkets alone account for 58% of sales, while hypermarkets account for 18% of sales. E-commerce sales are above the dairy average for yoghurts, accounting for 9.8% of sales. Other channels are minimal.
- **Butter and spreads:** Hypermarkets and supermarkets have an even split of 36%, respectively of the share of butter and spreads in the US market. US consumers also use e-commerce heavily for butter and spread purchases, with e-commerce accounting for 10.4% of all sales.
- **Other dairy:** Sales of other dairy products, in line with other major dairy categories, are mainly done via modern grocery retail channels such as hypermarkets and supermarkets. Retail e-commerce accounts for 13.4% of sales.

It should be noted that speciality stores, gourmet grocery stores and online retailers (including specialist ones such as iGourmet and Ditalia) are likely carry a wider range of imported products (including EU) ones, and hence play a more important role for EU imported products than for dairy products as a whole.

**Figure 5-13: Distribution channel overview of dairy in the US (2022); all dairy products; retail value share (%)**



Source: Euromonitor International: Packaged Food, 2023.

### 5.3.6 Challenges for EU products

Overall, given its size and the high levels of EU imports of butter and cheese, the dairy market in the United States is very appealing to European producers. Nonetheless, there are some significant obstacles. Multiple cheese GI names are considered generic in the United States, which has an impact on the markets for these products, introducing EU products into direct competition with US-produced ones which are often cheaper (e.g. mass market US-produced parmesan retails at around half the price of PDO Parmigiano Reggiano). The grade A milk standard makes it difficult to import several products, including fresh milk, cottage cheese, and whey powder. Recently, there has been some progress regarding the EU-US Airbus, which had previously impacted the cheese market as the US introduced temporary tariffs. These tariffs have since been removed, leading to a fall in the price of EU cheese in the US. Finally, while European products have a strong foothold in some segments, it is important to remember that the United States is ultimately a massive producer in its own right and a net exporter of almost all categories.

**Market Takeaway: Dairy**

**Consumption:** Dairy products are consumed in large quantities, with per capita levels and consumption patterns comparable to those found in European countries. The largest market is for cheese.

**Competition:** As the world's second-largest milk producer and a net exporter, competition from domestic production is fierce. Despite the fact that the market is highly fragmented, domestic players are significant, and there are regional quasi-monopolies.

**Distribution:** Dairy products, in the majority, are distributed through modern retail grocers and increasingly via the retail e-commerce channel. Traditional grocers' share of distribution has shrunk to minimal in the market.

**Challenges:** Challenges with some cheese GIs and with the grade A milk standard for some non-cheese products. Domestic competition is very strong, particularly for milk, yoghurt, and other dairy products. Inflationary pressure has pushed many consumers toward purchasing private-label products instead of branded products in the US, which impacts EU exports.

**Opportunities:** While there are several opportunities in this large market, cheese and butter stand out as particularly promising, as do more premium products (as indicated by origin and method of production). In addition, there is ongoing interest in dairy alternatives, as well as some recent interest in production methods and animal welfare.

## 5.4 Wine

### 5.4.1 SWOT analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ The <b>world's largest wine market</b> and a strong net importer of wine.</li> <li>▪ The <b>EU</b> is the <b>key source</b>, accounting for around 80% of imports. France and Italy, the biggest exporters, account for about 2/3s of the total export market value.</li> <li>▪ <b>Consumers are well educated about wine</b> and hence have developed and complex preferences.</li> </ul>	<ul style="list-style-type: none"> <li>▪ While a net importer, <b>domestic production is substantial</b> – it is the world's fourth biggest producer, ahead of countries like Australia and Chile.</li> <li>▪ <b>In volume terms, the market has been shrinking</b> and is likely to continue to shrink, with red and white wine at the forefront of this trend.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ There is a <b>premiumisation trend</b> at present, and <b>EU wines</b> are generally <b>recognised as being high-quality products</b> which can take advantage of this.</li> <li>▪ <b>Domestic production</b> is coming <b>under increasing pressure</b> from a variety of factors, and any falls in production may lead to further structural shortages, providing more opportunities for EU exporters.</li> <li>▪ Increased <b>interest in sustainability and climate change</b> is creating opportunities for products which can plug into these trends, including for example organic, - if the requirement for production from organic grapes can be fulfilled.</li> <li>▪ While red and white wines have the biggest market size, but there is <b>increased interest in rosé and sparkling wines</b> (Prosecco in particular); as well as <b>orange wine</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Domestic production</b>, while insufficient to meet demand, is nonetheless <b>considerable and it mainly based on grapes which are commonly used in Europe</b> as well. New Zealand is the third biggest exporter.</li> <li>▪ While some GI wines are protected, <b>some 16 wines with names which are registered as GIs in the EU</b> have been <b>recognised as semi generic</b>.</li> <li>▪ The <b>market is more brand orientated</b> than most wine markets are, with 40% of the market split between two companies and their various brands.</li> </ul>

### 5.4.2 Consumption

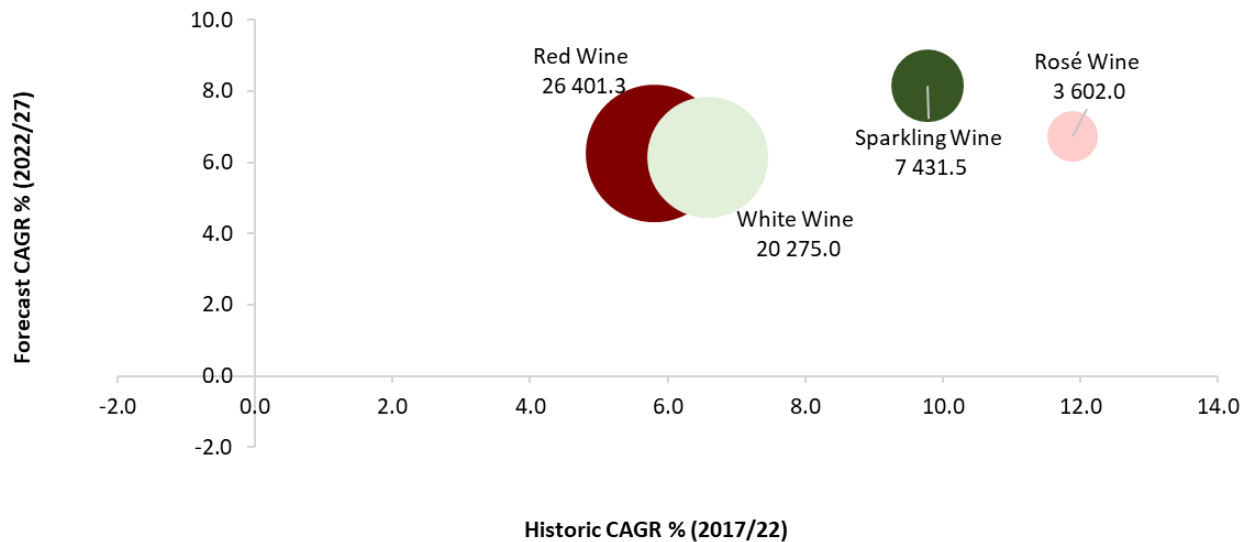
#### Evolution of consumption

The USA is the world's biggest wine market, with combined market of all categories worth well in excess of EUR 50 billion in 2022 (Figure 5-14). There is a fairly even split between red and white wine; the former was worth EUR 26.4 billion in 2022 and the latter EUR 20.3 billion. Growth rates across the two categories have both been around the 6% mark over recent years and are forecast to remain around this level over the period to 2027. The markets for sparkling wine and rose are more niche, but still huge at EUR 7.4 billion and EUR 3.6 billion respectively in 2022. Furthermore, these markets are faster growing; sparkling wine grew at just under 10% per year over the period 2017 to 22 and is forecast to grow at a slightly slower but still rapid 8% over the period to 2027. Rose wine grew even more quickly at 12% per year between 2017 and 2022, though this is forecast to slow to just under 7% going forwards to 2027 .

However, despite these strong growth rates in value terms, it should be noted that the market has declined slightly in volume terms over the last five years; with the above signalled growth in value

therefore coming from price increases and premiumisation. Red and white wine volumes decreased by 1-2% over the whole 2017 to 2022 period, while rose and sparkling volumes increased by around 10% over the same period.

**Figure 5-14: Evolution and forecast of the wine market in the USA, 2017-2027; total value (million Euro)**



Source: Euromonitor International: Alcoholic Drinks, 2022.

## Consumers

Wine consumers in the US span the vast majority of the 2/3 or so of American adult society which consumes alcohol. That said, there are certain demographics which stick out as greater consumers of wine than others:

- Age / generation:** baby boomers (those born between the mid-1940s and mid 1960s) are the greatest overall consumers of wine. That said, their importance for the wine market is waning, as they enter retirement (and subsequently often control spending even more greatly than they already did) and shrink in number. Generation X in the meantime is slowly increasing in importance and is somewhat the sweet spot for imported wine; the generation will tend to spend more on wine than e.g. baby boomers while also consuming important volumes. The younger generations (millennials and gen z), which make up just under 1/3 of monthly wine drinkers, tend to be smaller consumers of wine in volume terms, but at the same time they have a tendency to “drink less and drink better”, and hence will more likely consume more premium wines in smaller volumes. Younger generations are also more likely to consume the more niche categories of sparkling and rose wine.
- Gender:** the wine market is skewed slightly towards women. Females are both more likely to cite wine as their favourite alcoholic beverage (about 50% compared to under ¼ of men), and females are estimated to make up a bit under 60% of wine buyers. That said, men are more likely to believe they can identify premium wine than women are.
- Geography:** California is overall the greatest wine consumer in the US, though the state’s huge population plays an important role in this. In per capita terms, the picture is slightly

different; Washington DC leads by some distance, followed by the New England states (New Hampshire and Vermont in particular) with California rounding off the top five. Overall, there is a notably higher consumption in the north-east of the US than and a lower consumption towards the south and centre of the country (with a few exceptions, such as Colorado, Florida and the great lake states). The greater availability of imported wines in urban areas makes people living in cities the more likely consumer of this category.

- **Income:** while historically income has been less of a determinant of wine consumption than other factors, it is beginning to have some impact in exclusionary terms – less affluent consumers are beginning to forego wine consumption for other categories. Furthermore, consumers with higher incomes are those more likely to purchase higher-priced imported wines.

### Drivers and method of consumption

The number of regular wine consumers in the US has been dropping in recent years, and now is estimated to stand around the level of 80-85 million. Wine may be consumed on many different occasions; though the most common occasion overall is simply at home during an evening over the weekend – and most likely with food. Beyond this “stereotypical” American wine consumption event, other events are:

- At home without food (e.g. on the sofa), with the aim of relaxing. This may be weekends or weekdays.
- Celebrations and events, including notably: birthdays, bachelor/bachelorette parties; nights out with co-workers; wedding receptions; night out with friends; company events; and family gatherings (including most notably those during important public holidays such as Christmas).
- Certain slightly social gatherings which are often more female orientated, such as book clubs, wine clubs and artistic events.
- In formal restaurant settings.
- In bars (with the wine cocktail culture particularly strong in this setting).

While EU wines are consumed across the situations outlined above, higher quality ones are particularly likely to be consumed during larger celebrations (such as end of year holidays) and in high-end food service outlets.

There are also differences in consumers’ wine choices based on the occasion on which they are consumed. Sparkling wine and/or Champagne is used frequently on non-meal occasions; in particular by over 30s. Sweeter whites (e.g. semi-dry Riesling, muscat) and reds (e.g. fruity malbec, zinfandel / primitivo) tend to be popular for consumption on non-meal occasions, which explains some of the recent rise in popularity of these varieties.

As can be inferred from the above, premiumisation is increasingly an important driver of the US wine market. While the trend is more pronounced in some segments than in others across segments it is possible to identify a trend of lower levels of consumption of higher quality products.

Finally, there is a slight seasonality to wine consumption by type, with greater consumption of lighter white wines during the summer months, and shift towards reds during the autumn and winter.

### Purchase criteria

The most popular varieties of grape are:

- **Red:** Cabernet Sauvignon, Pinot Noir, Sangiovese
- **White:** Chardonnay, Sauvignon Blanc, Moscato

Furthermore, it should be noted that US consumers have strong interests in certain blends. Bordeaux blends are the most sought after in the US, with a level of popularity only really surpassed by the cabernet sauvignon varietal. There is a strong level of interest in rare red blends, as well as champagne blends and southern Rhone red blends. Among drinkers of rosé wine there do not seem to exist strict preferences, though the domestically produced Zinfandel rosé is often the consumers first choice.

While there are overarching preferences for varietals and blends, quality (or perceived quality) ultimately tends to trump these. Against this background, there are two notable considerations:

- Brand can play an important role. Unlikely many other wine markets across the world, there is a fairly high level of awareness of brands. The most popular four wine brands in the US account for over 20% of the market in volume terms, and the largest two producers (both of which own multiple brands) account for 40% of sales. Around 1/3 of American consumers cite brand as one of the top two factors they look for when buying wine. While this shows a fair level of brand loyalty, there is also an openness to new brands; among the young in particular.
- Wines from Europe are generally perceived as high-quality wines by the Americans, as indeed reflected by their high level of popularity. Wines from certain regions such as Bordeaux, Tuscany and Champagne in particular are frequently considered to be premium products, and many consumers will pay attention to the region of origin.

Against this background of the importance of brands and reputation, highlighting provenance and emphasizing unique characteristics of the region of origin and product (such as climate, soil type, wine making practices, aging methods) can help communicate the quality and authenticity of EU products. Labelling is the key method of transmitting this; and indeed careful, more minimalistic label design transmitting these key elements may help European wines stand out from the typically bolder, busier labels of US wines. Consumer education and social media outreach can further assist with this communication, if resources permit. Partnering with restaurants is an alternative method which has been used in some cases to this end.

Overall, price is a criterion which will be high in consumers' minds, but the market is not particularly highly price sensitive. Rather, consumers will look for wines in a certain price band, with wines in what may be considered the top half of the mid-range band being most popular. The low popularity of private labels in the wine area (market share of around 2%, way below the share that occurs in most consumer goods segments) demonstrates the consumer attitude to price. There is some connection between prices that consumers are willing to pay and the consumption occasions of wine. Overall, consumers have a much higher willingness to pay in on-trade venues. Looking at off-trade consumption, Americans are willing to pay slightly more for wine intended to be drunk with a meal than for wine which is to be consumed simply as a relaxing drink.

Finally, there is an increasing focus of consumers on sustainability when considering their wine purchase. This firstly translates to some consumers looking for sustainable production processes, chief among them organic (though also any connections to social and community causes may be well received). Secondly, it impacts consumer perceptions of packaging. Bag in box, for example, is often not seen as a sustainable form of packaging material by American consumers, while glass



bottles are not generally perceived as problematic. There is however a segment of the population which looks for convenient packaging, which may include bag in box as well as cans.<sup>66</sup>

### Wine on retailers' shelves in the USA

Pricing is affected by state level taxes, which can vary considerably, as well as by consumers preferences in different regions which can affect what is considered economy, mid-range and premium.<sup>67</sup> With these caveats in mind, the price ranges for wine in the US are:

- **Economy:** under USD 15 per bottle
- **Mid-range:** between USD 15 and 25 per bottle
- **Premium:** over USD 25 per bottle
- **Super-premium:** over USD 40 per bottle

In terms of packaging, glass bottles remain dominant and account for around 80% of sales by volume. 750ml is by far the most common size, though 187ml and 375 ml formats also exist. Synthetic corks and screw cap have become popular closure methods for bottles, at the expense of traditional corks.

Packaging options other than glass included PET bottle, shaped liquid cartons, and bag-in-box; though these are all generally associated with more economy products.



*Above: imported wine on sale in two different mid-western speciality shops. It is possible to see both classic and more modern bottle designs. Point of sale consumer information is given.*

Domestic producers increasing use sleek, minimalistic label designs with metallic foils, embossing, and tactile finishes to add luxury. However, with different consumer groups

<sup>66</sup> Top 5 Wine Producing States of America, US States by Wine Production, <https://www.worldatlas.com/articles/us-states-by-wine-production.html>; This is the most popular wine in America, <https://today.yougov.com/topics/food/articles-reports/2019/11/05/most-popular-best-wine-poll-survey>; Euromonitor International: Alcoholic Drinks, 2022.

<sup>67</sup> See <https://www.taxpolicycenter.org/statistics/state-alcohol-excise-tax-rates> for an overview with more details.

attracted by different elements, many European products maintain a more classic labelling and packaging style to communicate tradition.

Imported products typically account for around 30% of shelf space, though depending on the nature of the sales outlet, their share can easily reach over 50%.

The use of price promotion varies. In larger chains price promotion can be found, but it is rare (though not entirely unheard of) in more specialist retailers.

It must be remembered that, due to differences in legislation between states, the nature of retailers of wine varies between states. This, along with differences in the nature of stores themselves (e.g. general grocery, specialist liquor) impact the layout of products. Some examples of different store layouts and product positionings are shown in the pictures below.



*Above: French wine aisle in a major nationwide gourmet retail chain. Below: wine display in a Chicago supermarket. Price promotions can be seen in both cases.*



Above: wine display in a specialist liquor retailer in Massachusetts and price promotion in another specialist retailer.

Pictures: © Agra CEAS / Euromonitor International, 2023.

## Recent market trends

The following market trends stand out of late:<sup>68</sup>

- **Premiumisation through lower volumes but better quality:** as outlined above and reflected by the market growth dynamics, consumers have been making a clear shift to more premium products, but consuming lower quantities to compensate. This shift has occurred despite the challenging economic backdrop. There are several factors behind this shift; at the lower end of the market, some consumers are ceasing wine consumption. The younger cohort of consumers on average consumes lower volumes of wine than older ones, but is also inclined to purchase higher quality. Finally, some affluent consumers are actively choosing to move up the premium scale, in some cases also while consuming lower quantities of alcohol due to wellness concerns.
- **Growth of rosé and sparkling wine:** as seen above, these have been by far the two fastest growing categories, though the growth is now slowing a bit. They have proven particularly popular with younger consumers who are both interested in these types of wines in general, and curious about more unique products within these categories. There is also some increasing interest in the fortified wine category, due to its use in cocktails. Alongside this trend of rose and sparkling wine, orange wine has also become increasingly popular over the last decade, and popularity over the last year in particular has surged due to media attention. Wines in the price range of USD 20 to USD 30 per bottle account for over half of the market for the orange wine category, and Spain is the most popular origin overall at present (around 1/3 of the segment).
- **Challenges with domestic production:** US wine production has been facing various challenges in recent years, including climate change and labour shortages. Most recently, problems with the banking system have added another woe, with one of the banks (SVB) providing finance for over 700 US wineries having collapsed in 2023. At the same time, equity and venture capital funds are increasingly making acquisitions in the US wine production space. Nonetheless, continued challenges with domestic production is likely to only widen the gap between production and consumption, resulting in greater need for imports.
- **Sustainability and climate concerns.** As noted above, US consumers of wine are increasingly concerned about the sustainability of the wine they drink and of the packaging it is provided in. Climate change is also very much on the radar of some consumers, with them becoming aware of the impact of climate on production (primarily domestic, but also foreign). On the demand side it is creating greater desire for products which can be considered sustainable. There are likely to be significant impacts on the supply side from climate over the medium term. This is difficult to predict, but domestically it may lead to smaller producers being pressured out of the market and production areas within the US changing slightly. A trend loosely connected to that of sustainability but also plugging into the health trend is that of the increasing interest in natural wines. This trend while providing an opportunity, also poses challenges, as it is leading some consumers to question the production methods of wines which are not labelled as natural.
- **Increasing private label products.** A growing number of small wine retailers are collaborating with boutique wineries to make their own limited-release wines. Many see them as a way to showcase a store's ethos while also supporting the small producers

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<sup>68</sup> This is the most popular wine in America, <https://today.yougov.com/topics/food/articles-reports/2019/11/05/most-popular-best-wine-poll-survey>; Euromonitor International: Alcoholic Drinks, 2022.

whose wines they carry. Consumers are attracted to these products as well for the combination of price, quality and novelty.

- **Emerging interest in low and no alcohol wine.** This is partly as a result of a wider health trend, and there is a specific sub-category of the population -about 15% - who declare they want to reduce alcohol consumption. This is playing through to increased demand for low and non-alcoholic products, including wine. The market was estimated at 2.7 million litres in 2022, up from 2.3 million litres in 2020.

### 5.4.3 Offer

#### Domestic production

The USA remains the world's fourth biggest wine producing country. With a 2022 production of around 22 million hectolitres, it has almost twice the production level of 5<sup>th</sup> place Australia, but lags 3<sup>rd</sup> place Spain (36m hectolitres) by some distance. Wine production was introduced into the US by the French in the 16<sup>th</sup> century when they discovered grapes in Florida. Large scale production ramped up in New Mexico during the 17<sup>th</sup> century.

Today all 50 US states produce wine, though in volume terms, production is strongly focused in California (around 85% of all wine produced in the US). There was a total of just over 10 600 wine producers in the US in 2022, and almost 120 000 acres of vineyards.

In terms of varieties, production is primarily based on the cultivation of the European *Vitis vinifera*, which European settlers introduced. However, it is also possible to find several native rare species as well.

Looking at production by state:

- California accounts for 85% of wine production (as mentioned above) and actually produces considerably more wine than the whole country of Australia. The state is home to around 4 800 wineries and 90 000 acres of vineyards. More than a hundred different varieties of grapes grown including Cabernet Sauvignon, Chardonnay, Merlot and the state's iconic Zinfandel (US term for the European variety of primitivo). Napa Valley and Sonoma are the top wine regions within the state.
- Washington state and Oregon are the other major producers, with around 800 vineyards / 14 000 acres and 700 vineyards / almost 4 000 acres. New York is the only other notable producer, with close to almost 500 wineries and 3 000 acres of vineyards. Most grapes grown in New York are from the *Vitis labrusca* varieties, however they also use *Vitis vinifera* and French hybrids.<sup>69</sup>

As outlined above, the US wine industry has a certain level of concentration and commercialisation. While there are over 10 000 wineries, four companies: E&J Gallo, the Wine group, Constellation brands and Trinchero Family estates control quite a bit over 50% of the market; with the first two companies alone controlling 40%.

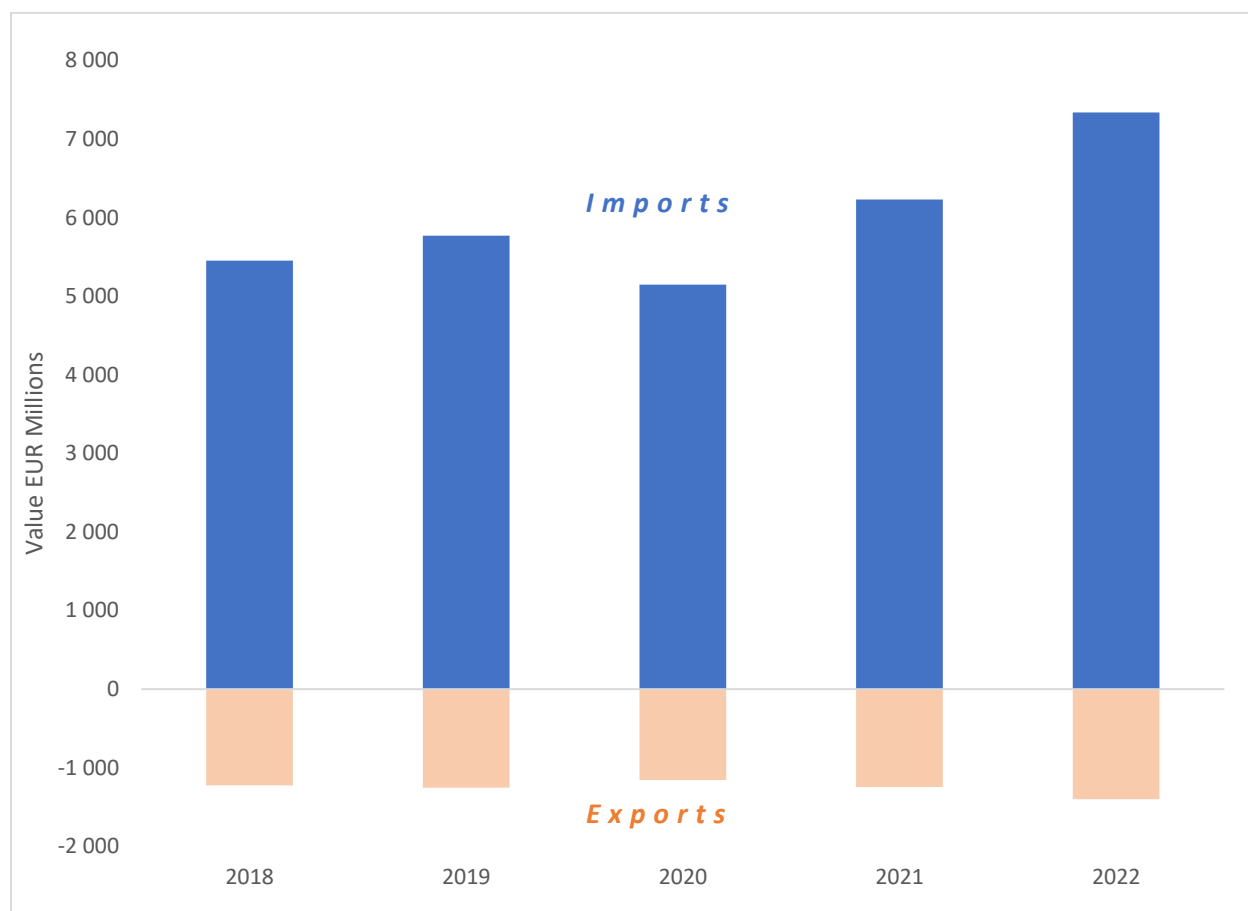
#### Imports and exports

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<sup>69</sup> An Introduction to the Top 10 Wine Regions of the USA, <https://usawineratings.com/en/blog/insights-1/an-introduction-to-the-top-10-wine-regions-of-the-usa-38.htm>; United States Wine and Grape Industry FAQs, <https://wineamerica.org/policy/by-the-numbers/>; Top 5 Wine Producing States of America, US States by Wine Production, <https://www.worldatlas.com/articles/us-states-by-wine-production.html>; <https://americawinespaper.com/index.php/2019/08/06/top-5-wine-producing-states-of-america/>

Despite being a major producer, the US is also a net importer of wine, due to the huge level of consumption. Imports were valued at just over EUR 7.3 billion in 2022, having grown fairly steadily over the last five years from EUR 5.45 billion, with the one exception of the COVID-19 pandemic onset year of 2020. Exports have fluctuated around the EUR 1.2 billion level, though in 2022 they increased to just under EUR 1.4 billion (Figure 5-15).

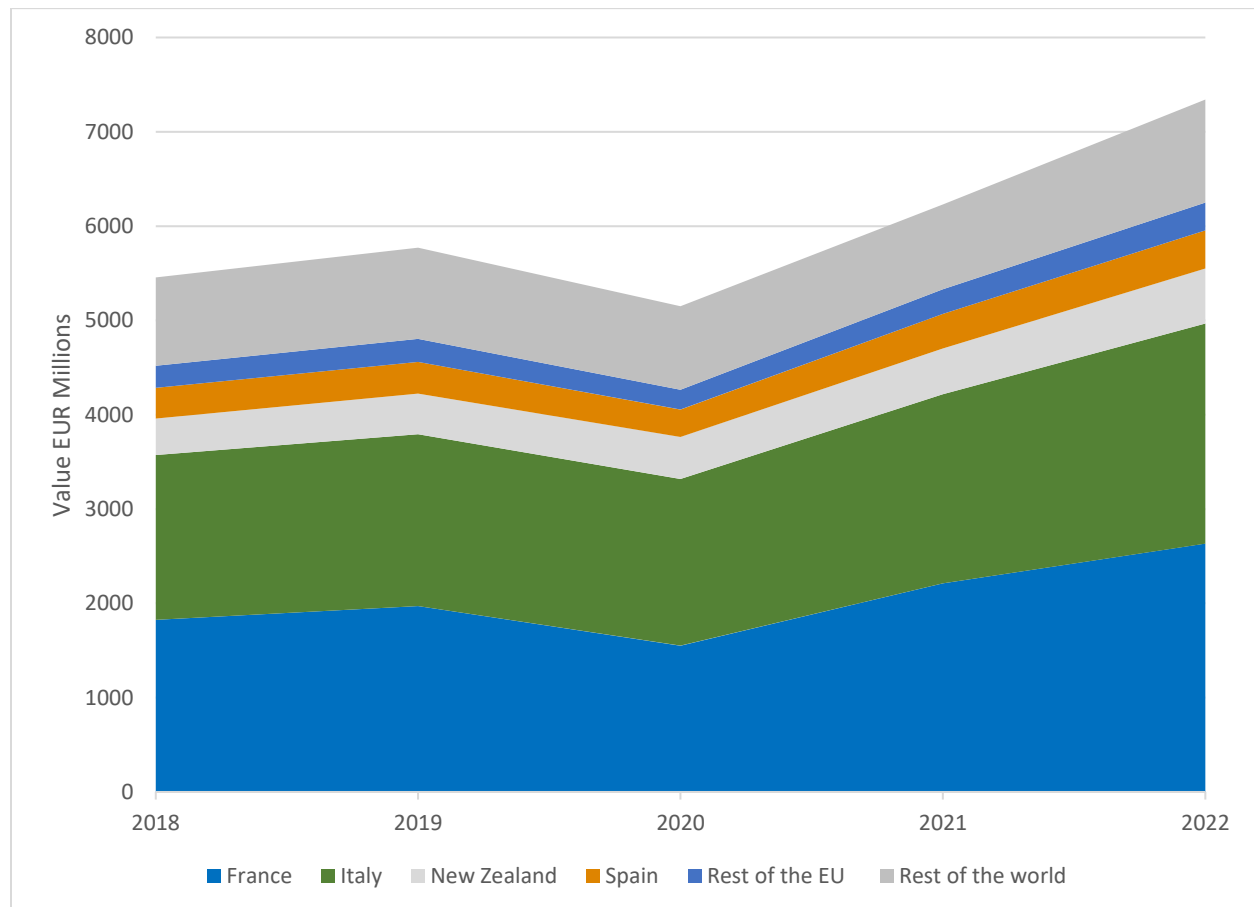
**Figure 5-15: Trade balance (imports and exports) of wine in the USA 2018-22 (EUR million)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2204.

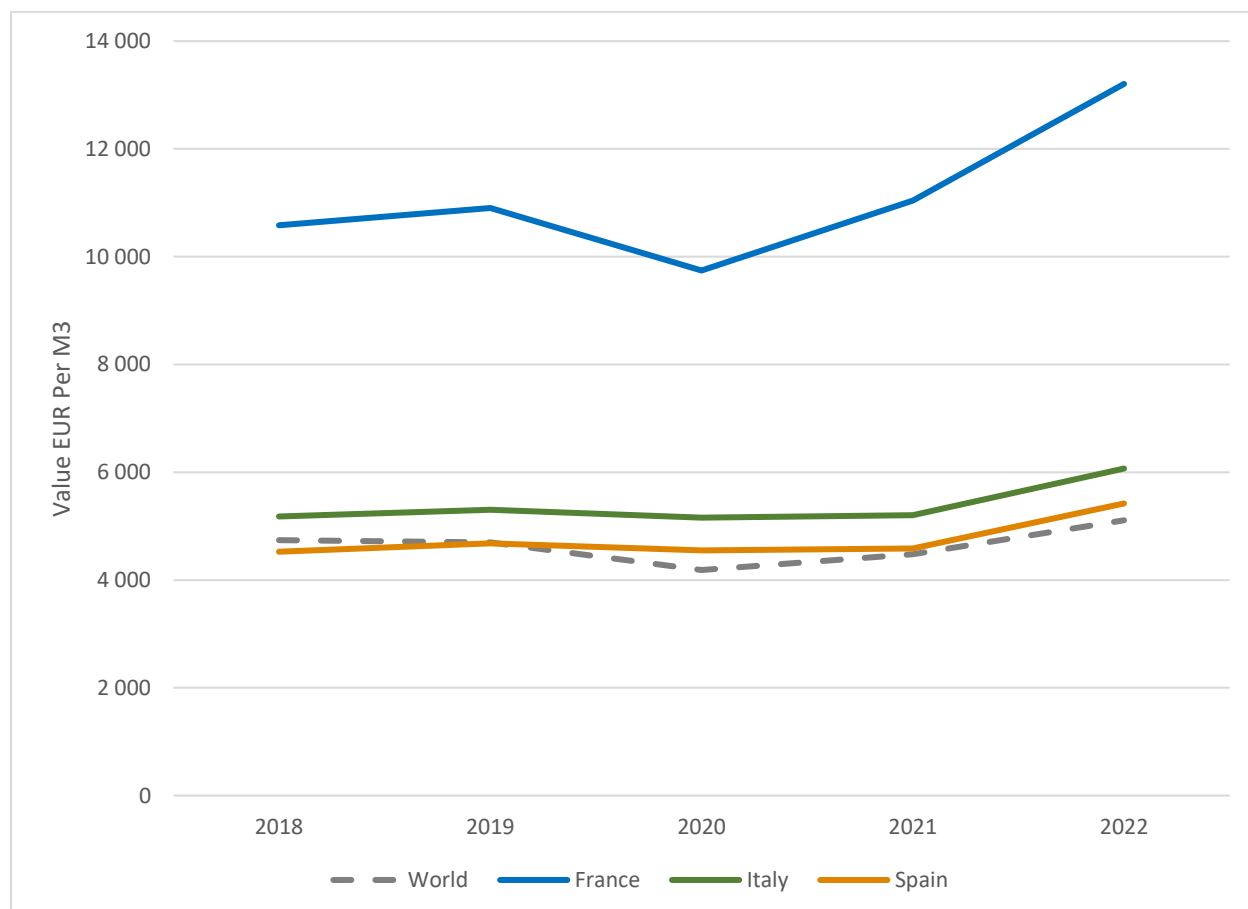
Europe is a huge source of imports for the USA; combined EU countries account for over 80% of US wine imports (Figure 5-16). France and Italy share the strongest positions, with each country exporting a bit over EUR 2 billion of wine to the US in 2022. The two countries have exchanged their positions as number 1 and number 2 exporter several times over recent years in value terms (though Italy is well ahead in volume terms). New Zealand is the third most important origin, followed by Spain which had exports of EUR 400m in 2022. The rest of the EU exports just over EUR 300m, with Portugal and Germany combined accounting for over 2/3 of that.

**Figure 5-16: US imports of wine by country, 2018-22 (EUR million)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2204.

In terms of unit value, the French unit value is both well above average and above that of other major exporters, with a 2022 unit value of EUR 13 206 per cubic meter (m<sup>3</sup>) – up from the EUR 10 to 11 000 range it resided in most of the preceding five years. Italy also has an above average unit value of EUR 6 069 per m<sup>3</sup> (also up from the EUR 5 000 to 5 300 range it was in over preceding years) while Spain's unit value has also increased to EUR 5 421 per m<sup>3</sup> to exceed the world average unit value (Figure 5-17).

**Figure 5-17: US imports of wine by country, 2018-22; value (EUR per m<sup>3</sup>)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2204.

## EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks, with no single, separate list of registered GIs for the US. Some EU wine GIs may have been registered as trademarks. The best way to check the existence of potential GI protection is to search by name for the GI in the trademark database. The following page provides an overview of searching and links to the necessary pages:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

Furthermore, as noted in section 4.2.4, some 16 wines with names which are registered as GIs in the EU, were recognised as semi-generic in the US in 2006. This means that the name has been recognised to be of geographic significance but also that it is a designation of class and type for wine in the United States. The list of these wines is set out below. While discussions regarding these wines remain ongoing to some extent with some producers from both sides keen for the use of terms to be limited to GIs only, there is no foreseeable change in the situation at present. The list of semi-generic wines under the agreement is as follows:



- Burgundy (France)
- Chablis (France)
- Champagne (France)
- Chianti (Italy)
- Claret (France)
- Haut Sauterne (France)
- Hock (Germany)
- Madeira (Portugal)
- Malaga (Spain)
- Marsala (Italy)
- Moselle (France)
- Port (Portugal)
- Rhine (Germany)
- Sauterne (France)
- Sherry (Spain)
- Tokay (Hungary)

Certain labelling terms have also been accepted for traditional use as part of the 2006 agreement, and more details on these are also set out in section 4.2.4.

### **Main competitors**

The greatest competition on the market comes from domestic production. The US is the world's fourth biggest wine producing country, and while production cannot meet domestic demand, it is not too far off. Within the US, California is the main production hub, accounting for 85% of the country's wine production. While the country as a whole has over 10 000 wineries, some four companies control almost 55% of the US market. However, the US wine industry has faced increasing challenges over recent years, culminating with the collapse of SVB bank in early 2023 which had unfortunately knock on impacts on financing options for over 700 wineries, primarily Californian. The challenges that the domestic industry faces may result in fluctuations in production and hence supply side shortages; but may also end up in further concentration in the domestic industry.

Despite high domestic production, imports remain huge, and are dominated by EU countries, which account for some 80% of US wine imports. France and Italy lead this, followed by Spain and then (with some distance) Portugal and Germany. Among non-EU countries, only New Zealand stands out as having a notable share, and this is nonetheless under 10% of US wine imports.

## **5.4.4 Specific market entry requirements**

### **Market access and entry**

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of wine must be registered with the FDA (note that the food facility registration requirement does include alcoholic beverages).

It is important to remember that states may introduce additional legislation on the import of alcohol into the state, as well as on its distribution, sale and possession within the state. Against this background, it is advisable to check on additional requirements for any state that is being targeted for export.

In terms of tariffs, European wines face quantity tariffs of up to 22.4 cents per litre (except grape must, which faces a combined quantity and proof quantity tariff). With tariffs varying considerably by precise HS code, it is recommended that the link below be consulted for specific tariff details by line.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – wine (2204) from France to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=2204&origin=FR&destination=USA>

## Standards, SPS measures

The Code of Federal Regulations Title 27 (27 CFR) contains detailed legislation relevant for alcohol, with parts 4 and 24 containing standards of particular relevance to wine. Most notably, standards of identity are included in part 4.20.

The full contents of CFR 27 parts 4 and 24 can be found at the following addresses:

[https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr4\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr4_main_02.tpl)

[https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr24\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr24_main_02.tpl)

## Labelling

Table 4-5 in contained detailed information on the labelling requirements for alcoholic beverages, including wine. This section should be consulted for details on labelling.

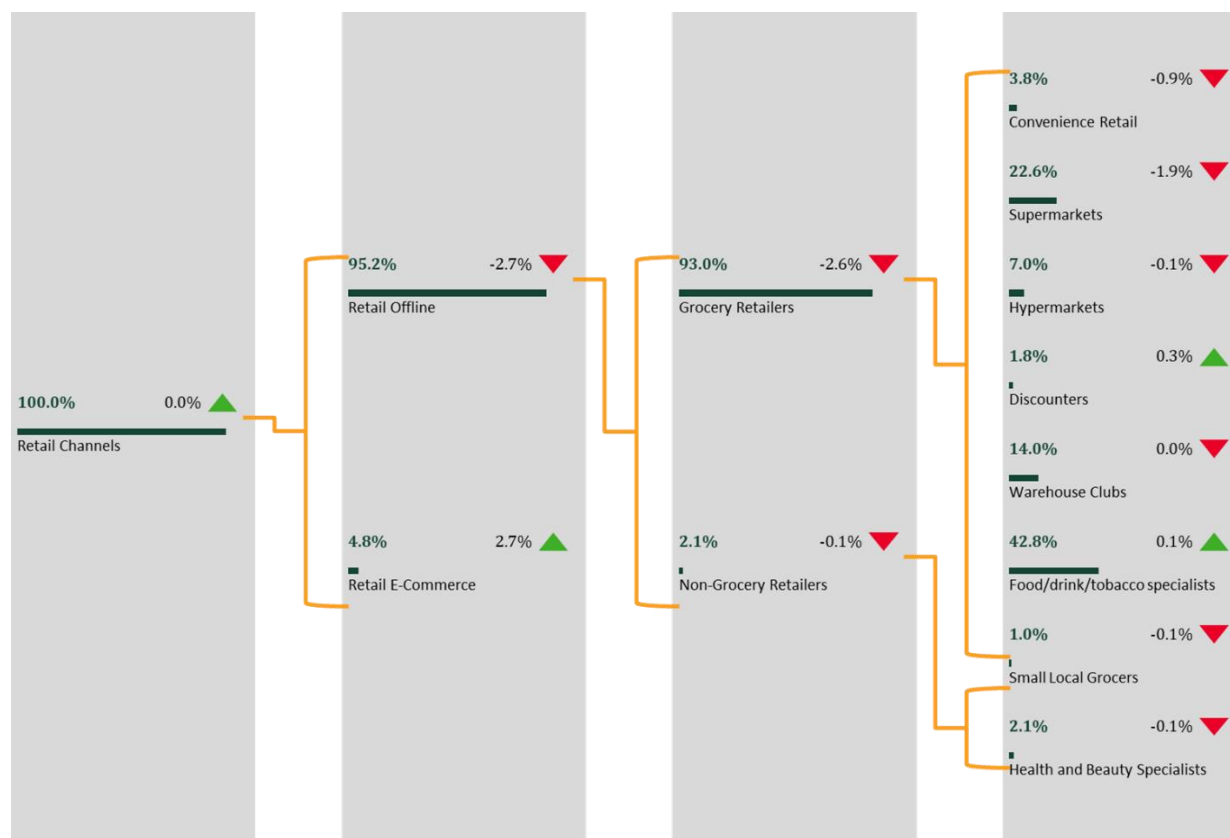
As noted above, in 2006 certain traditional EU labelling terms were accepted for use by US winemakers placing products on the US market. These are listed below:

- Chateau
- cream
- fine
- sur lie
- classic
- crusted/crusting
- noble

- superior
- clos
- late bottled vintage
- ruby
- tawny
- vintage/vintage character

#### 5.4.5 Distribution

In volume terms, on-trade accounts for just under 15% of wine sales, and off trade some 85%. Amongst on-trade channels, grocery retailers dominate, led by food and drink specialists (43% of distribution). Supermarkets account for almost 23%, though their importance has fallen considerable over the last three years. Warehouse clubs and hypermarkets share 21% of distribution. E-commerce is growing rapidly as a distribution channel, now accounting for almost 5% of off-trade sales; with an increase of 2.7 percentage points over the last three years alone (Figure 5-18). While the three tier, state-by-state importer-distributor-retailer system continues to exist for wine through e-commerce in general terms, there are a few big e-commerce actors which have managed to work around this system for domestic producers and give them direct access to consumers in states (this started as a result of the pandemic during which US producers could no longer sell directly to consumers from their vineyard based stores). Libdib (<https://libdib.com/>) is an example of this. Other legacy platforms such as wine.com currently still rely on the traditional three tier system.

**Figure 5-18: Distribution channel overview of wine in the USA (2022); off-trade volume**

Source: Euromonitor International: Alcoholic Drinks, 2022.

### 5.4.6 Challenges for EU products

The US is the fourth biggest wine producing country in the world; and while this production is insufficient to meet domestic demand, it is close to the combined production of Australia and Chile. While production is concentrated in California (85% of the total), all 50 states produce wine to some extent. Furthermore, most grape varieties planted and used for wine in the US are of a European origin and hence may be considered to compete directly with European wines.

One specific nuance of the American market is that it is more brand orientated than most wine markets. This may provide some challenges for smaller EU producers without the ability to do the brand building on the US market. That said, there is still a notable part of the market which is not so brand orientated.

Finally, it should be noted that alcohol legislation varies considerably between states, meaning that different states must generally be treated as separate markets, and hence will generally require working with different partners in each state.

Despite these challenges, the American market for wine is very attractive one which is well suited for European products; as reflected by the EU's dominant position among importers.

**Market Takeaway: Wine**

**Consumption:** *The world's largest wine market, worth around EUR 50 billion in 2022. While volumes are falling, market value is increasing.*

**Competition:** *USA is the fourth biggest wine producer in the world (led by California with 85% of the production). The EU is the main exporter by some distance (80% of US imports), but New Zealand is still the third biggest exporter after France and Italy.*

**Distribution:** *15% on-trade. Among off-trade channels, food and drink specialists are the most important, followed by supermarkets. E-commerce growing substantially in importance.*

**Challenges:** *Competition from domestic production, which similarities in terms of grape varieties. Stronger brand focus than is normal in the wine market. Differing alcohol legislation across states.*

**Opportunities:** *Premiumisation combined with the good image of EU wine. Sustainability concerns. Sparkling wine and rosé have been growing quickly. Limited edition private label collaborations may be of interest to some exporters.*

## 5.5 Spirits

### 5.5.1 SWOT analysis

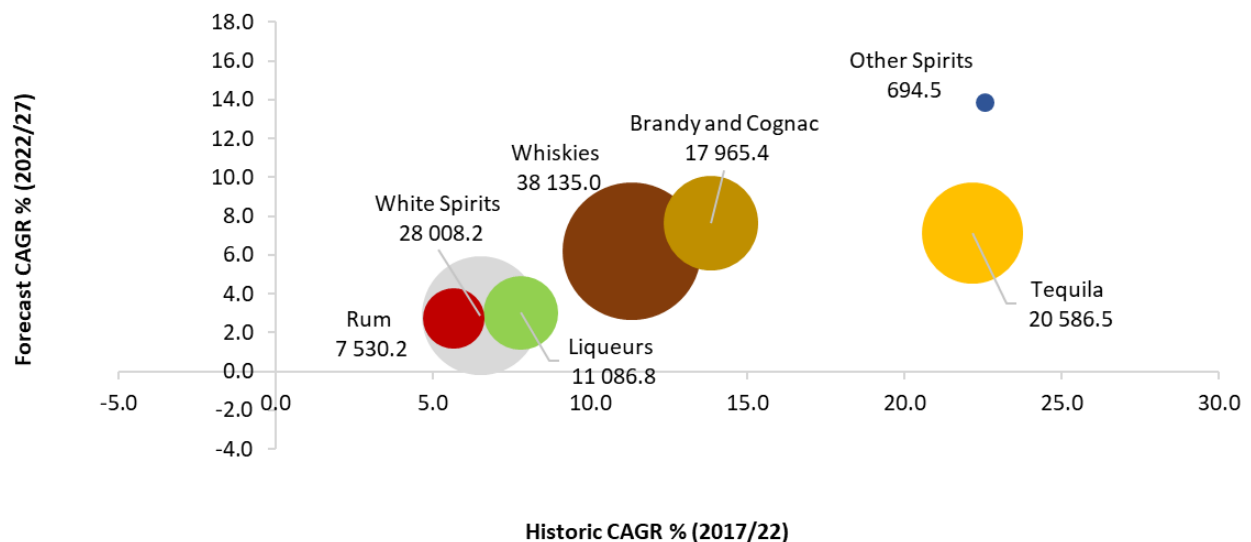
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Massive</b> (EUR 100bn+) spirits market with demand spread across a wide range of products.</li> <li>▪ <b>Net importer</b> both of spirits as a whole, and of all major sub-categories of spirits.</li> <li>▪ <b>Consumers</b> in the US are <b>well accustomed to the presence of European spirits</b> in retail outlets, with the EU already a major source of spirits, accounting for over 40% of US imports.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Liquor taxes</b> in the US can be high depending on the state in question, and regulation is not uniform.</li> <li>▪ The <b>celebrity branding</b> trend has been effective at attracting consumers, but it is a <b>difficult trend for EU exporters</b> – smaller ones in particular – to take advantage of.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ <b>Historical interest in European spirits</b> which is likely to continue, and clear segments for the main different spirit types to target. Some liqueurs which are more niche in nature also have popular followings.</li> <li>▪ While <b>tequila</b> has grown quickly and is a threat, there are initial signs that <b>supply cannot keep up with the explosion of US demand</b>. A continuation of <b>this could lead to opportunities</b> for other categories of spirits.</li> <li>▪ <b>Price is not typically the number one consideration</b> of consumers, creating <b>opportunities for premium products</b>; and the premiumisation trend continues to develop.</li> <li>▪ Emerging demand for <b>non-alcoholic spirits</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The <b>tequila market in the US has exploded</b>, displacing demand for some other categories (such as vodka and to a lesser extent cognac) as it does so.</li> <li>▪ <b>White spirits</b> such as vodka, due to their common use in cocktails, have been <b>under pressure from the ready-to-drink (RTD)</b> segment.</li> <li>▪ <b>Craft production</b> is rapidly increasing, now accounting for 7.5% of the market by value; and its characteristics (local and heritage) are highly attractive to some consumers.</li> <li>▪ Challenges to <b>navigate the different legislation across states</b> for alcohol.</li> </ul>

### 5.5.2 Consumption

#### Evolution of consumption

The spirits market in the US is huge and was worth around EUR 100 billion across all categories in 2022 (Figure 5-19). Whisky is the largest segment at EUR 38.5 billion, followed by white spirits at EUR 28 billion. Whisky has grown rapidly over the last five years at around 12% per year, and while such rapid growth is not forecast to continue going forwards, a health 6% per year is expected. The market for white spirits on the other hand is growing at a more pedestrian rate – just under 7% per year historically, and forecast at 3% per year going forwards. At EUR 20.6 billion, tequila is now the third biggest market, having leapfrogged brandy and cognac (EUR 18 billion) in recent years due to its exceptional growth rate (just under 23% per year between 2017 and 2022 compared to 14% for brandy and cognac). Both categories are forecast to continue to grow quickly at around 8% per year over the period 2022 to 2027. Liqueurs and rum are smaller, slower growing categories in the context of the US market (EUR 11.1 billion and 7.5 billion respectively, with historical growth rates of 8% and 6%; and forecast growth rates of 3%).

**Figure 5-19: Evolution and forecast of the spirit drinks market in the USA, 2017-2027; total value (EUR million)**



Source: Euromonitor International: Alcoholic Drinks, 2022.

## Consumers

In terms of pure alcohol content, spirits are the second most consumed alcoholic beverage in the USA marginally behind the beer. As was seen above, while whisky is the most popular drink overall, the spirits market in the US is diverse with demand spread across a variety of categories. However, there are some further patterns to the popularity of drinks among different consumers.

Looking **geographically**<sup>70</sup>:

- Overall, there is a higher level of spirits consumption in the more affluent states of California, New York and Florida.
- Whisky (including scotch and bourbon) is the most popular in 23 of 50 states. These are primarily the belt of states which pass across the country from the south east to the north west.
- Vodka is the most popular spirit in 15 of 50 states. It is particularly popular in the north east, as well as Florida and some of the most northerly mid-west states. Gin is also fairly popular in the north east, with a notable market in Washington DC.
- There is a strong market for cognac in the south – the states of Louisiana, Mississippi and Georgia in particular.
- Whisky is the most popular drink in the four states bordering Mexico.

In terms of **gender**, men are the primary consumers of whisky (they outnumber women by about two to one). Vodka slants slightly towards women (around 55:45), as does gin. While cognac has

<sup>70</sup> <https://upgradedpoints.com/travel/most-popular-liquor-in-every-state/>

historically been a more male drink, there are signs that it is beginning to be equally split, if not slant slightly towards women.<sup>71</sup>

There are some nuances in consumer by **age** as well:

- Whisky consumers (including scotch and bourbon) historically have been towards the older end of the scale (middle age or older); however this has been changing in recent years with an increasing segment of consumers aged under 40.
- Tequila skews slightly young, with the drink being particularly popular among under 30s (though there is a notable 31-50 consumer group as well). Vodka also skews towards the younger end with the drink being popular among the under 40s.
- Cognac bridges the age gap of the above categories to some extent, with the majority of cognac consumers being under 50.
- Gin, vodka and rum are popular with the 30-50 year old segment, though there is an increasing group of young gin consumers. Male consumers tend to be slightly towards the younger end of this age range and female consumers slightly weighted towards the older end.

While historically some differences in spirit type consumption by **ethnicity** have been observed, these have now largely disappeared. For example, whisky had been a predominantly Caucasian drink; tequila had been popular among the Latino population; and cognac was more heavily consumed by African Americans (they make up over half of cognac consumers), though the drink is also gaining popularity among American Asians and Latinos. Nowadays the share of whisky consumers who are Caucasian (75%) is close to the overall share of the population which is Caucasian. Tequila's explosive growth is based on widespread consumption of the drink, not consumption by any one ethnic group.

Finally, the consumer segment of imported liqueurs has its own rather unique set of characteristics. More specifically, consumers are more likely to be: under 40; affluent; urban based; and with an interest in, or historical exposure to Europe.

### Drivers and method of consumption

With spirits the second most popular type of alcohol in the US, consumption is common at social gatherings and events in the US. The bulk of spirits are purchased through off-trade channels. Nonetheless, on-trade channels have a notable impact on “trend setting” among consumers in the US – despite the channel's relatively small share of distribution in volume terms, it is through on-trade channels that consumers typically first encounter new products (and indeed some producers of new products intentionally use on-trade channels for product awareness).

There are some differences in drivers by spirit type:

- While **whisky** is widely consumed, there is a segment of the population which enjoys whisky tasting (particularly in the whisky-producing states of Kentucky and Tennessee). Whisky also tends to be the spirit of choice at business meetings and conferences. Consumption of Irish whisky peaks around St Patricks day.
- **Cognac** is most popular for at-home consumption followed by social settings such as bars. Brandy on the other hand is more associated with consumption during cold weather or as

<sup>71</sup>

<https://www.thespiritsbusiness.com/2023/04/image-library-tackles-gender-bias-in-whisky/#:~:text=According%20to%20a%20Distill%20Ventures,36%25%20of%20all%20whisky%20consumers;>  
[https://atodmagazine.com/2021/04/13/women-whiskey-inclusive/.](https://atodmagazine.com/2021/04/13/women-whiskey-inclusive/)



a special occasion or after-dinner drink. Cognac is also a popular spirit to enjoy during the Christmas season.

- For **white spirits**, consumption through cocktails or with mixers is popular. It is common for consumers to have a preferred mixer for such drinks, as well as a preferred spirit. Gin is commonly consumed as a pre-dinner drink. Imported EU white spirits, as well as some liqueurs, may be specifically used at cocktail parties.
- Spurred by consumption in dedicated bars, **tequila** consumption has become widespread in a variety of settings, though it remains more popular in the border states (as noted above). Furthermore, there is a slight spring/summer seasonality to tequila consumption.

There is an overarching premiumisation trend in the US (see below) which extends to the common consumption occasions outlined above. That said, premium imported brands do tend to be preferred during certain celebratory events (such as weddings, bachelors/bachelorette parties and other special celebrations) as well as formal events.

### Spirits on retailers' shelves in the USA

As is the case with all alcoholic beverages, pricing is affected by state level taxes, which can vary considerably. The nature of the spirit drink also affects market segmentation. Bearing in mind these caveats, in very broad terms, the market can be divided into the following segments:

- **Economy**: under USD 20 per 750ml bottle
- **Mid-range**: between USD 20 and 30 per bottle
- **Premium**: over USD 30 per bottle
- **Super-premium**: over USD 100 per bottle

Spirits are most commonly sold in glass bottles (a bit over 50% of all sales by volume), though PET bottles are gaining popularity and now account for around 45% of sales by volume. These PET bottles are typically more associated with cheaper products. 750ml is the most common format, but it actually only accounts for around ¼ of sales. Larger 1.75 litres and 1 litre formats have become particularly popular and each account for around 1/5<sup>th</sup> of sales. There are smaller sizes as well, including 50ml, 200ml and 473ml (a US pint); though these are not as common for imported spirits. The smaller formats are more common for economy products; as well as for some whiskies (including craft ones) which offer the opportunities for consumers to try different products.

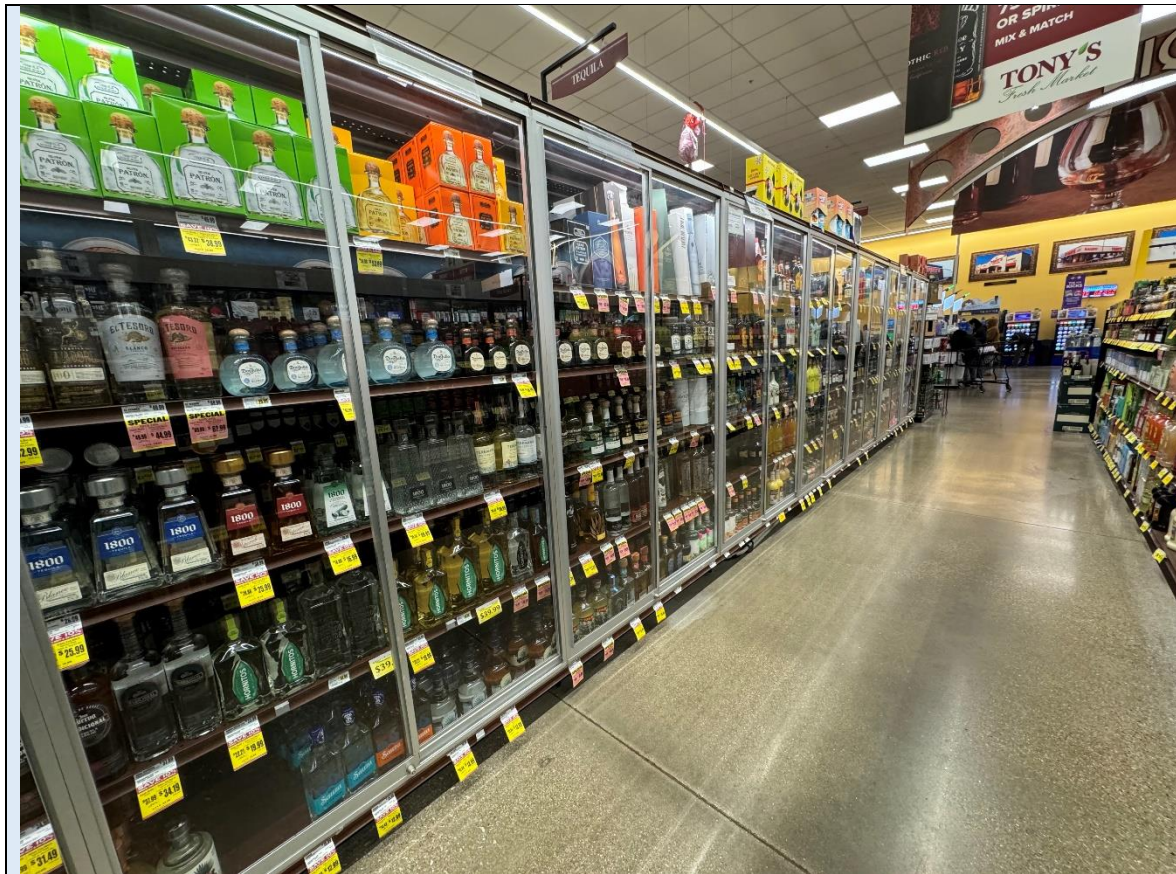


*Above: examples of elaborate packaging on imported spirits in different speciality stores*

In terms of packaging, ornate and elaborate bottles and limited-edition packaging are becoming increasingly important. For imported products, it is common for labelling to put an emphasis on the country of origin; with some labels displaying flags. Price promotion for spirits is fairly rare; only a few retailers tend to offer it.

Products are typically organised by type of spirit. Imported products typically account for around ¼ of products on sale across all spirits categories.

It must be remembered that – as is the case with alcoholic beverages in general - due to differences in legislation between states, the nature of retailers varies between states; and the nature of stores themselves (e.g. general grocery, specialist liquor) further impact the layout of products. Some examples of different store layouts and product positionings are shown in the pictures below.



*Above: spirits section of a higher end Chicago supermarket. Below: spirits in a gourmet store; and in specialist liquor retailer in Massachusetts with the clear organisation of drinks by type*



*Below: range of spirits in a mid-western higher end retailer.*



Pictures: © Agra CEAS / Euromonitor International, 2023.

### Purchase criteria

Purchase criteria for US consumers can be considered to be multi-layered. Spirit type is arguably the first level of consideration. As noted above, there are certain demographics which are more drawn towards certain types of spirits.

At the second level, factors such as brand and price tend to be taken into account. The spirits market in the US is quite brand driven, with clear favourites emerging in different states. The brand connection of the US market is quite well reflected by the trend in celebrity branded spirits which has been observed in the US over recent years. Numerous celebrities have launched their own brands of spirits, and some producers have formed alliances with celebrities or purchased their brands in order to plug into this purchase criterion. The largest celebrity brands reach markets shares of 10-20% in their categories. With regards to price, consumers as a whole are showing a premiumisation tendency; and as such, their focus tends to be on finding products in the price range which suits them / the intended consumption event rather than focusing purely on the lowest price. With regards to consumption events, there tends to be a greater willingness to pay for celebrations, events and gifts than there is for standard consumption. There are some differences in price market segmentation by spirits type:

- The majority of rum targets the standard price segment. There is little premium rum.
- Gin skews towards the premium or ultra-premium segments (almost 60% of sales by volume).
- Both vodka and whisky are roughly equally split between the economy, standard and premium segments.

Further levels – which may be more or less important, depending on the consumer, include:

- Quality, taste and age (in the case of certain spirits such as whisky).
- Recommendation, whether from family, friends or barkeepers (note the aforementioned importance of on-trade channels in trend-setting).
- Origins / story of production and authenticity. This plugs into branding to an extent, with younger consumers particularly likely to be attracted by these factors. The origin and authenticity criterion can be of particular importance to imported liqueurs of European origin, as well as certain whiskies.
- Flavour / novel flavours. This is of particular importance to consumers seeking more unique and novel products.
- Packaging / presentation. This tends to be of a greater importance to “statement spirits” which target the more premium market. Limited edition bottles are a common example of packaging being used to this end.

### Recent market trends

Five main trends stand out of late:

- **Rapid growth of tequila** – as was seen above, the market for tequila has grown rapidly over the last years. Growth is stabilising but will remain quite rapid. While on the face of it, the typical consumers of tequila and of other spirits have slightly different characteristics, there is little doubt that the growth in tequila has displaced demand for some other spirits to an extent, hence negatively affecting their prospects in recent years. However, tequila is nearing a point where it may indeed face challenges from supply; production is limited to Mexico; typically around 370m litres of tequila are produced each year; and the US alone is consuming 250 to 270m litres (in the region of 70%). Any shortages in tequila supply may open the door to other spirits.
- **Celebrity branding** – the celebrity branding trend has been ongoing in the US for several years now, with celebrity-produced or endorsed brands among the most popular in the country (for example, the brand Casamigos, originally founded by a team including the actor George Clooney and recently purchased by multinational Diageo accounts for around 20% of the tequila market). Celebrity brands have been particularly effective at attracting consumers to new/different products and segments, though it is challenging for EU producers to take advantage of this trend. There are some signs however that this trend may be peaking, at least in the case of tequila where it has been most visible over the last few years.
- **Craft production** – craft production in the US is growing rapidly, as will be seen in the next section. It now accounts for 7.5% of spirits sold in the US by value; and continues to grow rapidly, with further growth expected over coming years. With the temporary excise tax reduction for craft producers made permanent, the financial challenges that some producers have faced have been partly eased. Smaller craft producers in particular tend to focus on selling their products locally (e.g. in-state) and the local origin and story behind these spirits may appeal to many consumers. Authenticity and distinct flavours of handcrafted spirits are notable drivers for the popularity of craft spirits more broadly; and indeed these are characteristics which certain imported spirits may be able to demonstrate as well.
- **Non-alcoholic spirits** demand is small but growing. At a national level, dry January and sober October have made a comeback after being partly forgotten during the COVID-19 pandemic; and with these events, demand for non-alcoholic alternatives, including spirits, has increased. However, price is a challenge these products face, with them more commonly being considered as priced for a premium market; along with concerns around

their functionality / how to consume them. It seems likely that mixology will play an important role if non-alcoholic cocktails are to discover / enlarge their market niche.

- **Unique cocktails and flavours.** There has been a revival of the cocktail culture recently, and within this revival, consumers are experimenting with new cocktails and flavour combinations. This is leading to increasing demand for what may historically be considered more niche spirits / liqueurs. Limoncello and Cointreau are examples of this. Alongside this cocktail culture revival, there is some interest in flavoured versions of certain spirits type such as whisky and vodka.

### 5.5.3 Offer

#### Domestic production

The US has substantial domestic production, but overall it is insufficient to meet demand. A range of spirits are distilled throughout the United States, chief among these is whisky/bourbon. While there are around 2 000 whisky distilleries and production can be found in every state, the key producing states are Kentucky (the home of bourbon) and neighbouring Tennessee; followed by certain mid-west states, and to a lesser extent, California and Texas. Total whisky production is estimated to be in the range of 500 million litres per year and there are some notable large companies active in whisky production in the US, such as Sazerac and Heaven Hill.

Production figures on other spirits categories are harder to come by, with multinationals (such as Diageo, Suntory, Pernod Ricard and Bacardi) strongly present on the market alongside the aforementioned large domestic companies primarily active in whisky production. TTB provides some indications: 2022 brandy production was estimated at 11.4m gallons proof (around 52.5m litres of 40% brandy), and white spirits (rum, gin, vodka) at 13.8m gallons (65.3m litre of 40% white spirits).

Craft spirits is one area where production is more distinguishable. There were an estimated 2 680 craft distilleries in the US at the end of 2022, producing just under 120m litres of craft spirits. These craft distillers are most present (in order) in California, New York, Texas, Pennsylvania and Washington. They now account for around 5% of US sales by volume and 7.5% by value, with some limited exports as well. While smaller producers tend to focus on selling in their state of origin, larger producers sell nationwide.<sup>72</sup>

#### Imports and exports

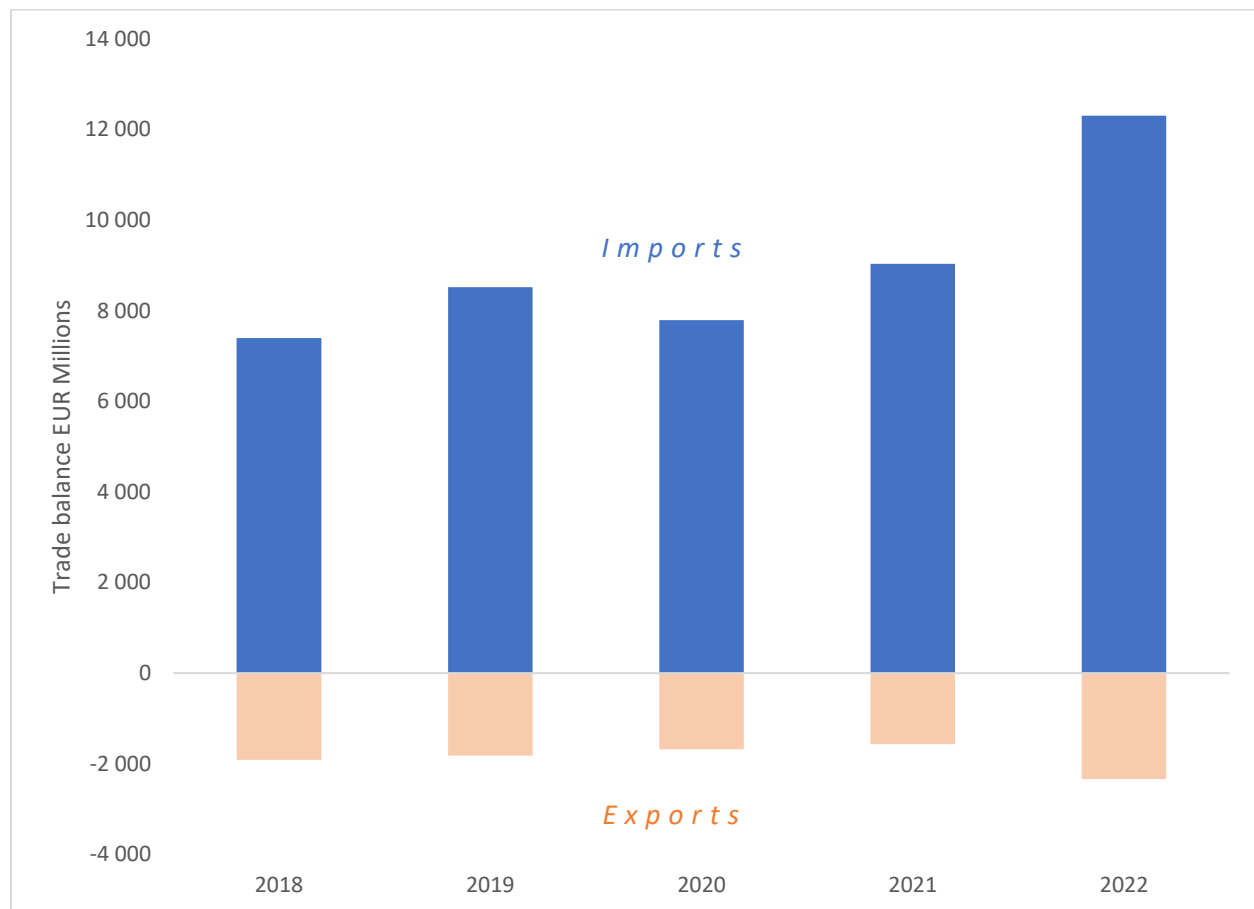
As outlined in Figure 5-20, the US is a net importer of spirits. Imports in 2022 were valued at EUR 12.3 billion, up fairly steadily from EUR 7.4 billion in 2018. Exports on the other hand were worth EUR 2.3 billion, also up over the past five years from EUR 1.9 billion.

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<sup>72</sup> <https://www.ttb.gov/distilled-spirits/statistics>;

<https://americancraftspirits.org/wp-content/uploads/2017/02/Craft-Spirits-Data-Project-2022-Summary.pdf>

**Figure 5-20: Trade balance (imports and exports) of spirits in the USA, 2018-2022 (EUR million)**



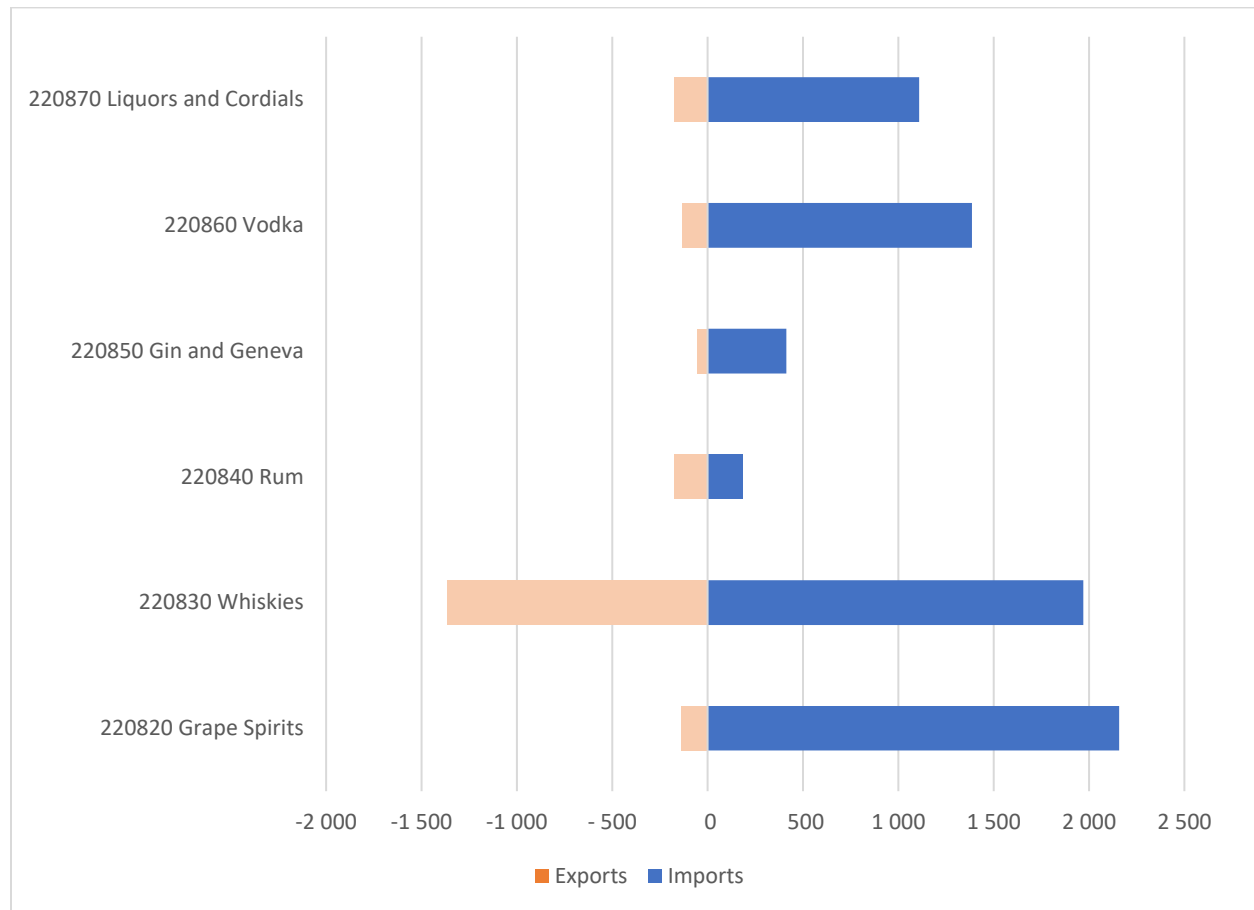
Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2208.

Looking at spirits by type (Figure 5-21):

- The USA is a net importer of each spirits category.
- There are both strong imports and exports of whisky (almost EUR 2 billion and EUR 1.4 billion respectively).
- Grape spirits, including brandy and cognac are the largest single import category shown at just under EUR 2.2 billion. However, the graph does not show tequila, which fall under the “Other” subcategory (this accounts for just under EUR 5 billion of imports).
- There are substantial (>1 billion) imports of vodka and liqueurs. Imports of gin and rum are more limited.

**Figure 5-21: Trade balance (imports and exports) of spirits in the USA, by type, 2022 (EUR million)**

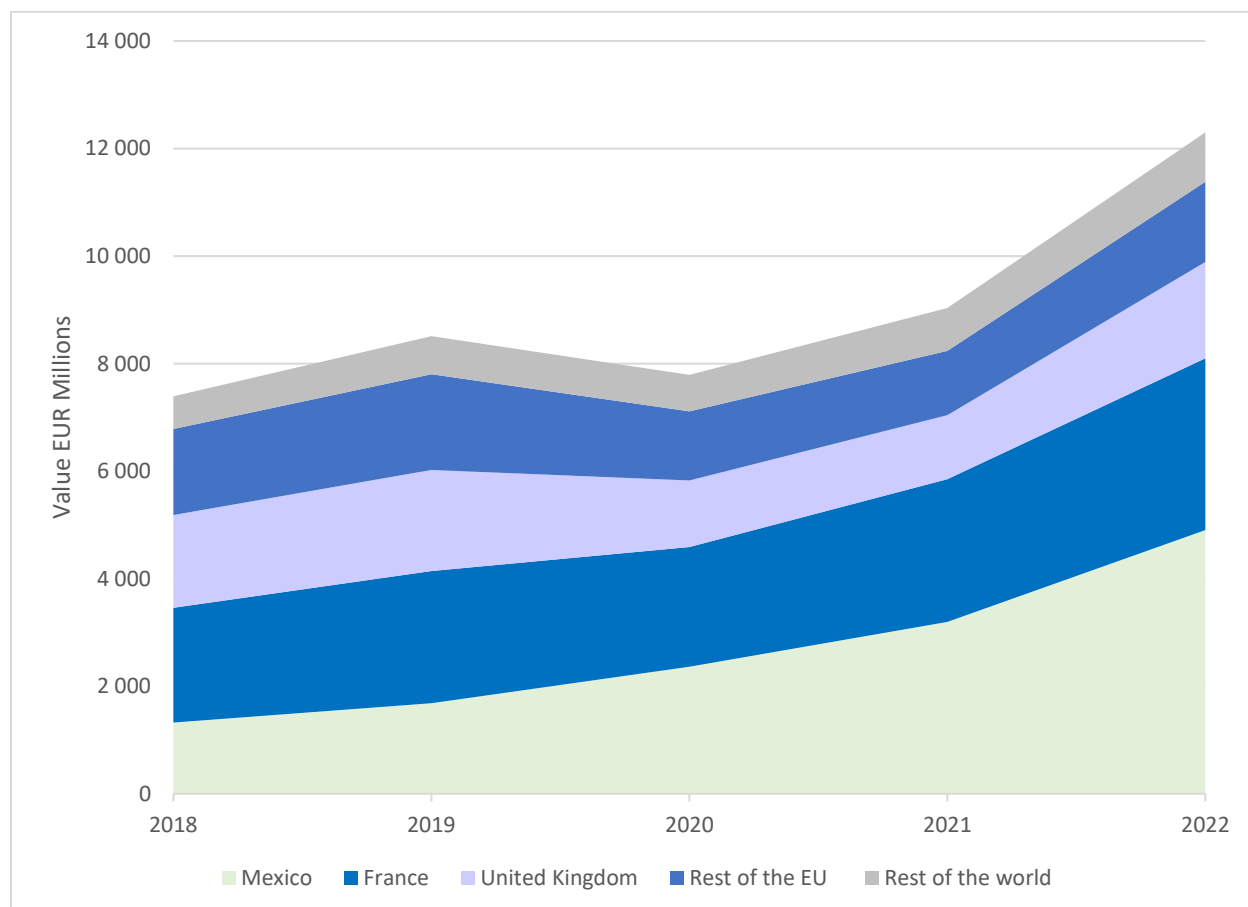


Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Spirit names shortened. CN codes before spirit name.

In terms of origin (Figure 5-22), Mexico is the number one origin, followed by France and the UK. The origins can be closed linked to certain product categories: tequila for Mexico's EUR 4.9 billion of exports, cognac for France's EUR 3.1 billion and whisky for the UK's EUR 1.8 billion). The rest of the EU combined accounts for just under EUR 1.5 billion of exports.



**Figure 5-22: US imports of spirits by country, 2018-2022 (EUR million)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2208

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. As a result, no dedicated list of registered GIs for the US exists. Several EU spirit GIs are understood to have been registered as trademarks in the US; this can be checked by searching by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

Domestic US producers (who are particularly focused on whisky) alongside large multinationals (some of which source from Europe) are the main overarching competitors in the huge American spirits market. However, there is also notable competition from some specific sources. Firstly, Mexico's tequila production is a notable competitor. The drink has increased massively in popularity over recent years and has displaced some of the demand for other types of spirits,

including those exported by the EU. Secondly, there is a growing craft spirits industry which targets a similar premium market as imported products do. Thirdly, there has been a clear trend over recent years of celebrity brand spirit launches, with many of these products doing very well. Indeed, some have been purchased by larger companies/multinationals, effectively graduating them out of the craft category.

## 5.5.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1. A list specifically for spirits can be found in Table 4-2; most notably an import licence for alcohol and tobacco is required.

As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of spirits must be registered with the FDA (note that the food facility registration requirement does include alcoholic beverages).

It is important to remember that states may introduce additional legislation on the import of alcohol into the state; as well as the distribution and sale of alcohol within the state and who can possess alcohol within the state. Against this background, it is strongly recommended to check on additional requirements for any state that is being targeted for export (the Digest of Wine and Spirits Law described in section 4.2.2 is useful in this regard).

In terms of tariffs, currently many European spirits face no MFN tariffs, though there are specific products such as certain types of rum which face per litre proof tariffs.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – general spirits category (2208) from France to the US***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=2208&origin=FR&destination=US>

### Standards, SPS measures

The Code of Federal Regulations Title 27 (27 CFR) contains detailed legislation relevant for alcohol including spirits. This legislation is extensive; the main part of relevance for standards is part 5 on labelling and advertising of distilled spirits. This includes certain standards of identity for different types of spirits. The full contents of CFR 27 part 5 can be found at the following address, and it is recommended they be consulted for information on the standards of identity as well as other relevant provisions:

[https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr5\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?SID=1b8cdf86b90bc296e2ec1b0062d53426&mc=true&tpl=/ecfrbrowse/Title27/27cfr5_main_02.tpl)

## Labelling

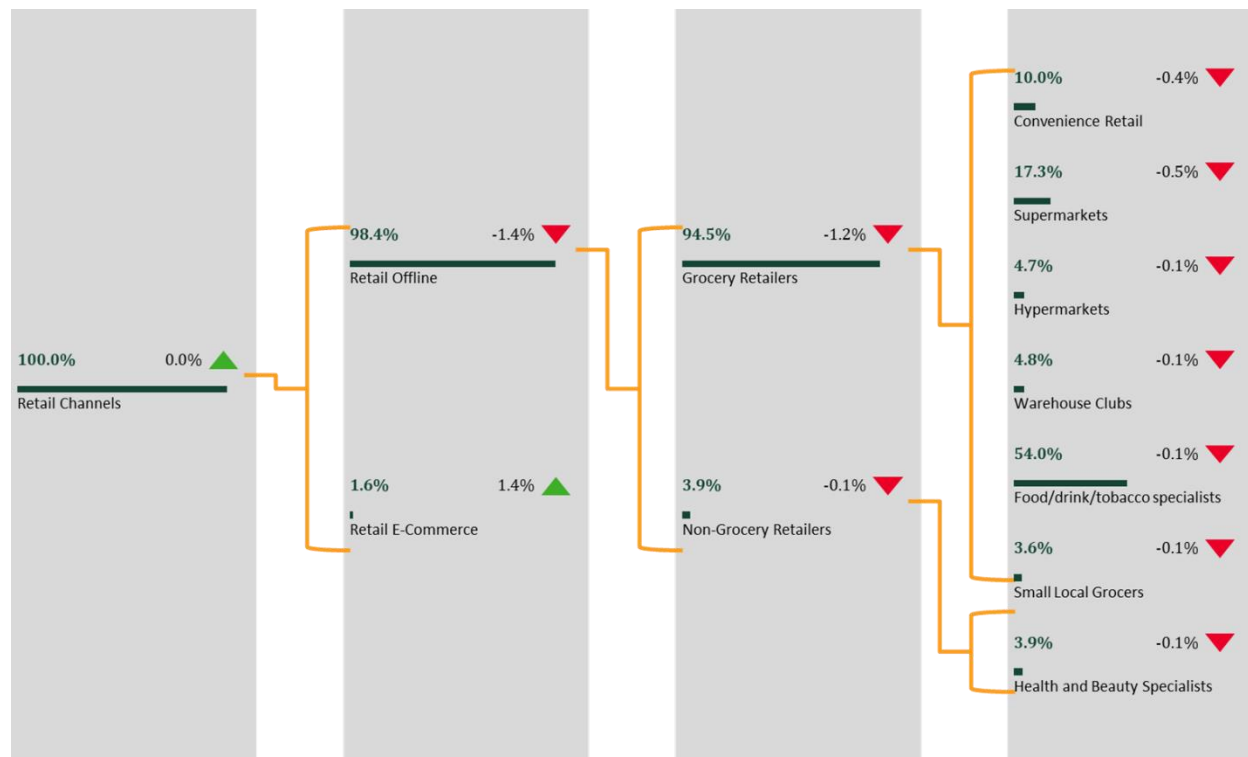
Table 4-5 contained detailed information on the labelling requirements for alcoholic beverages, including spirits. This section should be consulted for details on labelling.

### 5.5.5 Distribution

In volume terms, on trade channels account for 21% of spirits sold in the US and off-trade channels 79%. That said, on-trade can be an important channel for some more niche imported spirits and can also provide interesting mediums for consumers to try new spirits.

Food, drink and tobacco specialists have a dominant position among off-trade channels, accounting for 54% of all off-trade sales. This includes liquor stores and wine and spirit shops, which typically stock wide varieties of spirits from all over the world, including imported ones from the EU. Wine and spirit shops in particular may be attractive outlets for imported EU spirits, as typically they stock more carefully curated selections than liquor stores, which may be slightly more mainstream in their approach. Supermarket (17%) and convenience (10%) are the only other two notable channels (Figure 5-23).

E-commerce remains more of a niche distribution channel than it does for many other product categories, with a share of only 1.6%. The overall direct-to-consumer (DTC) landscape is emerging and evolving. The COVID-19 pandemic led to several states easing restriction on DTC sales. Nonetheless, only around ten states (plus the District of Columbia) permit DTC sales to some extent. Nonetheless, this area is dynamic and there are active efforts by the Distilled Spirits Council of the US to push for changes to legislation. The channel therefore may be of interest to exporters; but caution and the use of a partner experienced in the area is preferable.

**Figure 5-23: Distribution channel overview of spirits in the USA (2022); off-trade volume**

Source: Euromonitor International: Alcoholic Drinks, 2022.

### 5.5.6 Challenges for EU products

While the US market is huge, the competitive landscape is tough and arguably this poses the biggest challenge to EU spirit exports. Competition comes from a combination of domestic production (large scale whisky and varied craft production), multinationals and Mexican tequila, the explosive growth of which has somewhat upset the overall spirits category in recent years. Furthermore, there are certain nuances and trends, such as a fairly high importance of branding and popularity of celebrity-branded products, which may be hard for EU exporters – smaller ones in particular – to take advantage of. Finally, it must be remembered that their alcohol legislation differs between states, effectively creating multiple fragmented markets. EU spirits have been successful despite these challenges, and the sheer size of the American market makes it very interesting.

### Market Takeaway: Spirits

**Consumption:** Huge spirits market (around EUR 100bn) open to a wide range of products. Some clearer trends in terms of consumption preference by region, age and gender.

**Competition:** significant domestic production from a combination of larger whisky distillers and smaller craft production. Semi-direct competition from tequila, which has displaced consumption of some other spirits categories in recent years. Multinationals have strong positions.

**Distribution:** Off-trade sales account for 79% of overall sales by volume and the food, drink, and tobacco outlets in turn dominate this with 54% of off-trade sales. However, while on-trade accounts for only 21%, it is typically the point of the first contact of consumers to new spirits.

**Challenges:** tough competition (see above). Some of the more recent trends such as celebrity branding and tequila are either tough (former) or impossible (latter) for EU exporters to take advantage of.

**Opportunities:** European spirits have a well-established presence in the US market and are well seen. Ongoing premiumisation trend. Emerging market for non-alcoholic spirits. Renewed interest in cocktails, unique flavours and some niche spirits.

## 5.6 Olive oil

### 5.6.1 SWOT analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ Olive oil is a <b>well-established product</b> in the US, with roughly <b>half of households</b> having the product in their kitchen.</li> <li>▪ Good <b>level of consumer knowledge</b> of olive oil and an attractive core consumer.</li> <li>▪ The US is <b>reliant on the EU for around ¾ of its total olive oil supply</b> (including domestic production).</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Difficult</b> to see the <b>consumer base growing</b>, as the large part of the population which does not consumer olive oil at present is more value focused.</li> <li>▪ <b>Soy oil</b> is still <b>more popular</b>, with its volume sales roughly twice that of olive oil. Indeed, olive oil only accounts for around 20% of oil sales by volume.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ <b>Structural reliance on EU products</b> and it is unlikely that this will change.</li> <li>▪ Making products <b>stand out through alternative branding or distribution strategies</b> (including direct-to-consumer and subscription).</li> <li>▪ Emphasizing the <b>connection with health attributes</b>. Organic oils continue to show potential partly due to this association.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Growing domestic production</b>, though it remains limited; and cheaper imports from Tunisia.</li> <li>▪ <b>Substitution</b> from other oils, <b>avocado oil</b> in particular which share the healthy image of olive oil.</li> <li>▪ Difficulty to make <b>individual products stand out</b> in a crowded market.</li> </ul>

### 5.6.2 Consumption

#### Evolution of consumption

The olive oil market in the USA has grown steadily in value terms over recent years, reaching almost EUR 1.9 billion in 2022. Growth is forecast to continue to almost EUR 2.5 billion by 2027. However, in volume terms it has rather plateaued (with a notable dip in 2020), though some growth in 2025-27 is forecast (Figure 5-24). At present, the average American consumes around 1.1 litres of olive oil per year.

**Figure 5-24: Evolution and forecast of the retail market for olive oil (EUR million) and olive oil expenditure (EUR) per capita, in the USA; 2017-2027**



Source: Euromonitor International: Packaged Food, 2023.

Note: figures for 2023 to 2027 based on forecasts.

## Consumers

Olive oil is a widely consumed oil in the US, accounting for around 15% of the total edible oil market by volume and a third by value. It is estimated that over half of US homes have olive oil in their kitchen (even if the percentage which uses it on a frequent basis is considerably lower). The range of consumers is therefore quite large. However, there are certain demographics which consume olive oil to a greater degree than others:

- Geographically, New York, Boston / Massachusetts and Florida stand out as the geographical markets with the highest consumption.
- Greater olive oil consumption is correlated with higher education and income; around 80% of olive oil consumers can be considered middle income or higher with a good level of education.
- Consumption increases somewhat with age, with the over 50s accounting for around ¾ of the olive oil market; somewhat a reflection of the health considerations and olive oil consumption.
- There is no notable difference in consumption by gender.

It is worth noting that increased health awareness has impacted the olive oil market in recent years, leading to a growing segment of health-driven consumers. While not as strong as the health factor, there is a segment of consumers who are environmentally driven and choose to consumer (generally organic) olive oil for this reason.<sup>73</sup>

## Drivers and method of consumption

The most common uses of olive oil are for sautéing, making salad dressings, and dipping. Over 80% of US olive oil consumers are estimated to use olive oil for these purposes, with the use of olive oil in salad particularly high (around 2/3 of usage is estimated to be raw, whether in salads, for dipping or in some other raw form). Grilling and finishing are also popular uses, but usage for baking and deep frying is more limited.

Olive oil usage is somewhat weighted towards consumption in the home. While there are somewhat conflicting figures in this regard, it is estimated that around 45% of olive oil consumption occurs through on-trade and food processing channels, compared to 55% through off trade retail channels. Usage outside the home is close to evenly split between the hotel and catering and food service industry on one hand; and the food processing industry (including canning) on the other hand.

Notable drivers of consumption are health considerations – particularly for older consumers - alongside flavour (as reflected by its common use in salads). It has been shown that US consumers are likely to continue to purchase olive oil after they first try it, a reflection of the flavour attraction.

## Purchase criteria

As noted above, health is key driver of the consumer decision to choose olive oil over other types of oil. While American awareness of the health benefits of olive oil are already quite high, any

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<sup>73</sup> Euromonitor International: Packaged food, 2023; <https://www.juanvilar.com/the-usa-is-the-worlds-largest-consumer-of-olive-oil/#:-:text=The%20type%20of%20oil%20most,for%20frying%2C%20grilling%20or%20cooking.>

factors which plug in to this health driver can have an impact on the purchasing decision; whether communication of the benefits or slightly less direct connections to health, such as organic status.

Price is probably the greatest barrier to broader olive oil uptake in the US, meaning that for consumers which have not been “converted” to olive oil, it will be an important factor in their decision whether or not to try the product. However, looking at the main existing consumer group (outlined above), price tends not to be a key consideration. Value on the other hand does tend to be – the existing consumer segment tends to look for quality products at an attractive price. This indeed is reflected firstly by the increasing range of private label olive oil products on offer, with products on offer covering different olive varieties as well as including some organic products; and secondly by the orientation of the market towards virgin and extra virgin olive oil. While there is a segment of regular olive oil consumers which is brand loyal, it is somewhat limited – though there are signs this may now be changing to an extent (see below).

Against this background, olive oil enthusiasts in particular are likely to be attracted to quality orientated factors such as colour, geographical origin, richness and flavour. With regards to flavour, American consumers have tended to prefer olive oils which are fresh, robust, and to a lesser extent, buttery. Those which have fruity, grassy or peppery tastes have been less successful with the overall mass market. With regards to geographical origin, European oils are well regarded as reflected by their high market share. There was previously some media attention with regards to the authenticity of oils labelled as made in Italy, as well as regarding oils which were not conforming to the grades they were being marketed at; and this had impacted the perception of some olive oils (Italian in particular); though this media attention has now largely subsided. Finally, there is an increasing interest in olive oil branding, as will be covered in the next section.<sup>74</sup>

#### **Olive oil on retailers’ shelves in the USA**

It must be remembered that olive oil, while popular, is seen as a more premium type of oil. Price segmentation for the olive oil market therefore is against this background:

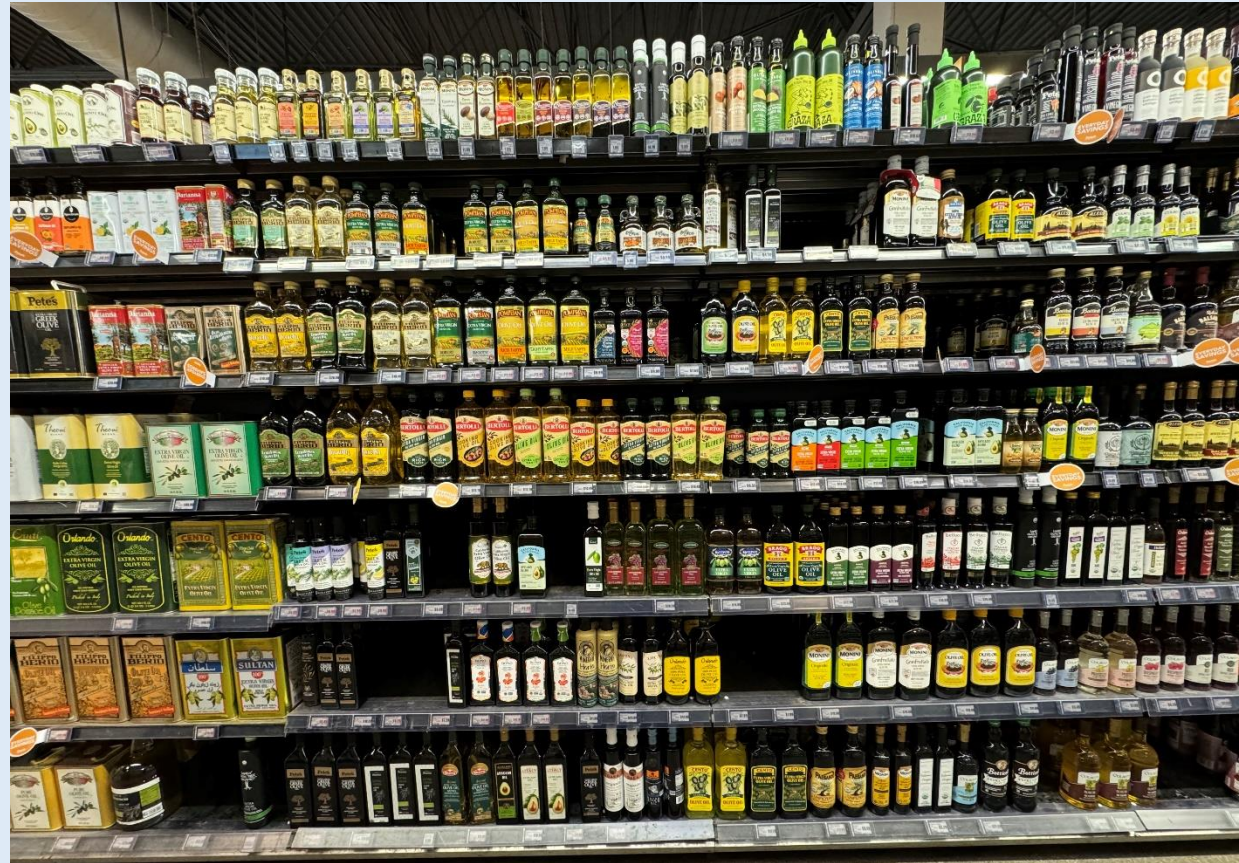
- **Lower end / mass market:** under USD 10 per 500ml
- **Mid-range:** USD 10-20 per 500ml
- **Premium:** above USD 20 per 500ml
- **Super premium:** above USD 30 per 500ml

In terms of packaging, glass bottles are the most popular, though plastic bottles may also be used as well as metal containers. In terms of size, 500ml (16.9 fl oz) or 16 oz (generally for locally produced oil) are the most common sizes, but larger formats may be found as well. There is some relationship between the market segmentation and packaging format; premium products almost exclusively come in the 500ml (or smaller e.g. 250ml) glass bottle format, while lower end products are often found in larger (750ml, 1 litre or 3 litre) packaging, often made of plastic or metal. Indeed, low-end pomace and blended olive oil may even come in 5 litre PET bottles. Mid-range products skew towards the use glass packaging and the 500ml format, though larger formats (notably 1 litre) can be found.

<sup>74</sup> Euromonitor International: Packaged Food, 2023; <https://www.aboutoliveoil.org/the-keys-to-increasing-the-consumption-of-olive-oil-in-the-us/>; <https://www.oilseedandgrain.com/single-post/2016/1/5/The-Global-Race-to-Capture-the-US-Olive-Oil-Market>; <https://olivecenter.ucdavis.edu/media/files/surveyfinal052913reduced.pdf>; [https://s.giannini.ucop.edu/uploads/giannini\\_public/64/73/64739818-166d-4993-9b42-f228a8af3704/v16n4\\_3.pdf](https://s.giannini.ucop.edu/uploads/giannini_public/64/73/64739818-166d-4993-9b42-f228a8af3704/v16n4_3.pdf)



*Below: extensive olive oil display in a local Chicago supermarket.*



Imported products tend to dominate shelf space; generally they account for 50% or more of all products on offer.

Green tinted glass is the norm for reasons of preservation. However, some generally higher end producers have used un-tinted packaging since it allows consumers to clearly view the contents inside, hence see the product's quality. This untainted packaging also can help foster trust in a market where there have historically been some product alteration scandals in the area of oils.



*Above: Organic and PDO/PGI status are sometimes identified on bottles.*

The indication of organic on compliant olive oils is increasingly common, as is the PGI indication on PGI oils. Other claims are also increasingly used (such as GMO free, gluten-free) though care should be taken in the use of claims as they may be investigated by the FDA.



*Above: private label products in a supermarket chain*

While mainstream supermarkets may stock a limited range of products, their own private label products and sometimes offer discounts, more specialist or gourmet stores may stock broader ranges or offer rarer / more unique products.



Pictures: © Agra CEAS / Euromonitor International, 2023.

## Recent market trends

The following stand out as recent trends in the olive oil market:

- Resolution of legislative issues.** Two notable legislative issues which had impacted the market in recent years have been resolved, at least temporarily. Firstly, the 25% tariff which was imposed on individually packaged Spanish olive oil in 2019 was suspended, providing a boost to Spanish exporters. Secondly, a decision around the labelling of brands using Californian olive oil was announced, with an obligation for the minimum percentage of oil from California to be indicated.
- Increased branding of olive oil products.** With a wide range of similar-looking olive oil products available in US stores and a strong presence of private label products (around 35% of all olive oil), standing out has been a challenge for producers. Some have therefore focused on marketing and branding strategies to make their products stand out. This notably includes making products look more fun and youth-orientated with the use of solid colour bottles, unique labels and catchy slogans which play on the consumer-established connection between olive oil and healthiness.
- Increased focus on quality and safety.** Across the edible oils sector, there has been a fairly long term focus on the quality and safety of products. This dates as far back as 2011, when the producer of an oil product labelled as “100% natural” was subsequently taken to court by consumers once they understood that genetically modified ingredients had been used. There have been subsequent concerns about label fraud and product adulteration in oil products more broadly. This provides an opportunity for olive oil in general, and more specifically for EU olive oil which clearly indicates its origin, given the broad perception that EU food is safe and of good quality.
- Direct-to-consumer strategies.** Following on from the above branding changes, some producers have chosen to use direct-to-consumer sales strategies, and even subscription models, to ensure the capture of consumers. However, due to the typically higher pricing points this remains a niche.

- **Continued interest in organic.** There has been interest in organic olive oil for a while, with the segment growing rapidly. This interest has only continued over the last years, with the sub-category benefitting from its association with healthiness.

One neighbouring trend which is worth being aware of is an increased interest in avocado oil, with the product also being marketed as healthy, putting it in to competition with olive oil. While avocado oil remains a niche, the price evolution is likely to impact the competition between the two categories.

### 5.6.3 Offer

#### Domestic production

Domestic olive oil production has increased greatly in recent years. There are around 88 000 hectares of olive groves in the US, with the crop from roughly 60% of this area destined for the production of olive oil. Almost all olive oil production (an estimated 99%) comes from California, primarily the San Joaquin and Sacramento valleys. The remainder comes from Texas, Georgia, Florida, Oregon and Hawaii. American olive groves are modern: just under a third are modern high density groves, and two thirds are modern super-high density groves, with production largely mechanised. The main varieties grown are Mission, Arbequina, Arbosana and Koroneiki, and 90% of olive oil produced is either virgin or extra virgin.

Nonetheless, domestic production only meets around 5% of total demand in the US. Quality of production has been improving as well as quantity, with the American Olive Oil Producers Association (AOOPA) working hard to promote quality and the use of standards. More information on the AOOPA can be found at <http://www.aopaa.org/>.<sup>75</sup>

#### Imports and exports

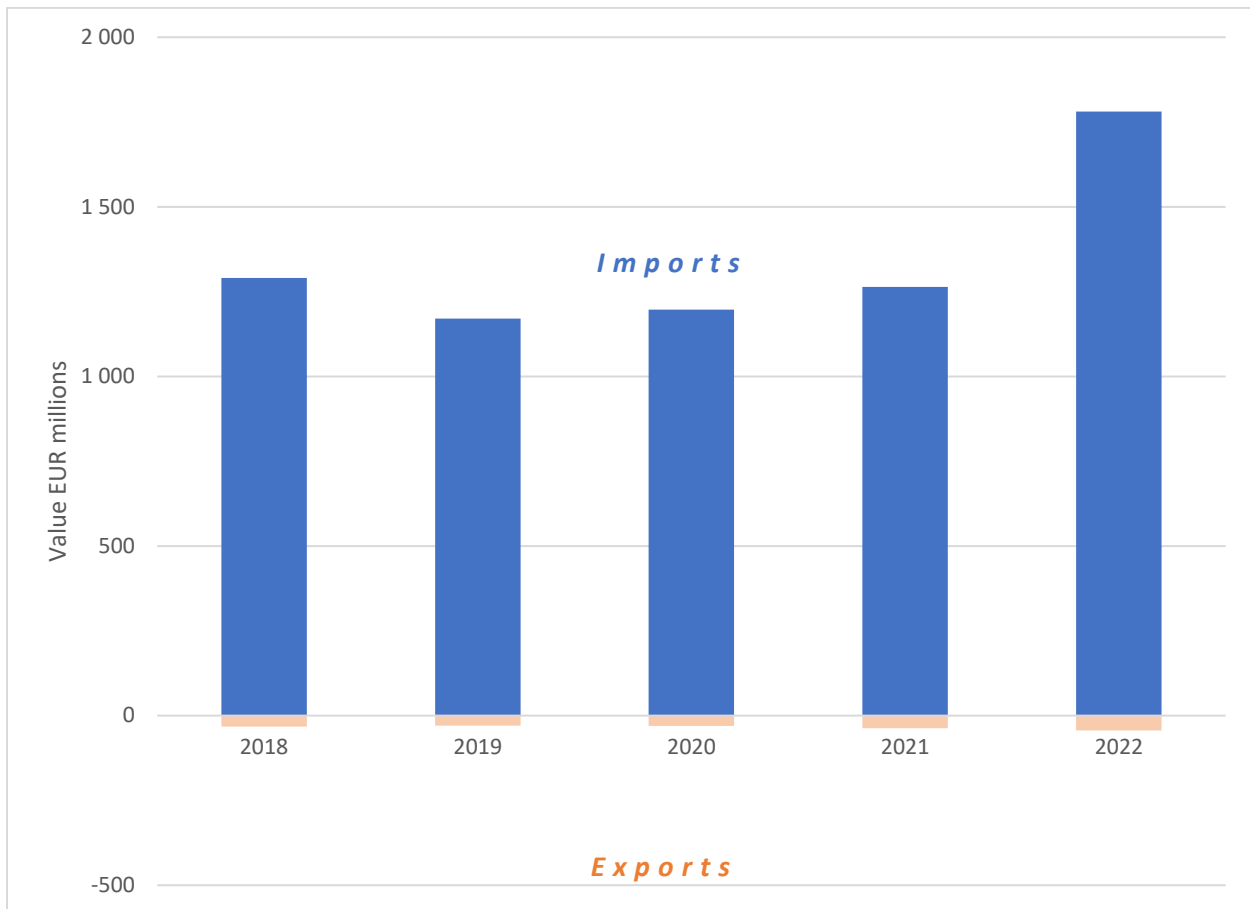
The US is a massive net importer of olive oil. As noted above, only about 5% of domestic demand can be met by production. In 2022, imports totalled EUR 1.78 billion, a big jump on the EUR 1.2 to 1.3 billion in which they found themselves during the four previous years. Exports were comparatively negligible at EUR 44m (Figure 5-25).

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<sup>75</sup>

<https://www.juanvilar.com/the-usa-is-the-worlds-largest-consumer-of-olive-oil/#:~:text=The%20type%20of%20oil%20most,for%20frying%2C%20grilling%20or%20cooking.>

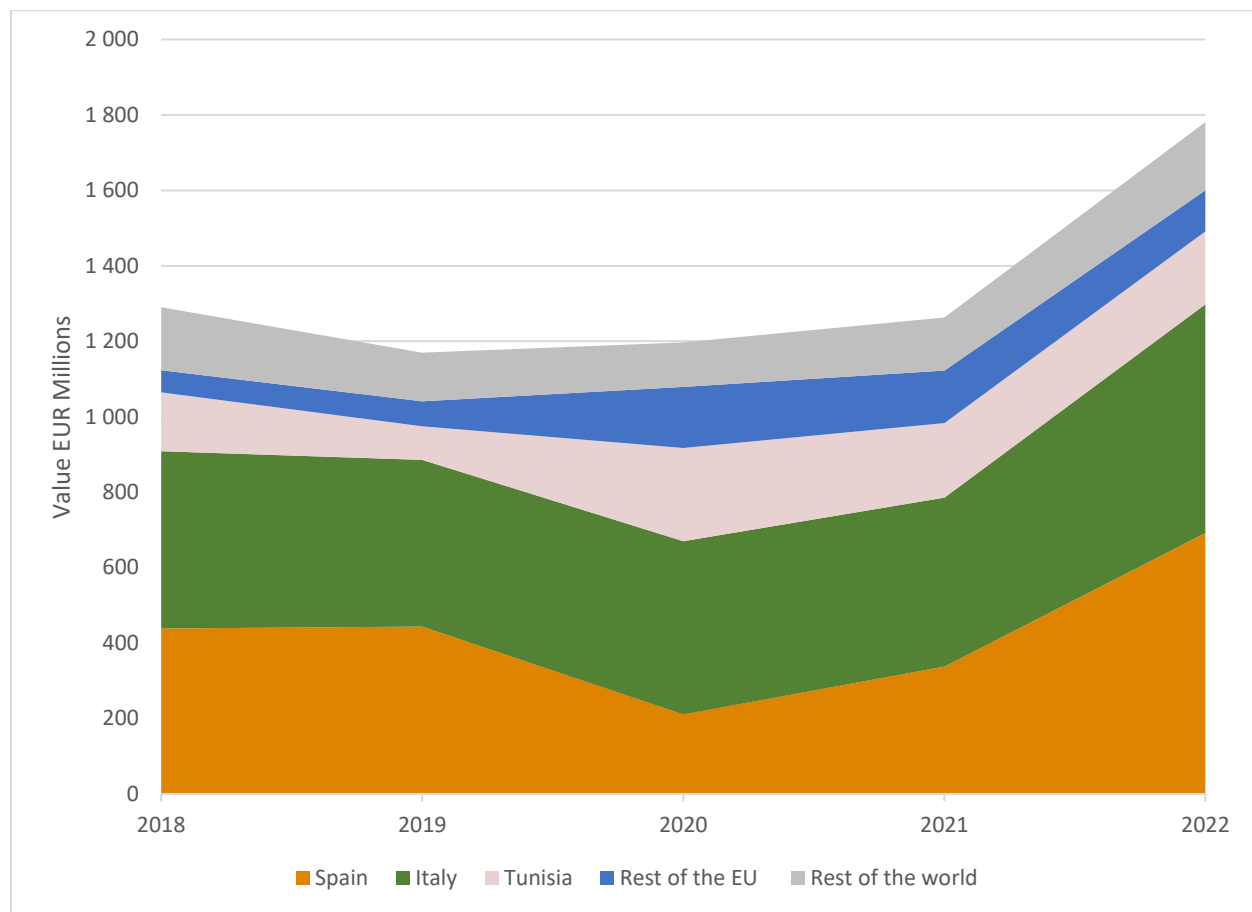
**Figure 5-25: Trade balance (imports and exports) of olive oil in the USA, 2018-2022 (EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1509.

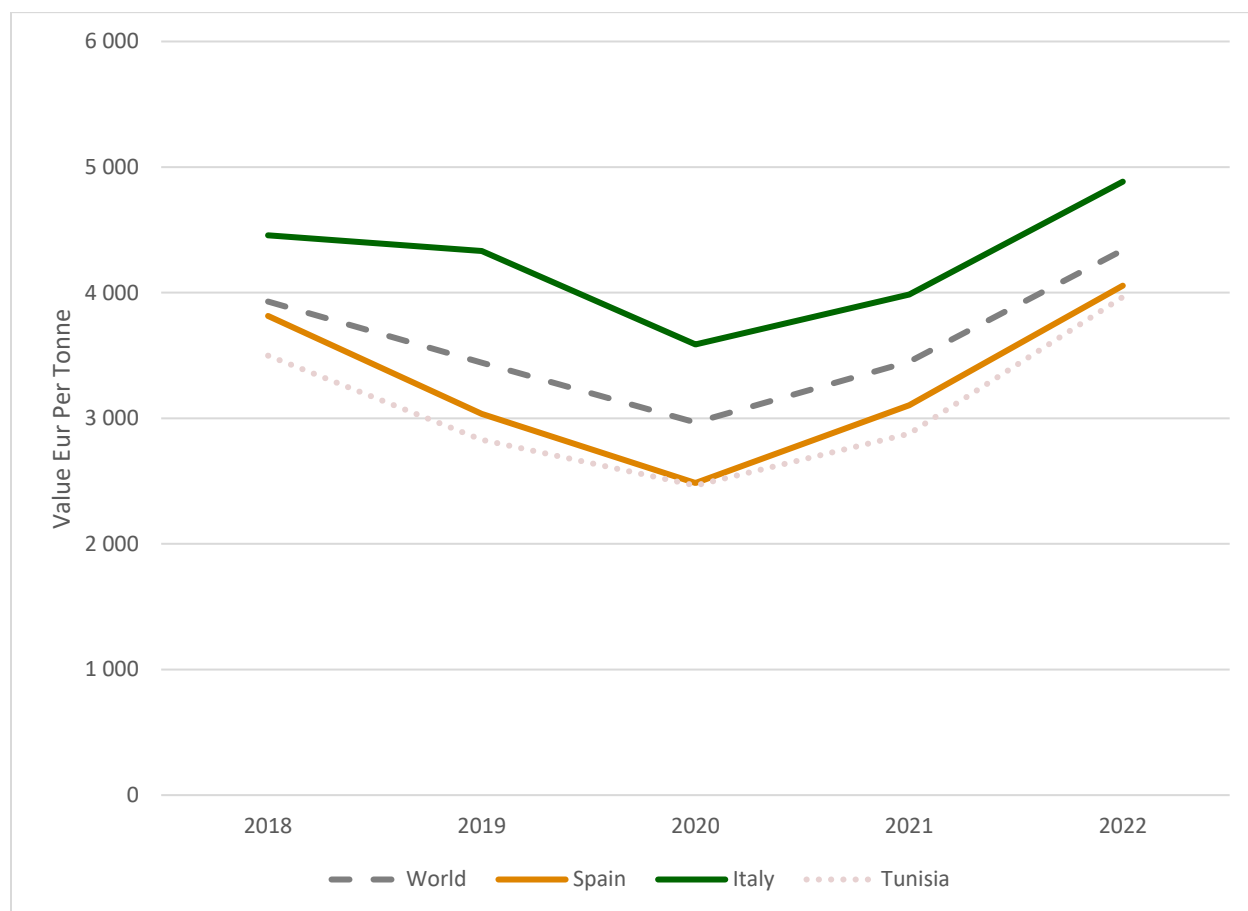
Spanish and Italian olive oil exports share the prime position in the market in value terms, accounting for a combined 2/3 of imports (Figure 5-26); though Spain accounts for a much larger volume than Italy. The EU combined accounts for around 75% of imports. Only Tunisia stands out among non-EU countries as being a notable competitor.

**Figure 5-26: US imports of olive oil by country, 2018-2022 (EUR millions)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1509.

The global average unit value of exports is largely determined by the two major exporters of Italy and Spain. The Italian unit value (EUR 4 884 per tonne) was slightly above the global average (EUR 4 339) in 2022, while Spanish unit value was slightly below (EUR 4 056). Tunisian unit values were below that of both these EU members states (Figure 5-27).

**Figure 5-27: Unit value of US imports of olive oil by country, 2018-2022 (EUR per tonne)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1509.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as either trademarks, collective marks or certification marks. The best way therefore to check the existence of GI protection for olive oils is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The EU holds a dominant position in the US olive oil market, accounting for around  $\frac{3}{4}$  of all olive oil sold in the country in value terms. Spain and Italy have the dominant position among EU member states. While domestic production – which is focused in the state of California - is not insignificant, it is massively insufficient to meet domestic demand. The major competitor to the EU therefore is Tunisia, but the country still accounts for only around 10% of the US market, despite the lower unit values of its products.



## 5.6.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of olive oil products must be registered with the FDA.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – olive oil (1509) from Italy to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=1509&origin=IT&destination=US>

### Standards

The USDA has standards for olive oil dating from 2010. However, these are voluntary. A link to these standards can be found at the following link:

[https://www.ams.usda.gov/sites/default/files/media/Olive\\_Oil\\_and\\_Olive-Pomace\\_Oil\\_Standard%5B1%5D.pdf](https://www.ams.usda.gov/sites/default/files/media/Olive_Oil_and_Olive-Pomace_Oil_Standard%5B1%5D.pdf)

These standards are quite extensive. A summary of the grades part of the standard can also be found at the following link: <https://www.ams.usda.gov/grades-standards/olive-oil-and-olive-pomace-oil-grades-and-standards>

There is long standing pressure from several parts the olive oil industry on the FDA to regulate olive oil through the introduction of mandatory standards for olive oil in order to combat mislabelling (when compared to international standards); however, so far, such regulation has not emerged. Some industry groups and states have introduced standards in the absence of FDA ones, affecting how the product is labelled (see below).

### Labelling

Olive oil must comply with the labelling rules outlined in section 4.2.3. As noted above, in the absence of mandatory federal standards, some states and industry organisations have introduced standards that effectively ultimately relate to the labelling of olive oil:

- The North American Olive Oil Association introduced labelling requirements in 2018 for its members to indicate two best before dates, indicate the country of origin and provide storage and usage recommendations. There are also standards for California based producers from the Olive Oil Commission of California.
- Some states have introduced standards and labelling requirements for olive oil. California is at the top of the list of these states. Californian requirements can be found at the following link: [https://www.cdfa.ca.gov/mkt/mkt/pdf/CA\\_Olive\\_Oil\\_Standards.pdf](https://www.cdfa.ca.gov/mkt/mkt/pdf/CA_Olive_Oil_Standards.pdf) Other states which have been reported to have, or have discussed specific labelling

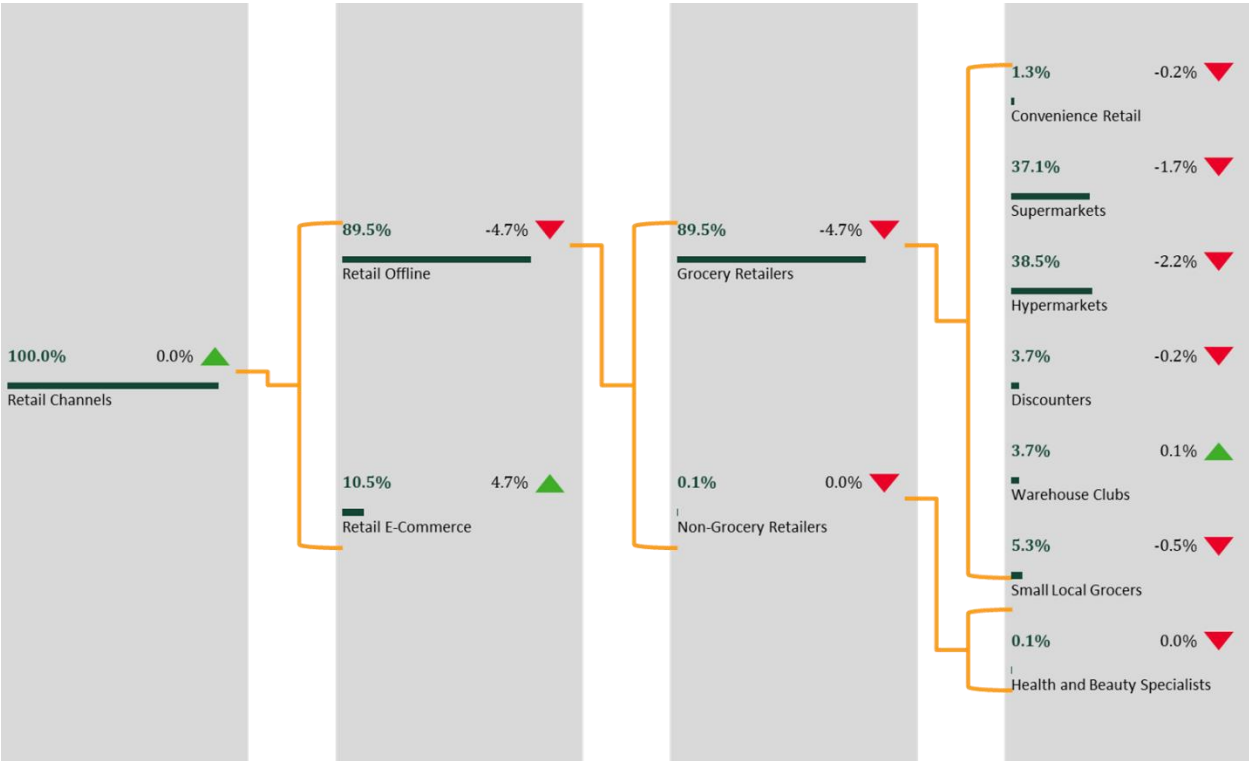
requirements for olive oil include: Connecticut, New York, Oregon, Massachusetts, New Jersey, and Maryland.

### 5.6.5 Distribution

As outlined in Figure 5-28, retail distribution of edible oils as a whole in the US relies largely on hypermarkets and supermarkets; these two channels account for ¾ of retail sales. E-commerce is now the third most important channel, accounting for a little over 10% and having grown rapidly in recent years. While these figures are for edible oils as a whole, with olive oil worth around 40% of the overall oil market in value terms, they are a fair reflection of the situation specifically for olive oil as well. That said, there are some niche channels such as European/Ethnic grocery stores (which generally fall under small local grocers), higher end supermarkets and online retailers which are more likely to stock olive oil.

It should be remembered that on-trade and food processing also form an important distribution channel for olive oil, accounting for a little under half of all olive oil consumption by volume. Italian restaurants are a notable driver of olive oil in the food service segment.

**Figure 5-28: Distribution channels overview of edible oils (including olive oil) in the USA (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.6.6 Challenges for EU products

The olive oil market in the US is a very attractive one for EU producers given its large size and import reliance, and the recent suspension of the 25% tariff on packaged Spanish olive oil has

removed one of the largest challenges EU products have faced in recent years. Individual producers are likely to face challenges in terms of standing out in what is a quite crowded market; with the strong presence of private label products only making the market feel more crowded. There is also the emerging threat of substitution from avocado oil, which shares the same image of healthiness that olive oil has. However, overall prospects for EU products are good.

#### **Market Takeaway: Olive oil**

**Consumption:** Strong consumption, market valued at EUR 1.9 billion in 2022. While the market value has grown over recent years, volumes have fallen slightly but are forecast to recover.

**Competition:** EU accounts for around  $\frac{3}{4}$  of all olive oil consumed in the US. Some domestic production, but this is small and meets only around 5% of demand. Tunisia the only other notable exporter. Some threat of substitution from other edible oils.

**Distribution:** supermarkets and hypermarkets dominate off-trade sales; though European / ethnic shops and e-commerce have some importance for olive oil. The on-trade market is also important in the US.

**Challenges:** overall an attractive market though some challenges for individual producers to make their products stand out; and threat of substitution from other products.

**Opportunities:** Structural reliance on EU products. Products which stand out through alternative branding or distribution strategies. Organic and premium oils show some potential.

## 5.7 Chocolate confectionery

### 5.7.1 SWOT analysis

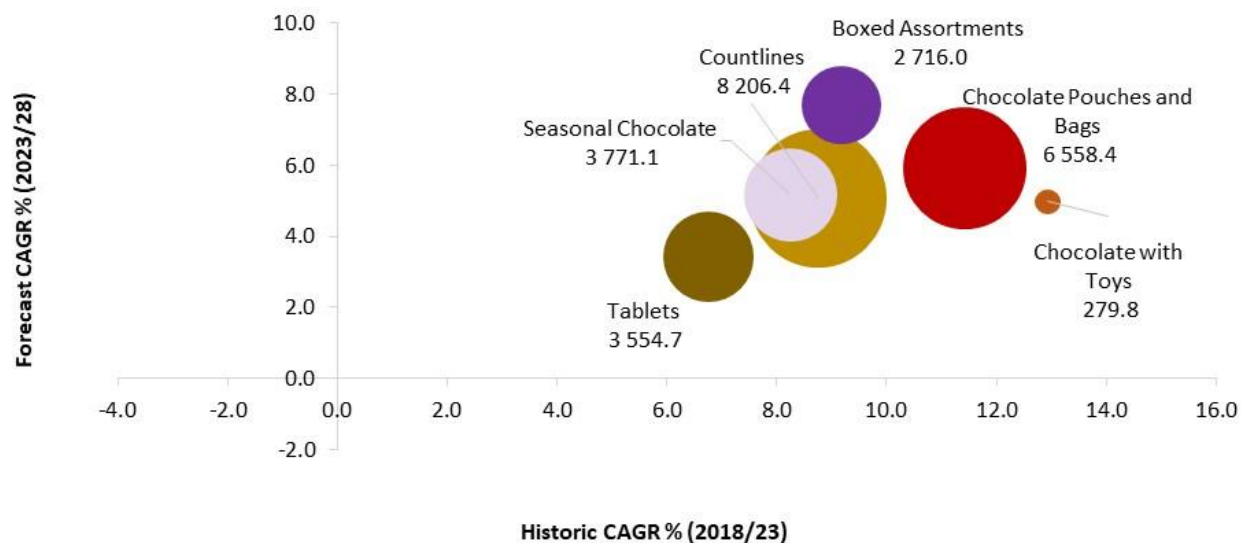
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ A <b>massive chocolate market</b>, with varied demand for a range of products and a slight structural deficit.</li> <li>▪ <b>Strong growth</b> (5%+ per year) foreseen across most product segments.</li> <li>▪ While mainstream products dominate, there is a <b>large premium market</b> – 7 in 10 chocolate consumers claim to purchase premium chocolates with some kind of regularity.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Chocolate with toys market limited</b> by a ban on chocolate eggs with toys inside.</li> <li>▪ The <b>largest segments</b> of countlines and pouches / bags are focused on mainstream domestic brands and very <b>tough to penetrate for imported products</b>.</li> <li>▪ <b>Structural shortfall mainly filled by imports from Canada and Mexico</b>, largely spurred by the large domestic companies.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ <b>Attractive premium market</b>, and furthermore the <b>premiumisation trend</b> continues.</li> <li>▪ <b>EU products well regarded</b> by some consumer segments due to a combination of their origin and taste characteristics.</li> <li>▪ Growing demand for <b>products which are viewed as healthy</b>, for example sugar-reduced chocolate, vegan chocolate and dark chocolate.</li> <li>▪ A notable <b>seasonality</b>, with four key events accounting for almost 2/3 of chocolate consumption – creating <b>precise time-delimited potential opportunities</b> to target.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strong <b>competition</b> from <b>large domestic companies</b> as well as from some multinationals.</li> <li>▪ <b>Growing domestic artisanal production</b>, with some consumers reporting they prefer to buy fine chocolates made by these small domestic producers to EU products.</li> </ul>

### 5.7.2 Consumption

#### Evolution of consumption

The chocolate confectionery market in the USA is huge, worth close to EUR 25 billion in total (Figure 5-29). The largest category is countlines, with a 2023 market value of EUR 8.2 billion and a fast historical growth rate of 8.8% per year over the last five years. Going forwards it is forecast to grow slightly slower at around 5%. Chocolate pouches and bags form the number two category with a market value of just under EUR 6.6 billion. Growth of this category was even more rapid over the period 2018-23 at 11.4%; going forwards the category will grow at just under 6% per year for the next five years. Seasonal chocolates, tablets and boxed assortments are next with 2023 market values of EUR 3.7 billion, 3.6 billion and 2.7 billion respectively. These categories grew at between 6.8 and 9.2% per year in value terms over the five years up to 2023, with boxed assortments the fastest growing of the three. This category of boxed assortments is also forecast to be the fastest growing of all chocolate segments over the coming five years, with an expected growth rate of just under 8% per year. The segment of chocolate with toys is by far the smallest with a 2023 market size of EUR 280m. It is affected by US legislation which bans chocolate eggs with small toys inside.

**Figure 5-29: Evolution and forecast of the chocolate confectionery market in the USA, 2017-2027; total retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Chocolate confectionery is more or less universally consumed in the USA with per capita consumption of 4.5kg per year. The majority of chocolate consumers (around 3/5ths) are in the 18 to 65 age range, with 1/5<sup>th</sup> younger than this and 1/5<sup>th</sup> older. However, this high level age demographic hides the nuances of consumption by product category. Children are inevitably the key consumer of chocolates with toys, though they also may enjoy countlines and pouches / bags. There is a graduation of sorts through chocolate categories with age. As children move to teenage and young adulthood, they migrate to countlines and pouches from the large commercial producers. From the late 20s onwards, consumption of countlines is likely to be displaced, with consumers interested in more premium and healthy options – something which favours categories such as tablets. As a general rule, the demand for premium chocolates increases with age.

Another way of looking at the market comes from the American National Chocolate association, which identifies three main segments:

- **Mainstream consumers.** These prefer the large, commercial brands such as those offered by Hershey's and Mars, and are more likely to be focused on countlines, pouches and bags.
- **Premium consumers.** These consumers are attracted to larger brand premium chocolate such as those offered by Lindt, Ghirardelli and Ferrero. Their consumption will be more focused on tablets and boxed assortments.
- **Connoisseur or "fine" consumers.** These consumers look for premium artisan brands and small batch production chocolates, including locally and hand-made ones.

Consumers will flow between the different segments. 90% of consumers will purchase mainstream products fairly regularly. However, a large number of consumers – as many as 7 in 10 – will purchase from the premium segment with some regularity. Just under 3 in 10 consumers

claim to be fine chocolate consumers at least occasionally, with around 10% of all chocolate consumers considering themselves to be regular consumers of fine chocolate. Consumers of premium and fine chocolate tend to be: young to middle aged (under 40 is a notable group, though those in the 40-55 group are also notable); affluent; urban-dwelling; well-travelled / cosmopolitan; and in the case of fine chocolate, more likely to be ethically focused. On balance, women are slightly more likely than men to consumer premium and fine chocolates.

### Drivers and method of consumption

Mainstream chocolate in particular is likely to be purchased on impulse, rather than planned; with the product then either consumed as a mood-boosting sweet treat, or as a mid-afternoon snack. Consumption in this manner is particularly common among the 30 to 60 year old segment.

However, another notable driver of consumption – and for the more premium end of the product scale – is that of holidays and gifting. Easter tends to be the peak of chocolate sales, though there are also considerable sales around other holidays such as Christmas. Further occasions related to this segment is that of celebrations such as birthdays and important life events. In all these cases, chocolate may be used as a gift or purchased as an item to be shared.

Baking is a further minor driver, primarily for tablets. While the activity was always popular to an extent, the COVID-19 pandemic led to an uptick in popularity. In 2022 it was estimated that roughly 1/3 of US consumers baked at home on a weekly basis, and a further quarter once or twice a month.

Finally it should be noted that there is a seasonality to chocolate consumption. In addition to the aforementioned Easter peak, there is also a higher level of chocolate consumption in the US during winter when compared to other seasons. Combined, the “big four” holidays in the US for the confectionery industry are: Valentine's Day, Easter, Halloween and the winter holidays; combined these period are estimated to account for just under 2/3 of all chocolate and confectionery sales in the year. This is a trend which producer may be able to take advantage of through the use of seasonal flavours (e.g. gingerbread, eggnog for winter) and packaging which creates an association with the holiday / period of the year.<sup>76</sup>

### Purchase criteria

For chocolate as a whole, the main purchase criterion tend to be brand, price and the consumer's mood; with the latter determining what of a handful of products they will choose on any given day. Regarding price, mainstream consumers tend to effectively go for value rather than price – i.e. maximising the quality they can get within their budget, while bearing in mind the aforementioned factors of brand and mood. For consumers which are less brand orientated, this value focus provides favourable tailwinds to private label products.

However, the purchasing criteria for premium and fine chocolate tend to be taste and quality related aspects, such as suitability for gifting. Ethical issues such as the support of smaller producers also tends to play a role for the fine segment. It should be noted that certifications which play on this – such as fair trade and organic – can communicate a feeling of trust among some American consumers, but may cause confusion among others. Communication of the story

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<sup>76</sup> Report: U.S. chocolate market to surpass \$20 billion by 2025, <https://www.candyindustry.com/articles/88102-report-us-chocolate-market-to-surpass-20-billion-by-2025>; Chocolate consumption, <https://www.sfu.ca/geog351fall03/groups-webpages/gp8/consum/consum.html>;

behind the chocolate may prove equally effective in promoting the ethical link. Overall there has been a strong focus by this type of consumer on sustainability and ethical issues recently – in 2021 around 2/3 of fine chocolate consumers reported that they valued initiatives to reduce product/packaging waste, demonstrate traceability of ingredients, demonstrate transparency in the production process and sustainable sourcing.

Among the fine chocolate / connoisseur segment, cocoa content tends to be an important criterion, and indeed is often used as a proxy for quality. This segment also tends to be interested in experimenting with new products, including new / different flavours – something which can be an opportunity for more innovative EU producers. Against this background, packaging tends to play an important role in influencing the consumer's decision whether to experiment with a new product or not. Thicker packaging / foil, individual wrapping and the use of the colour gold have all been identified as being associated by some American chocolate consumers with a higher quality chocolate product. The highlighting of handcrafting and/or of traditional production methods are further notable factors which can be used by consumers as a proxy for quality.

Interestingly enough, fine chocolate consumers tend to have an inbuilt preference for fine US made chocolates over European chocolate. This may be connected to their ethical preferences which could extend to a wish to support local producers; though equally, other factors may also contribute to this view. Premium chocolate consumers on the other hand have the overarching view that European chocolates are superior to American ones; and these consumers may use origin as a proxy for quality, particularly in view of the perceived flavour differences outlined below.

While young adults are primarily focused on taste when considering purchases, those aged in their late 20s and onwards claim they are more likely to focus on certifications.<sup>77</sup>

With regards, specifically to taste, it is difficult to generalise as there are varied and nuanced preferences between consumers. However, as some very broad indications:

- Filled chocolates are most popular. They account for 42% of tablet sales, though this share has steadily decreased over the last five years. Vanilla and or fruits are particularly popular variants of filling.
- Milk chocolate is slightly ahead of dark chocolate in terms of second place preferences for tablets, though this gap has been narrowing. White chocolate is somewhat of a niche.
- American chocolate is generally known to be sweeter than EU chocolate, which is more recognised for its bitter and richer flavours; though this difference in sweetness is less prominent among more premium offerings.

Finally, as outlined above, it should be remember that seasonal flavours and packaging may play a role in the purchasing decision of chocolates during the peak holiday periods. In terms of packaging, colours and shapes associated with the holiday can be particularly effective.<sup>78</sup>

### **Chocolate on retailers' shelves in the USA**

While there is naturally some differentiation by sub-category, segments for chocolates are generally:

<sup>77</sup> <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0240177>

<sup>78</sup> Chocolate consumption, <https://www.sfu.ca/geog351fall03/groups-webpages/gp8/consum/consum.html>; United States Chocolate Market By Type, By Age Group, By Point of Sale, Competition Forecast and Opportunities, 2011-2021, <https://www.prnewswire.com/news-releases/united-states-chocolate-market-by-type-by-age-group-by-point-of-sale-competition-forecast-and-opportunities-2011-2021-300339352.html>

- **Economy:** under USD 5 per 200g. This includes the majority of domestic mass market production.
- **Mid-range:** USD 5 to 10 per 200g.
- **Premium:** USD 10 to 15 per 200g.
- **Super premium:** above USD 15 per 200g.

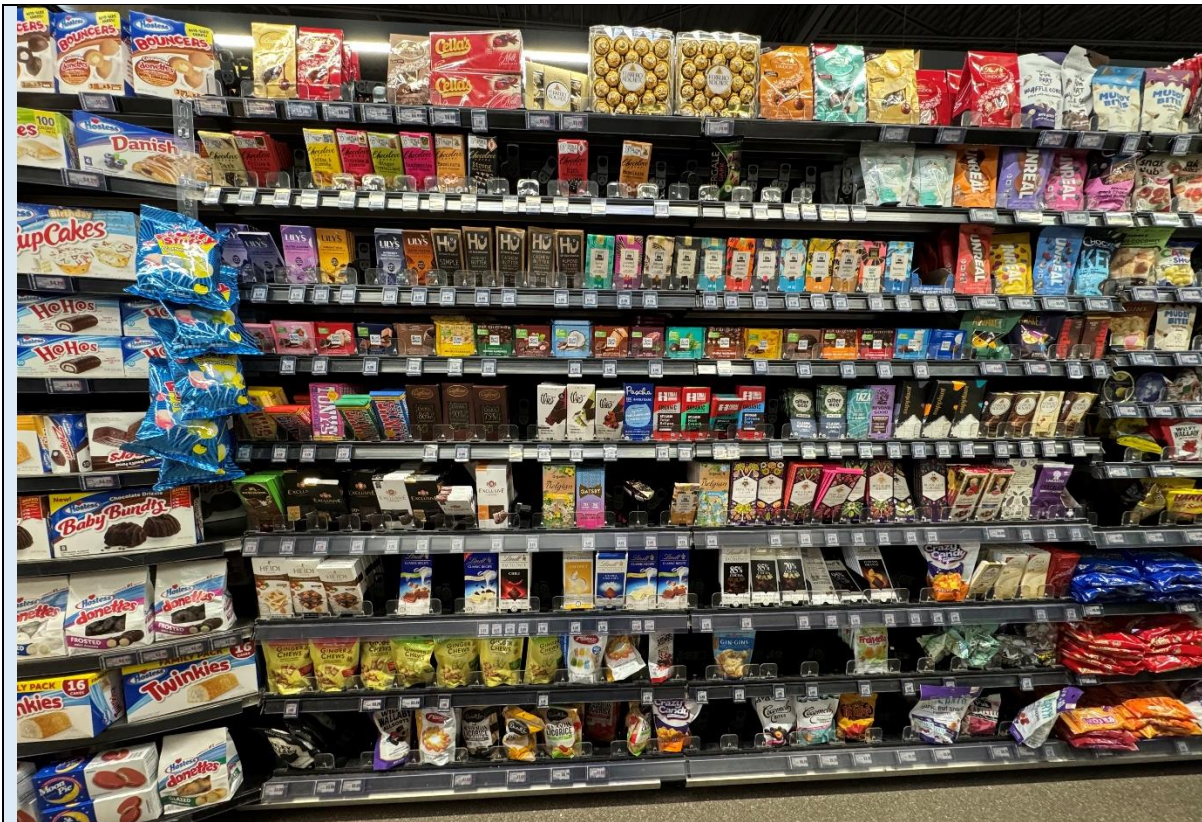
Imported EU chocolates most commonly fall in the premium segment or above, though it is possible to find some mid-range products. Imported products overall generally account for 20-25% of chocolate shelf space; though this can be much lower (e.g. 5%) in major non-premium retail chains, or much higher (e.g. 50%) in more specialist retailers.

It is difficult to generalise about packaging as it varies by sub-category. Overall, flexible plastic dominates, but this is largely due to the dominant role of countlines and pouches/bags across the chocolate category. Rigid containers, while traditionally used for mid-range+ products have been gaining traction across the chocolate category; a reflection of how premiumisation is extending to mainstream producers.

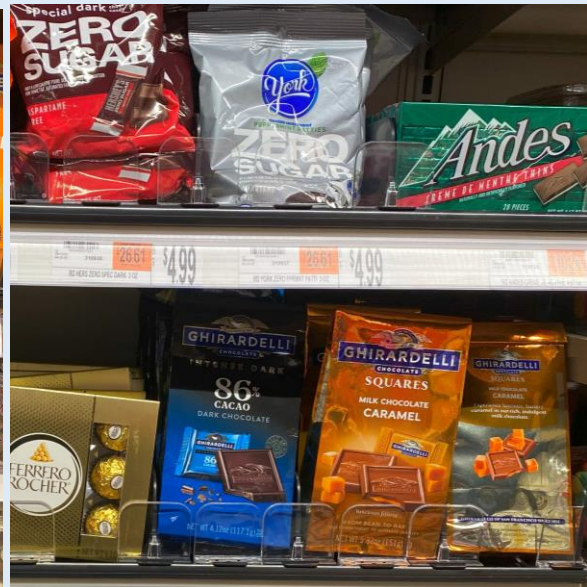


Above: tablet range in a New York local supermarket with a focus on imported products. Below: chocolate display in a local Chicago supermarket.





Most commonly, chocolates are arranged by type, e.g. bars, pouches etc., though in these cases premium/imported products or each type may be clearly separated or may be blended with products in a similar price range.



Above: cocoa content and health claims.

Ethical labelling has been picking up over recent years. As a result, it is common for certifications as well as cocoa content to be indicated on higher end chocolate. The latter is often seen as an indication of quality. Health claims may also be visible.

The importance of holidays / special events for chocolate should not be forgotten, and retailers may adapt their displays accordingly.



Above: Christmas displays in a local supermarket. Products and packaging adapted accordingly.

Pictures: © Agra CEAS / Euromonitor International, 2023.

## Recent market trends

Notable recent trends in the US chocolate market are:

- Increased focus on value in the face of price rises.** This trend is not playing out in a single way, but rather in a variety of different ways depending on the consumer. Some consumers are buying lower priced chocolate while maintaining their volume of consumption. This is assisting private label products in particular, as well as bags and pouches which tend to be the most affordable category. Other consumers are being more selective about their purchasing occasions but also buying a higher quality when they do purchase. This benefits boxed assortments.
- Continued the health trend.** This has been shaping the chocolate confectionery market in the US for the last few years and continues to do so, as consumers look for products with maximum indulgence but less sugar and/or fat. Against this background, producers have increasingly launched sugar free, low calorie and vegan products, as well as some more premium products which are high in antioxidants. Indeed, the sugar free chocolate

market roughly doubled in size over the five years from 2017 to 2022. Dark chocolate has also continued to benefit in popularity partly from this trend. The health trend has previously played out in smaller pack sizes for portion control; and while smaller packs can still be found, the pack size sub-trend has been largely replaced with the above ones. Furthermore, it is leading to innovative products, such a recent new low calorie, low sugar, and vegan chocolate bar line offered by one producer, with the product made using an oat and almond milk blend.

- **Producer efforts to strengthen falling impulse purchases.** It was seen above that mood is one of the key mainstream purchase criterion, demonstrating that there is a certain impulsiveness in the purchase decision. However, the health trend has gone some way to negating impulse urges, with some consumers more likely to make considered purchases which consider health. The above economic pressure and increasing use of on-line channels also reduce the strength of impulse purchases. Some producers are actively trying to counter this trend, whether it be through the use of new packaging, distribution through non-traditional channels (e.g. non-grocery retailers, such as home furnishing stores) or the use of digital influences. These efforts are more notable in the mainstream segment though, with the gifting segment being less affected by this fall in impulse purchases.
- **Premiumisation extending to traditionally mainstream producers.** There has been a noticeable premiumisation trend in the US market for some years. Some of the larger mainstream producers are more actively trying to enter the premium segment, whether it be through acquisition (e.g. Mondelez’s acquisition of the US premium brand with fair trade and organic certifications, Hu) or through new product launches (e.g. some product launches by Mars). While the premium segment is growing well, these developments are introducing more competition. The more luxury category of boxed assortments is forecast to grow particularly strongly over the coming years as a result of this trend.
- **Increased interest in authenticity, provenance and sustainable/ethical products.** In line with the aforementioned premiumisation trend, consumers are increasingly willing to pay more for high-quality, authentic chocolate products that are perceived as the “original” way chocolate was made – with a focus on real/natural ingredients and fewer artificial additives. Similarly, there is an increased focus on ethics and sustainability, with an increasing number of products carrying such claims (e.g. one of the top 10 players in the US now labels roughly ¼ of its products as “From Sustainable Sources”. Certifications such as “Fair Trade” and “Organic” are becoming increasingly widespread on the packaging of premium chocolate from some brands.

### 5.7.3 Offer

#### Domestic production

The US chocolate production industry is estimated to have production valued at just under EUR 19 billion. The US is one of the world’s top chocolates producing countries worldwide alongside Germany, Switzerland and Belgium (these four countries combined are estimated to account for 60% of the world’s chocolate production; splitting this between the countries is complex, but indications are that the US is likely the second or third producers). While chocolate production can be found across the country – particularly in light of the explosion of artisanal producers – the major producing states are Pennsylvania, New Jersey, Illinois, California, New York, Wisconsin,

Texas, Virginia and Ohio. The chocolate industry is a consumer of key US American agricultural products.<sup>79</sup>

Two large companies control just under  $\frac{3}{4}$  of the chocolate confectionery market in value terms. These are Hershey and Mars. The first, Hershey, was founded in 1894 and their headquarter is situated in Pennsylvania until today. While the company's products are present in many territories across the world, it is ultimately heavily focused on the domestic US market (and primarily on chocolate). Mars is more diversified both geographically and across different product categories (with health, nutrition and petfood products, as well as chocolate).<sup>80</sup>

A number of other large domestic or multinational companies have small market shares in the single digit percentages. These include Ferrero, Lindt/Ghiradelli, Godiva, See's Candies and Mondelez, among others.

In addition to the various large domestic and international companies, there are also US based artisanal producers of chocolate confectionery. It is however a fragmented market for which no simple overview exists. The number of bean-to-bar producers is estimated to now be several hundred from a total of around 1 500 to 2 000 US based artisanal producers.<sup>81</sup>

### Imports and exports

The US is a net importer of chocolate confectionery, having moved in recent years from being a moderate net importer to a strong one. 2022 imports valued just under EUR 3.7 billion, having increased by around 50% over the last five years. In contrast, exports were valued at just under EUR 1.7 billion and have increased at a much slower rate over the last five years (Figure 5-30).

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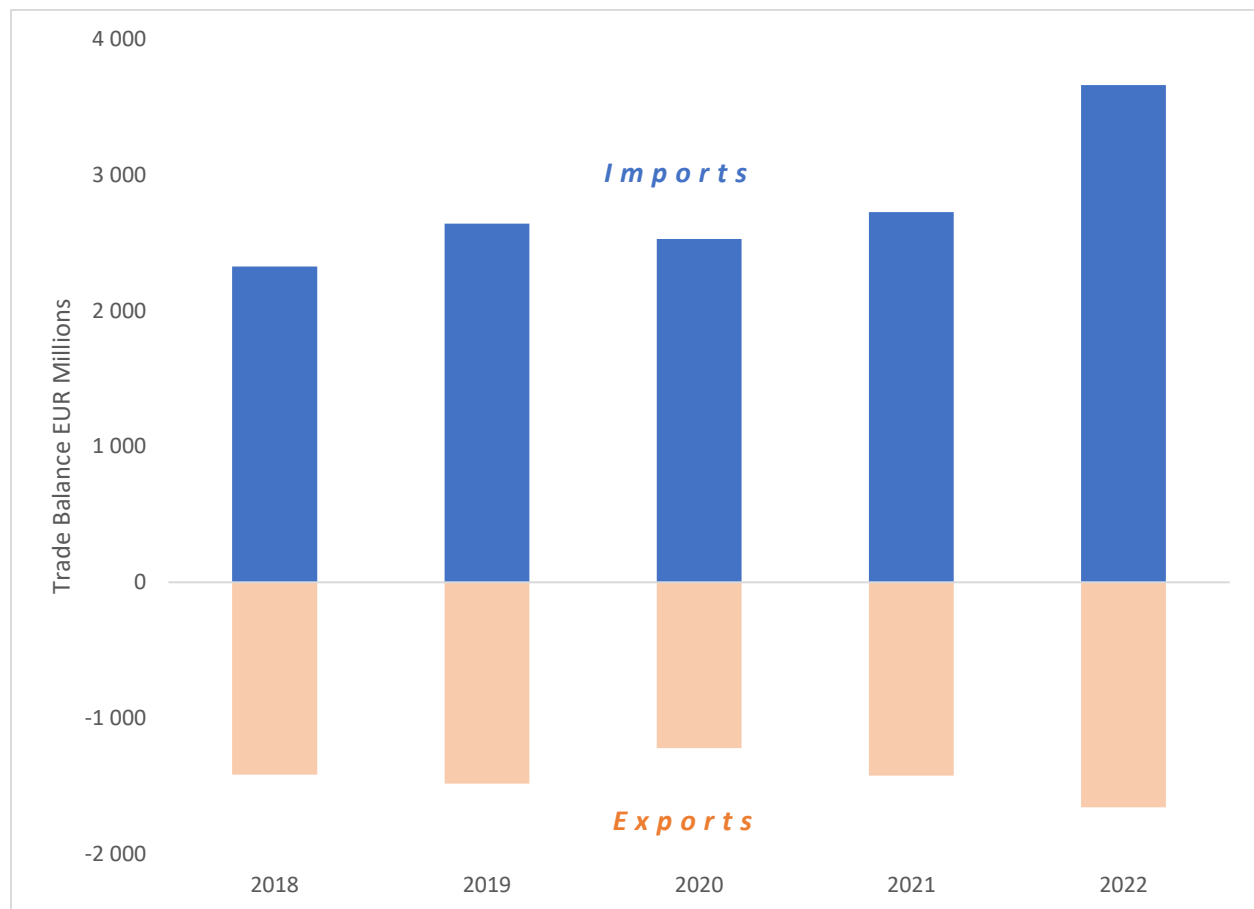
<sup>79</sup>

<https://www.cocoterra.com/chocolate-production-per-country/#:-:text=Countries%20that%20produce%20the%20most,the%20world's%20total%20chocolate%20exports.&text=More%20than%20a%20third%20of%20cacao%20beans%20are%20processed%20in%20Europe>; Economic Profile of the U.S. Chocolate Industry, [https://www.worldcocoaoundation.org/wp-content/uploads/Economic\\_Profile\\_of\\_the\\_US\\_Chocolate\\_Industry\\_2011.pdf](https://www.worldcocoaoundation.org/wp-content/uploads/Economic_Profile_of_the_US_Chocolate_Industry_2011.pdf)

<sup>80</sup> The 4 Countries That Produce the Most Chocolate, <https://www.investopedia.com/articles/investing/093015/4-countries-produce-most-chocolate.asp>

<sup>81</sup> <https://www.chocolateinstitute.org/resources>

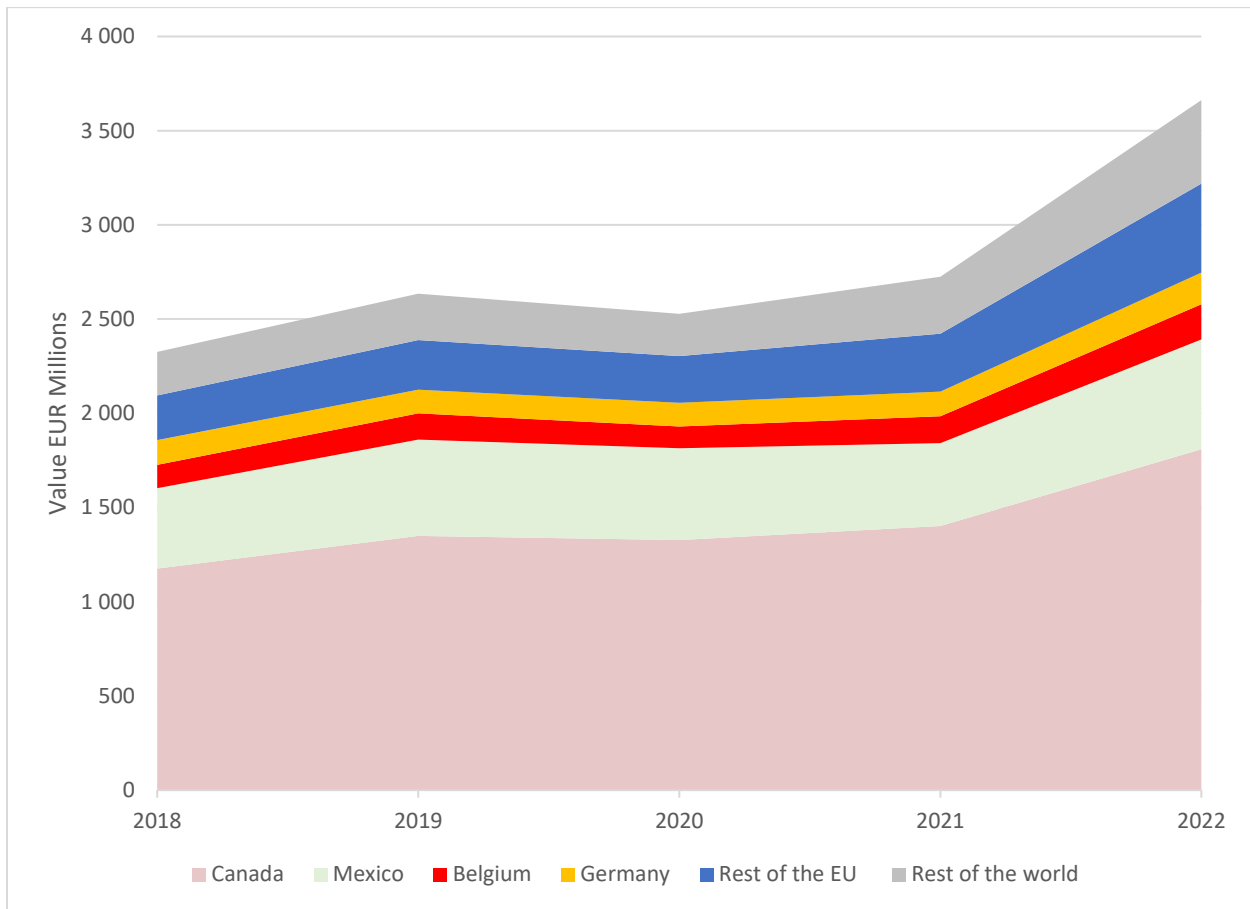
**Figure 5-30: Trade balance (imports and exports) of chocolate confectionery in the USA, 2018-22 (EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1806.

Canada dominates imports of chocolate into the USA, accounting for almost 50%. Mexico is the number two origin with around 15%. For the remaining third or so of imports, the EU holds a strong position, led by Belgium (EUR 187m) and Germany (EUR 167m). Other notable EU origins not separately shown are Poland (EUR 138m), Italy (EUR 106m), France (EUR 59m), Ireland (EUR 40m) and Croatia (EUR 32m). The EU combined accounts for just over 20% of all imports (Figure 5-31).

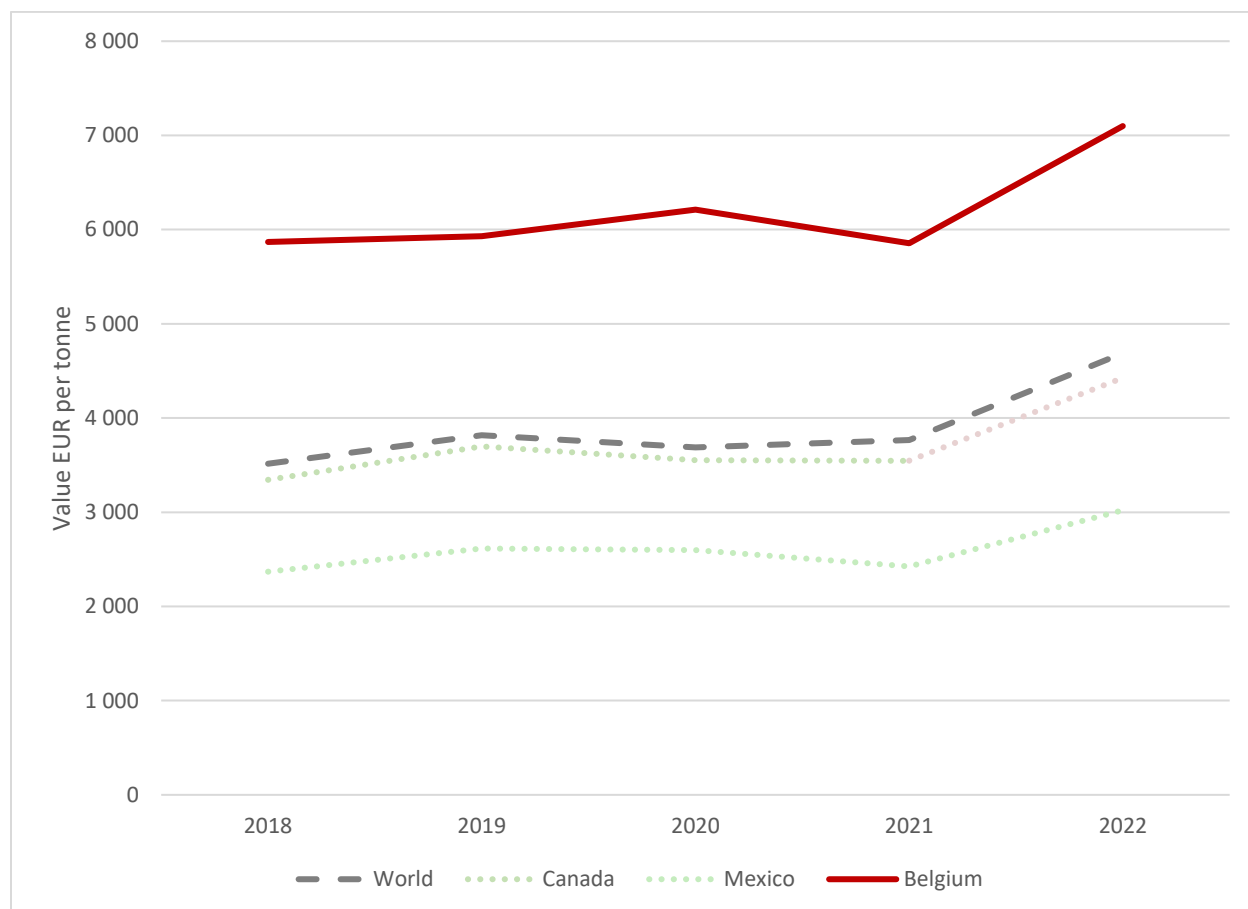
**Figure 5-31: US imports of chocolate confectionery by country, 2018-22 (EUR millions)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1806.

In terms unit value, at EUR 7 009 per tonne, Belgian products are much more highly valued both than the world average (EUR 4 688) and the large players of Canada and Mexico. All unit values have increased substantially in recent years and more or less in unison (Figure 5-32). Most other major EU origins also have high unit values (e.g. Germany EUR 6 602; Poland EUR 10 936; Italy EUR 7 015; France EUR 8 199), reflecting their more premium positioning.

**Figure 5-32: Per unit value of US imports of chocolate confectionery for selected countries, 2018-22 (EUR per tonne)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1806.

## EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

## Main competitors

The US chocolate market is dominated by domestic US American chocolate producers. Most notably, the two market leaders, Hershey's and Mars, control close to  $\frac{3}{4}$  of the market and they produce both with the US and in other countries in order to supply the US. There are a number of other large domestic and multinational producers with single digit market shares. Finally among domestic producers, the artisanal chocolate making sector has been growing fast, and these pose

a particular threat to more premium EU exporters. That said, among certain consumer groups, preferences which may favour EU exporters remain.

Competition in terms of other exporters is dominated by Canada and the US, though as noted above this is primarily a result of larger players on the US market outsourcing production to these countries. The unit values of exports from these countries is both below the global average and well below that of the leading EU exporter of Belgium – a reflection that the market being targeted by these two countries is different from that primarily targeted by EU exporters.

## 5.7.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of confectionery products must be registered with the FDA.

The tariffs imposed on European chocolate and confectionery products vary greatly between HS codes. The vast majority of products are subject to tariffs; in some cases quantity, in others ad valorem, and in a few cases both subject to tariffs of 15%, with the exception of a few chocolate products which face tariffs of 10%. In view of the complexity of the tariffs system, it is recommended that the links below be consulted for full information; though as a general guide, these tariffs reach up to approximately 12% and / or +/-53 cents per kg.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – chocolate confectionery (1806) from Germany to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=1806&origin=DE&destination=US>

### Standards, SPS measures

The Code of Federal Regulations Title 21 (21 CFR) contain a standard chocolate (cacao) products under part 136. More specifically, some of the most relevant standards that exist for products under this part are:

- 163.111 - Chocolate liquor.
- 163.123 - Sweet chocolate.
- 163.124 - White chocolate.
- 163.130 - Milk chocolate.
- 163.135 - Buttermilk chocolate.
- 163.140 - Skim milk chocolate.
- 163.145 - Mixed dairy product chocolates.
- 163.153 - Sweet chocolate and vegetable fat coating.



- 163.155 - Milk chocolate and vegetable fat coating.

(There are further standards for products such as cacao nibs, breakfast cocoa, etc which are of less direct relevance to chocolate confectionery).

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

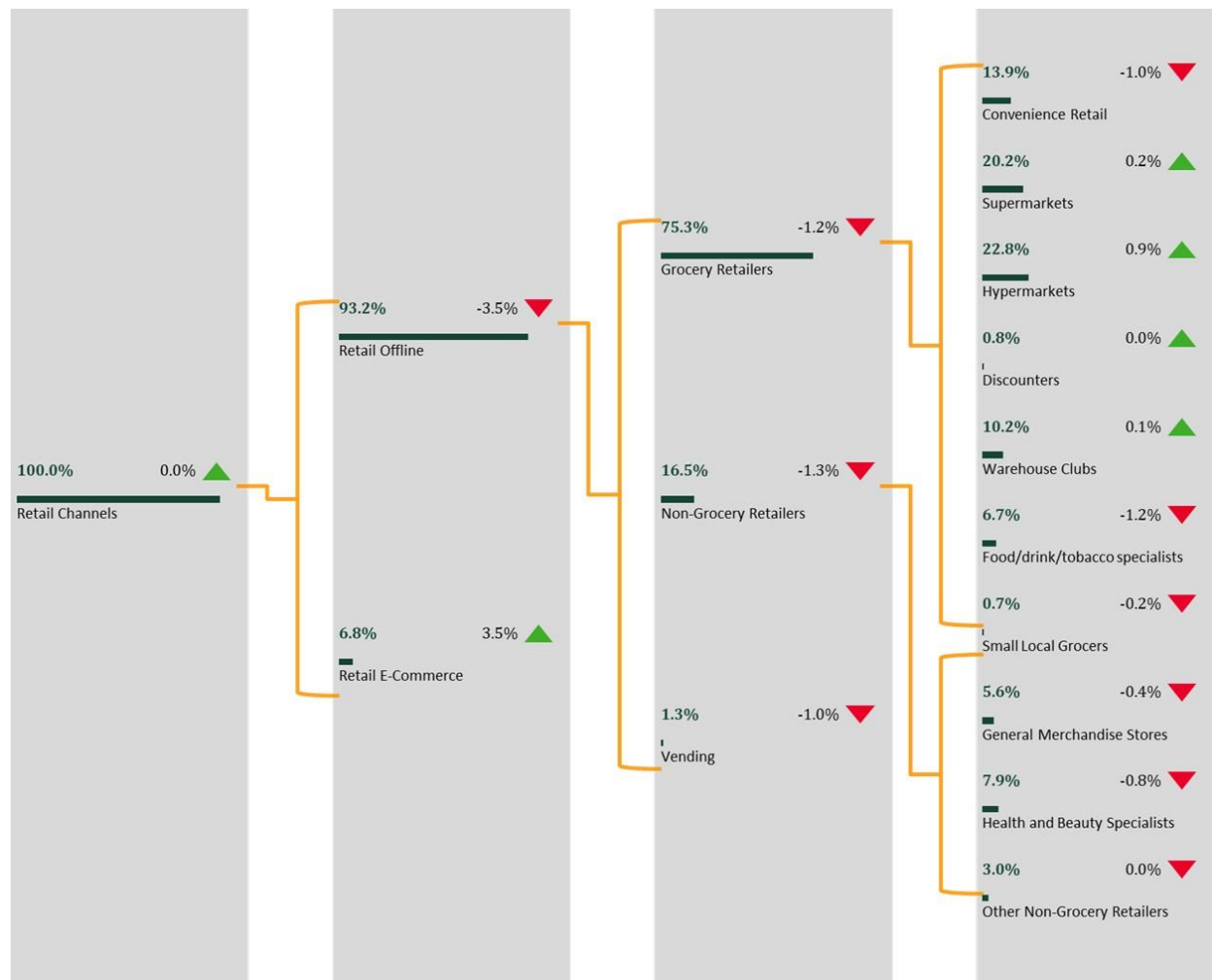
## Labelling

Chocolate confectionery products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

### 5.7.5 Distribution

The distribution of chocolate confectionery in the US is quite fragmented; more so than for most other major food product categories (Figure 5-33). Hypermarkets, supermarkets and convenience stores combined account for just over 50%; with the first two outlets having the leading positions. Warehouse clubs account for a further 10%. The remainder of distribution is split between a variety of outlets, including specialists, general merchandisers and e-commerce, among others. This latter channel stands out due to its fast growth in recent years. Indeed, most recently there has been a trend of certain distributors and indeed producers (both large and small) offering offer an online subscription service which feature a variety of artisanal chocolate formats, from drinking chocolate to assorted truffles.

**Figure 5-33: Distribution channel overview of chocolate confectionery in the USA (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.7.6 Challenges for EU products

While the chocolate market is huge and structurally in deficit, competition is a major challenge for EU exporters. The market as a whole is dominated by two massive companies with almost ¾ of the market; and another half a dozen large domestic and multinational companies (plus private label products) account for a further 20%. While a lot of this competition focuses on the mainstream segment, which is unlikely to be in competition with the more premium EU imports, some of it will focus on higher quality products; and furthermore, there is a growing level of domestic artisanal production. There are restrictions on the chocolate with toys market, with toys inside chocolate eggs banned in the USA.

**Market Takeaway: Chocolate confectionery**

**Consumption:** Massive market (EUR 25bn) with great variety across products in demand. Strong growth forecast in multiple segments. Notable seasonality to consumption.

**Competition:** Overall market dominated by Hershey's and Mars (which produce both domestically and abroad). Several other large domestic and multinational companies also present. Growing artisanal production.

**Distribution:** quite fragmented, with no one channel standing out as a main channel. Modern retail channels combined (hypermarkets, supermarkets and convenience stores) just about account for the majority of distribution. Increasing e-commerce sales, including via subscription.

**Challenges:** tough competition despite the structural deficit. For the chocolate toys market, a ban on chocolate eggs with toys inside.

**Opportunities:** Premiumisation trend continues and the premium segment of the market is already quite large. EU products well regarded by some consumer segments. Growing demand for "healthy products" e.g. sugar-reduced chocolate, vegan chocolate. Seasonal opportunities.

## 5.8 Beer

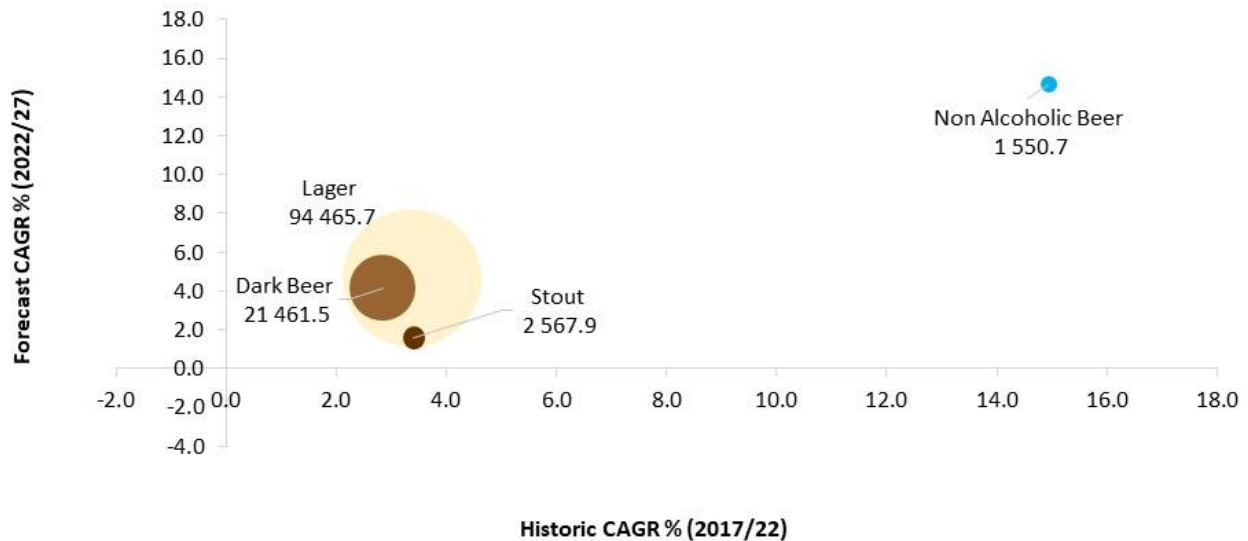
### 5.8.1 SWOT analysis

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ The <b>beer market of the US is huge</b>, ranking as one of the largest in the world.</li> <li>▪ <b>EU beers well recognised and regarded</b> by US consumers.</li> <li>▪ <b>EU beers</b> account for <b>20% of all beer imports</b> into the US.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Large</b> and well-established <b>US domestic beer production</b> sector.</li> <li>▪ The <b>high age</b> for legal beer consumption makes it additionally difficult to reach younger consumers.</li> <li>▪ The <b>higher unit price for EU beers</b> compared to US beers in the market.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ Rising demand for <b>low and no alcoholic beers</b> in the US; unique/novel ones in particular.</li> <li>▪ The <b>re-opening of the on-trade</b> service sector post COVID-19.</li> <li>▪ The growth in the craft beer industry demonstrates the willingness of a segment of consumers to try <b>new, non-mainstream products</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Fast emerging craft beer industry</b> to address emerging trends.</li> <li>▪ <b>Imported beer</b> from Mexico and Canada.</li> <li>▪ <b>Total consumption</b> among <b>younger consumers</b> is <b>declining</b> and continues to decline year on year.</li> </ul>

### 5.8.2 Consumption

#### Evolution of consumption

The beer market is largely dominated by lagers, which account for a total value of around EUR 94.4 billion, significantly larger than the dark beer market, which itself is very large at a value of EUR 21.4 billion. Stout is a smaller beer category in the US, with a value of EUR 2.5 billion, while non-alcoholic beers are catching up and currently have a market value of EUR 1.5 billion. Non-alcoholic beers will be the fastest-growing beer category going forward, growing by a predicted CAGR of 14.7% between 2023 and 2027, which may see it overtake stouts by retail value towards the end of the period. Growth rates are much smaller for other beer categories, according to predictions, with lager and dark beer expected to grow by a CAGR of 4.6 and 4.1%, respectively, between 2023 and 2027. Stout is expected to grow much slower, with a predicted CAGR of 1.6% between 2023 and 2027.

**Figure 5-34: Evolution and forecast of the beer market in the USA, 2017-2027 (EUR million)**

Source: Euromonitor International: Alcoholic Drinks, 2022.

## Consumers

The national legal drinking age in the United States was set at 21 after the passage of the Minimum Legal Drinking Age Act (MLDA) in 1984; previously, this varied by state. As a result, the United States has one of the world's oldest legal drinking ages, making it difficult to attract younger customers. Indeed, the key demographic for beer consumption is males aged between roughly 35 and 55. Consumers of beer can be found throughout the nation, and it is a common practice, with the states of North Dakota, New Hampshire, and Montana having the highest per capita levels of beer consumption in the US.<sup>82</sup>

Non-alcoholic beers have historically struggled to attract consumers in the country due to the perception that they are of lower quality than alcoholic alternatives. There is also a strong stigma against drinking non-alcoholic beers in social settings in the US, but this perception is changing quickly and is no longer the norm amongst consumers as a whole. The rise in craft beer consumption in the United States has also contributed to the perception that high-quality beer can be judged by its ABV content. Male consumers have been shown to be more likely to consume lagers and dark beers in the United States, with many advertisements for these products specifically targeting the male demographic. Females also consume a large number of lagers and dark beer in the US, but overall, to a lesser extent. Stout tends to be more popular in the east of the US, with the beer struggling in warmer climates where consumers are less likely to seek out heavy, warm beer.

Craft beer consumption is increasing in the United States as consumers seek out new and unusual flavours in their beer. Craft beer is especially popular in the states of California and Pennsylvania. Younger generations, especially millennials, are consuming much less beer than

<sup>82</sup> Beer Consumption Per State Per Capita, Beer Info, Available at <https://beerinfo.com/beer-consumption-by-state-per-capita/>

previous generations, such as Generation X and Boomers, and those that do consume beer tend to prefer craft beer (which now accounts for 14% of the US beer market by volume).

Consumers of imported beer tend to share some of the key characteristics with consumers of craft beer – they are likely to have a slightly higher level of income, be looking for non-mainstream products and to be urban based (with the generally higher availability of both craft and imported beer in urban providing tailwinds). That said, the main difference is that consumers of imported beer are more likely to have an affiliation to the country of origin of the beer. This may be due to heritage; a factor particularly strong among the Mexican population, as witnessed by the high popularity of Mexican beer, but also relevant to some US citizens of European ancestry. This may also be due to their experiences when travelling (i.e. they may continue to look for a certain beer or origin of beer after first trying it during their travels to a European country).

### Drivers and method of consumption

Beer consumption is widespread in the United States, with it particularly common at social gatherings and get-togethers. Sports events typically have a large number of fans purchasing beer near the arena before and during the event. Baseball and soccer (football) are two notable sporting events associated, as is to a lesser extent American football; with beer consumption, with the US Premier Soccer League (MLS) partnering with Heineken and Bud Lights having a partnership with the NFL.

St. Patrick's Day creates a notable peak in consumption of Irish beer, and Oktoberfest similarly can drive increased consumption of German beer. However, the drivers for consumption of these beers continue to exist year round to an extent. Irish pubs help drive the consumption of Irish beers. German beer halls have become popular in some areas with large multicultural populations or significant populations of German ancestry. Reichenbach Hall and Loreley Beer Garden are some examples of these from New York.

Periods such as spring break drive consumption of beer in general. Holidays such as Thanksgiving and the Fourth of July are also associated with the consumption of beer to some extent.

Beer is widely available on American streets and is affordable to people of all socioeconomic backgrounds. Beer consumption drivers differ by state, with consumers in southern states with typically warm climates more likely to consume beer to stay hydrated and consumers in the mid-west having access to typically locally produced beers. New Hampshire, Maine, and Vermont are the states with the highest per capita beer consumption in the northeast.

Regionally, there are some variations in the types of beers that are generally consumed. While most beers are consumed in all of the US states and lager is fairly universally dominant, particular beers that stand out amongst our market snapshots include Corona (California, Florida), Budweiser (Illinois, Texas), and Stella Artois (New York). Finally, it is worth noting that there are beer festivals in the USA. While the vast majority of these are for local beers, one that stands out for international beers is the Portland International Beer Festival, a three-day beer event held annually in the summer (months of June–August).

### Purchase criteria

Beer is typically inexpensive in the United States, with many observers noting that beer is frequently cheaper than water in many hypermarket outlets. Beers are produced throughout the USA, and the ingredients required for the production of beer, such as barley, are produced to

scale in the USA. These factors account for lower prices. That said, beer prices vary by state depending on a host of factors, such as the general cost of living, local production, and state alcohol taxes, with the most expensive state to purchase a standard case of beer being Alaska at EUR 27 a case and the lowest being Illinois at EUR 13 a case. European beers in the USA, such as Heineken and Guinness, are popular despite costing slightly more than their American counterparts.

US consumers are increasingly concerned with the ABV content of their beers. With standard beers in the US ranging from an ABV content of 3.5%–6%, anything higher will be considered a particularly strong beer and will not be consumed as heavily. Craft beers typically have a higher ABV content and are sold in smaller quantities (four bottles instead of the standard six) in the US.

As already mentioned above, innovation / novelty and cultural background or country experience can be notable purchase criteria for imported and craft beers. The latter is particularly important for imported beers, and it also means it is useful for EU beer producers to consider their cultural relevance and how well they align with consumer demographics (both in terms of ancestry in the country and current American tourism). The perception of quality can also play a role in the case that beer is being purchased for the purpose of hosting; and again this can play into the hands of craft and imported beer.

Finally, US consumers have started to change their perception of low- and no-alcoholic beers as a weaker-quality beverage. Indeed, as health consciousness continues to grow in the US, there has been a notable rise in demand for these products. US consumers will expect low- and no-alcoholic beverages to have similar tastes to conventional beers and will appreciate low- and no-alcoholic beverages that clearly advertise that they are low- and no-alcoholic in content.

### **Beer on retailers' shelves in the USA**

As is the case with all alcoholic beverages, pricing is affected by state level taxes. In broad terms, price segments are:

- **Economy:** under USD 4 per litre.
- **Mid-range:** between USD 4 and 10 per litre.
- **Premium:** over USD 10 per litre (and super premium, to the extent it exists, is over USD 15 per litre).

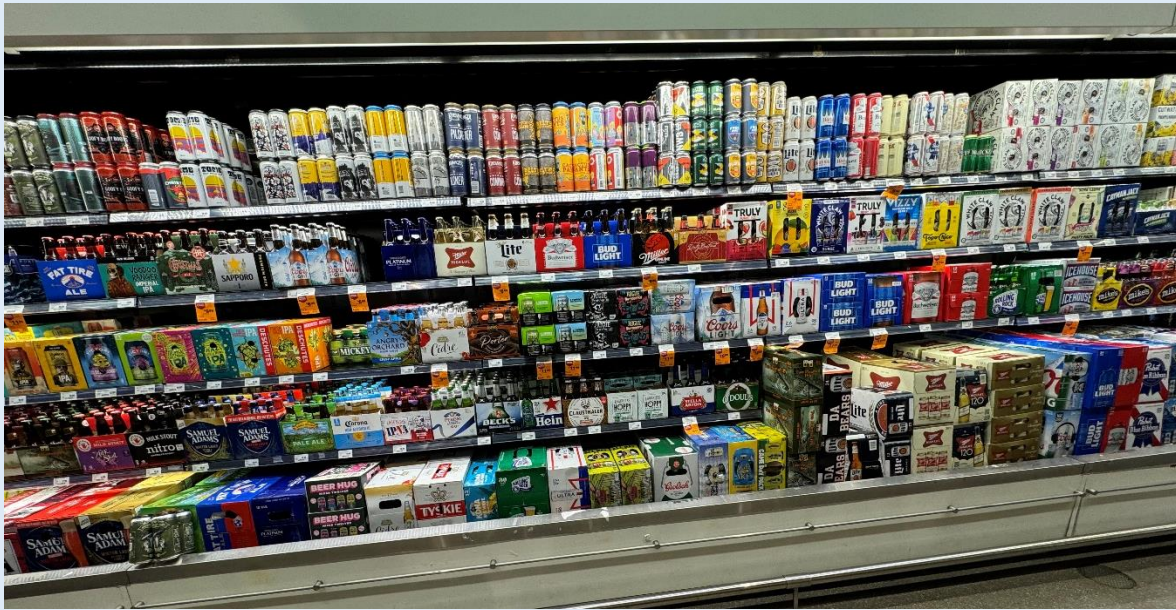
In terms of packaging, while glass is traditionally very popular, attitudes towards metal can packaging have changed considerably in recent years, with its preservation of quality seen more positively. Metal cans formats now account for a bit under  $\frac{3}{4}$  of sales by volume, with the balance being glass bottles. Furthermore, metal can packaging is no longer restricted to just the economy and mid-range segments, but is also increasingly used for craft, imported and premium beers too.

Regardless of whether beer be sold in bottles or cans, they are most commonly sold in multipacks. 6 or 12 are the most common multipack formats, though in some cases, imported beers are sold in 4 packs.

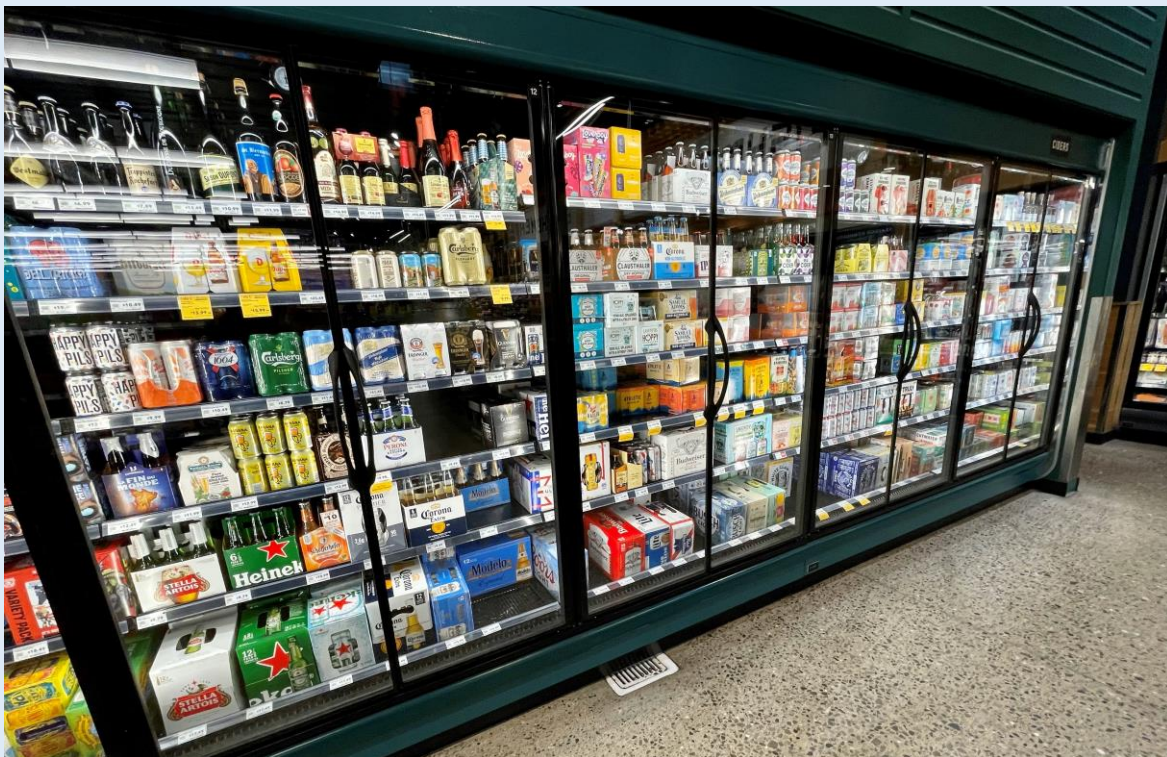
In terms of package size, 355ml (12 fluid ounce – fl oz) is most common – around 80% of beer sold in the US are in this package size. 16 fl oz (473 ml) is the second most common format, but only around 10% of beer products are in that format.

As is the case with alcoholic beverages in general - due to differences in legislation between states, the nature of retailers varies between states. The nature of stores themselves (e.g. general grocery, specialist liquor) can further impact the layout of products. Nonetheless, it is

fairly common for beers to be sold chilled. Some examples of different store layouts and product positionings are shown in the pictures below.



*Above: beer in a local Illinois supermarket. Below: beer in a gourmet supermarket chain with nationwide presence. In both cases, the beers are chilled.*



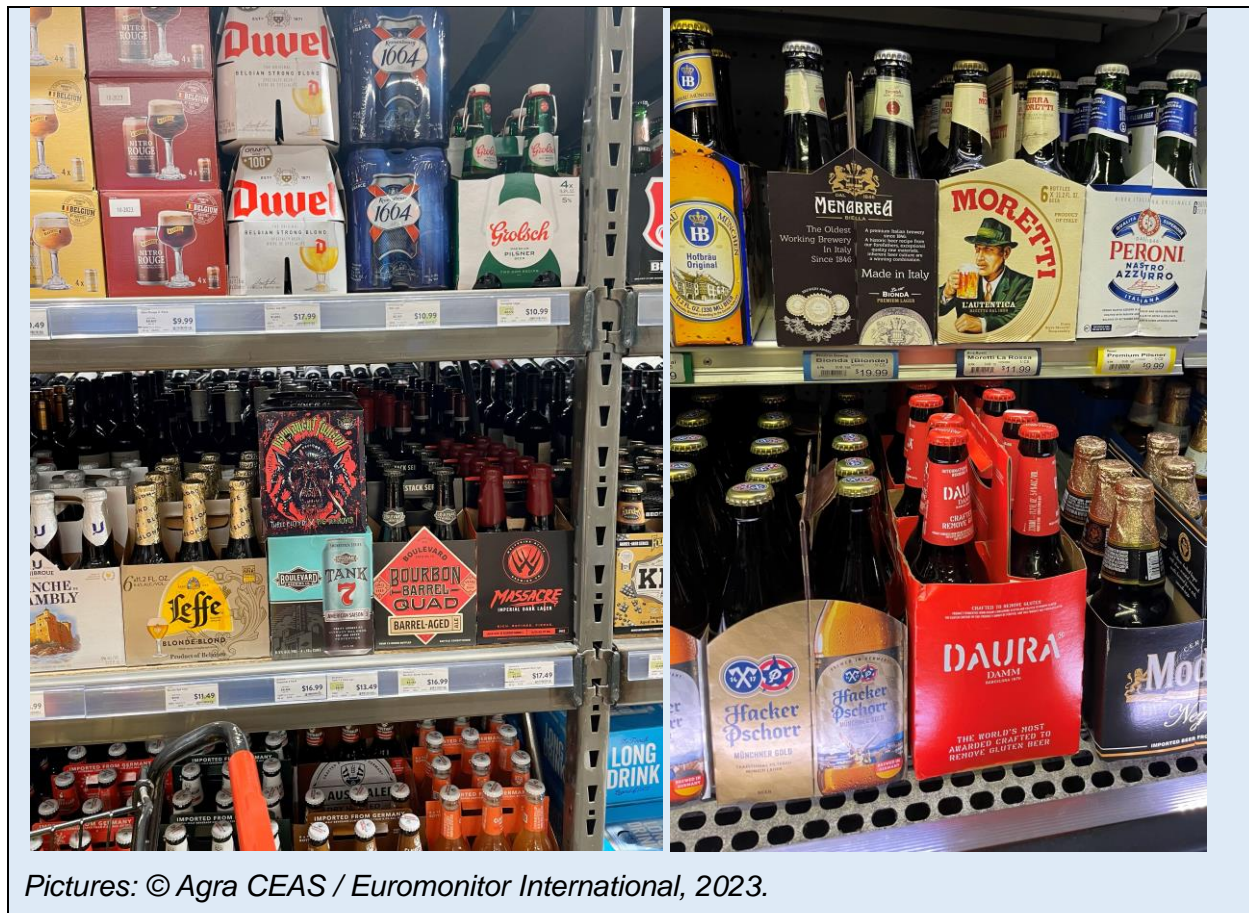
There is some innovation in packaging and labelling as producers try to stand out. This includes practices such as bottle tattooing and the introduction of new packaging formats, such as plant



based PEF for bottles. Cardboard is also once again being widely used (instead of shrink-wrapped plastic) for multipacks.



*Above: a specialist liquor retailer in Boston. Beers here are sold both room temperature and chilled, with a focus on bulk sales. Below: local Detroit supermarket, showing the popularity of 355ml glass bottles in a cardboard 6 pack.*



Pictures: © Agra CEAS / Euromonitor International, 2023.

### Recent market trends

As mentioned above, low- and no-alcohol beers stand as by far the fastest-growing category within the beer market. This is a result of rising health consciousness, the decline in the perception of these beers as being of lesser quality, and an overall increase in their availability in the US. There is a specific opportunity here for more unique and innovative brands. Many of the original non-alcoholic beers are extensions of mid-priced lagers; and like the mid-priced lagers affiliated to, they are experiencing falling interest and cultural significance as alternative options emerge. The re-opening of the on-trade service sector has been a welcome boost for the US beer market, as the on-trade service sector accounts for a quarter of all sales by volume in the market.

Craft beer is expected to continue expanding in the US as consumers increasingly shift their preferences towards niche alternative beers and increasingly have a preference for locally produced beers as a source of pride. It is increasingly common for larger EU producers/brands to shift production facilities to the US proper to cater to the US market, with a recent example of this being Anheuser-Busch InBev, which moved production of its Belgian brand Stella Artois to its St. Louis facility for the US market to avoid overseas shipping costs and continual inconsistencies in the supply chain, which posed a threat to beer quality and to maintaining a competitive price against domestically produced beers. Mid-priced lager remains the most popular beer in the US; however, its popularity is waning in the face of rising alternative beers such as craft and low- and no-alcoholic beers.

There are also some notable trends by type. IPAs remain a dynamic and popular category in the US, which offers a plethora of styles including: different origins; high and low ABVs; fruit flavours and the emerging cold IPA trend (an ale/lager crossover that uses a lager yeast in brewing). Fruit forward IPAs are also entering the market at an increasing rate from producers of all sizes. Hazy / hoppy IPAs were initially very popular in the early 2010s. They have maintained a strong following and over the last year have proven particularly popular. Rosé beer and sour beers (including gose) have grown in popularity over the past years, offering a very different drinking experience than a typical lager or ale and being particularly popular among more sophisticated beer enthusiasts due to the layers of flavour they offer.

### 5.8.3 Offer

#### Domestic production

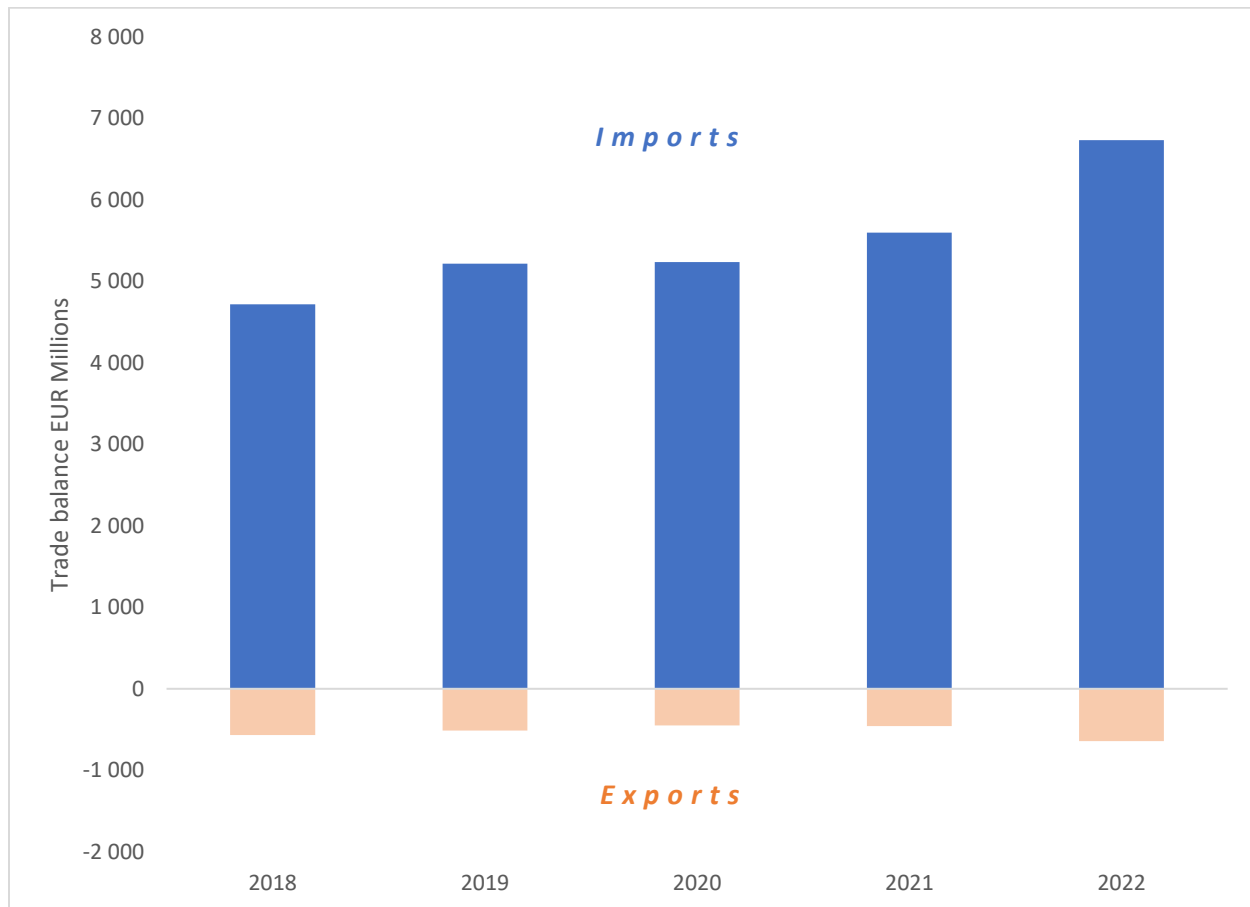
The abundance of ingredients required for beer production, such as barley and sorghum, helps the United States produce a wide range of beers. There are over 8 000 brewers in the country, and it is estimated that they produce slightly more than 80% of the beer consumed in the country. The most popular American beers include Budweiser, Pabst blue ribbon, and Miller.

American lager is the most popular beer in the United States, with brands such as Miller and Budweiser adopting this type. There are over 4 000 craft breweries in the United States, with the Midwest having the most, but Vermont also has a large number. The city of Portland in Oregon has craft brewing firmly ingrained in the culture of the city, with the city being home to 58 breweries, more than any other city in the world. Increasingly, even smaller towns across the US have small craft microbreweries that often incorporate local ingredients into the production process.

Post-COVID-19, there has been a notable shift towards the production of low- and no-alcohol beers across the US, with many major brands such as Miller, Budweiser, and Coors making light and no-alcoholic alternatives to their standard beers. Smaller craft breweries are also entering this segment.

#### Imports and exports

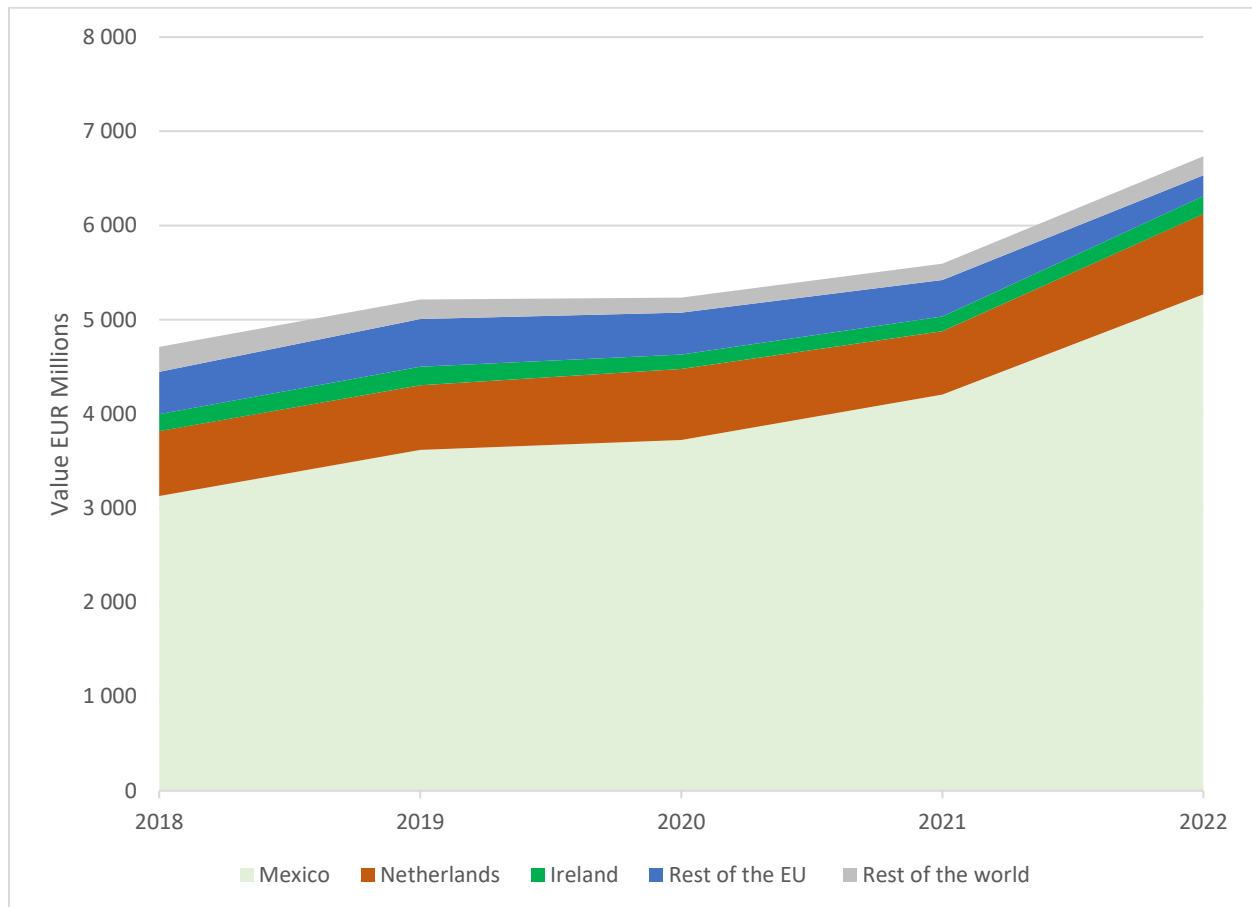
As shown in Figure 5-35, The US is a net importer of beer, with the country importing beer to a value of EUR 6.7 billion in 2022. The US has consistently been a net importer of beer over the past five years, as consumers in the country have well-developed tastes for imported beers.

**Figure 5-35: Trade balance (imports and exports) of beer in the USA, 2018-22 (EUR million)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2203.

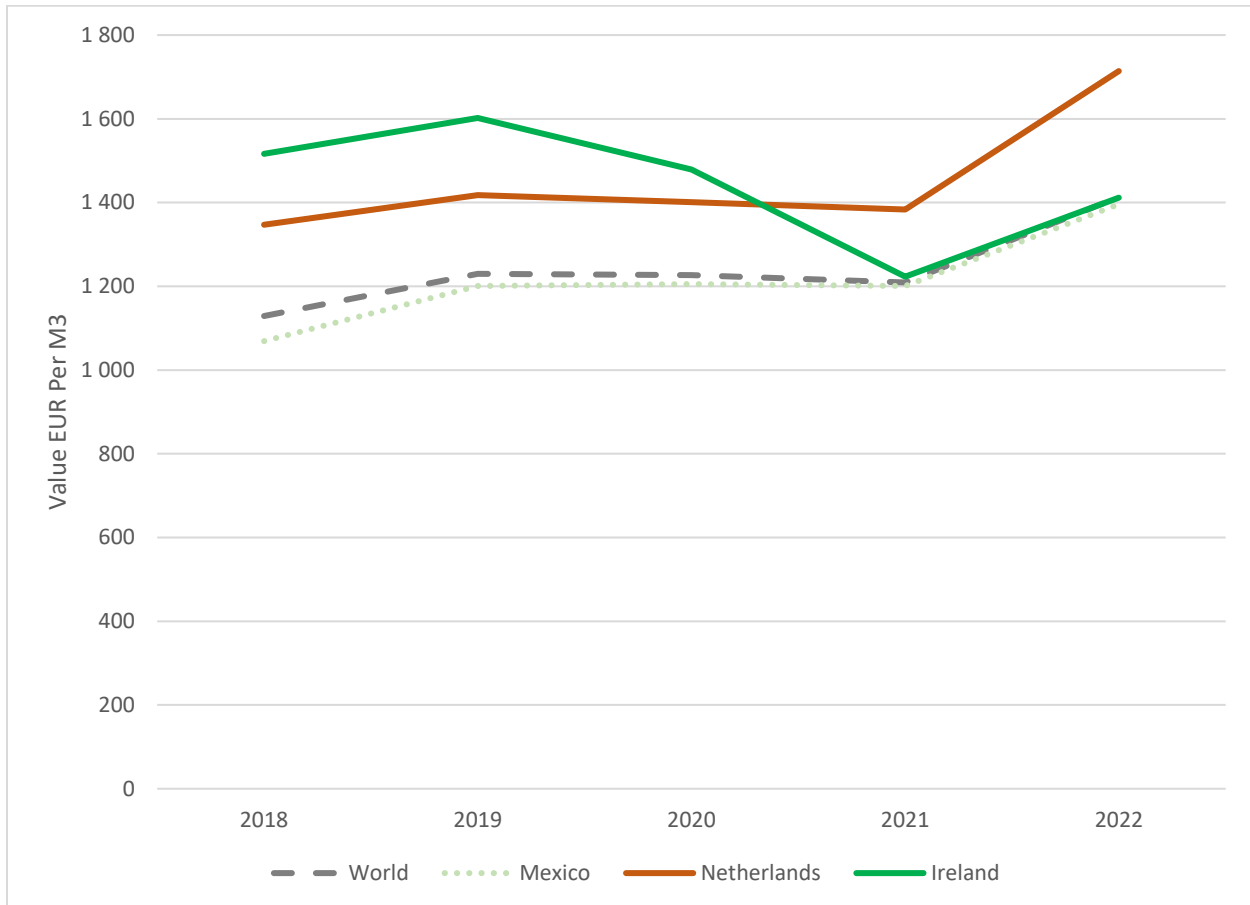
Mexico is, by a considerable distance, the largest exporter of beer to the US, with the country accounting for around 75% of total exports. The geographical location of Mexico, coupled with cross-border trade, helps to account for Mexico's dominance in terms of exports of beer to the US, with certain brands such as Modelo Especial and Corona being very popular in the US. The EU, however, is also very present, accounting for around 20% of exports, with the Netherlands being the largest exporter, exporting EUR 855 million worth of beer to the US in 2022. Ireland is also a large exporter, mainly of Guinness, with a value of EUR 189 million in 2022. Other large EU exporters include Germany, Belgium, and Italy.

**Figure 5-36: US imports of beer by country, 2018-22 (EUR millions)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2203.

The unit value of imports from all major sources has fluctuated in recent years. Most recently, the Netherlands had the highest unit value at 1 714 EUR/tonne, well above the world average of 1 413 EUR/tonne. Irish exports had a unit value of 1 412 EUR/tonne, in line with the global average (Figure 5-37).

**Figure 5-37: Unit value of US imports of beer for selected countries, 2018-22 (EUR per m<sup>3</sup>)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 2203.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The main competitors for EU beer producers are the several number of beer producers already present in the United States, as well as exporters from nearby regions such as Latin America (Mexico in particular). Because the capacity to produce beer on a large scale exists in the United States, American beers are typically less expensive than European alternatives. At times, American consumers have been shown to spend more money on European beers, so while pricing remains a disadvantage, EU exporters should not be discouraged. Beers from Mexico,

such as Corona and Modelo Especial, are popular in the United States, particularly in the southwest, and pose a significant challenge to EU producers in that region. EU beers such as Guinness and Heineken are popular in the United States and are among the most widely consumed beers. The rise of craft beers in the US may threaten the novelty of certain EU beers; however, given how large the market is, this should also not discourage exporters, particularly as it draws consumer attention to non-mainstream beers.

#### 5.8.4 Specific market entry requirements

##### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1. A list specifically for beer can be found in Table 4-2; most notably an import licence for alcohol and tobacco is required.

As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of spirits must be registered with the FDA (note that the food facility registration requirement does include alcoholic beverages).

It is important to remember that states may introduce additional legislation on the import of alcohol into the state; as well as the distribution and sale of alcohol within the state and who can possess alcohol within the state. Against this background, it is strongly recommended to check on additional requirements for any state that is being targeted for export.

Tariffs for beer can be consulted at the link in the box below.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – general beer category (2203) from Belgium to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=2203&origin=BE&destination=USA>

##### Standards

The Code of Federal Regulations Title 27 (27 CFR) part 25 contains detailed legislation relevant for beer. This legislation covers a wide range of topics related to beer relevant for domestic producers and distributors such as qualification as a brewery and tax. The table of contents for this standard can be found here: <https://www.ecfr.gov/current/title-27/chapter-I/subchapter-A/part-25?toc=1>

There are also standards for beer set out in 25.15. This states:

- (a) *Beer must be brewed from malt or from substitutes for malt. Only rice, grain of any kind, bran, glucose, sugar, and molasses are substitutes for malt. In addition, you may also use the following materials as adjuncts in fermenting beer: honey, fruit, fruit juice, fruit concentrate, herbs, spices, and other food materials.*
- (b) *You may use flavours and other non-beverage ingredients containing alcohol in producing beer. Flavours and other non-beverage ingredients containing alcohol may contribute no*

*more than 49% of the overall alcohol content of the finished beer. For example, a finished beer that contains 5.0% alcohol by volume must derive a minimum of 2.55% alcohol by volume from the fermentation of ingredients at the brewery and may derive not more than 2.45% alcohol by volume from the addition of flavours and other non-beverage ingredients containing alcohol. In the case of beer with an alcohol content of more than 6% by volume, no more than 1.5% of the volume of the beer may consist of alcohol derived from added flavours and other non-beverage ingredients containing alcohol.*

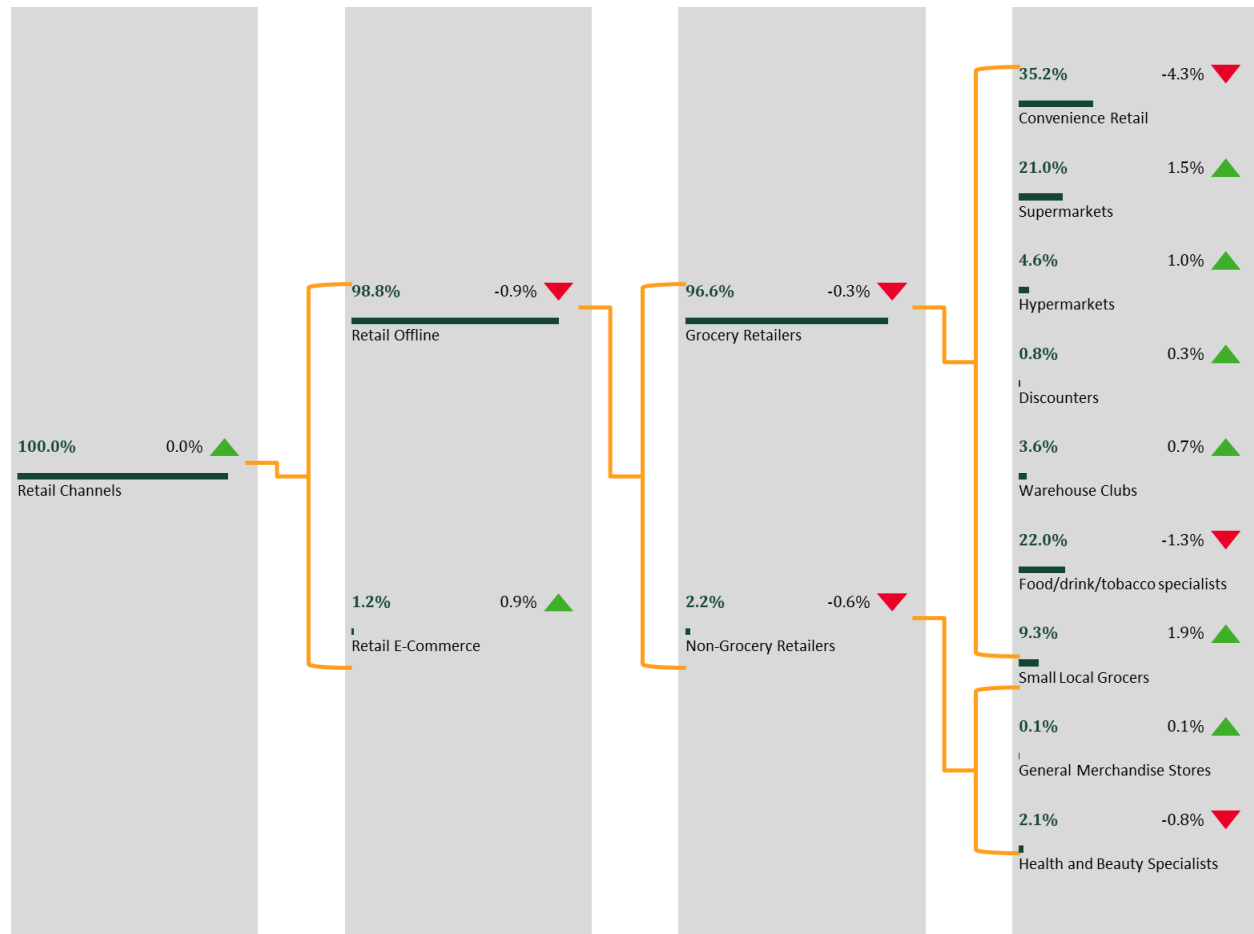
## Labelling

Table 4-5 contained detailed information on the labelling requirements for alcoholic beverages, including beer. This section should be consulted for details on labelling.

### 5.8.5 Distribution

Overall, off-trade accounts for around 75% of beer sales in the US by volume, with on-trade the remaining 25%. Convenience retail accounts for 35.2% of all off-trade beer sales, followed by food, drink, and tobacco specialists, which account for 22% of sales. While convenience retailers are likely to only stock the main US brands (and not imported ones) due to their limited shelf space, food and drink specialists are more likely to offer a wide range of products including imported EU beers. Supermarkets account for 21% of sales (and may offer some imported beers), while small local grocers account for 9.3% of sales. Retail e-commerce accounted for 1.2% of sales; however, this figure is expected to continue to grow going forward (Figure 5-38). E-commerce does offer an opportunity for imported beer to the lack of shelf space restriction. However, while laws have changed in some cases, they vary between states and even cities in some cases; therefore any exporter which is considering this channel would be wise to partner with a distributor that has done the due diligence to navigate in this space.



**Figure 5-38: Distribution channel overview of beer in the USA (2022); off-trade volume**

Source: Euromonitor International: Alcoholic Drinks, 2022.

### 5.8.6 Challenges for EU products

Overall, price is one of the main challenges for EU products in the US, as EU beers have a higher unit price. This has even encouraged some large EU producers to move their production facilities to the US market to remain price competitive. There is also massive competition from both domestic production and Mexican imports. The rise in health consciousness that is driving demand for low- and no-alcoholic beverages is also a challenge to the traditional beer market, although major EU beer labels tend to have alternative low- and no-alcoholic beverages already in production. EU beers are increasingly impacted by the rise in craft beers, which impacts the novelty beer market and may pose a challenge for EU producers as well as having the benefit of attracting attention to non-mainstream beers.

**Market Takeaway: Beer**

**Consumption:** Beer consumption is common in the US, and per capita consumption levels are well above global averages. Consumers in the US are increasingly switching to low- and no-alcoholic beverages, which is impacting the market.

**Competition:** Although the United States is a large producer of beer that largely meets domestic demand, it is ultimately a net importer with an estimated 20% of consumed beer imported. Neighbouring Mexico also supplies a significant amount of beer.

**Distribution:** off-trade is most important by volume. Specialist food and drink and supermarket retailers dominate this channel; both may offer imported EU beers.

**Challenges:** The higher unit price of EU beers in the US, coupled with the rise in craft beer production, stand as two of the bigger challenges for EU producers.

**Opportunities:** The rise in demand for low- and no-alcohol beers (unique/different ones in particular) represents the largest opportunity area in the market. The EU is well positioned to take advantage of this trend. There is also some demand for non-mainstream beer as well as certain beer types.

## 5.9 Sugar confectionery

### 5.9.1 SWOT analysis

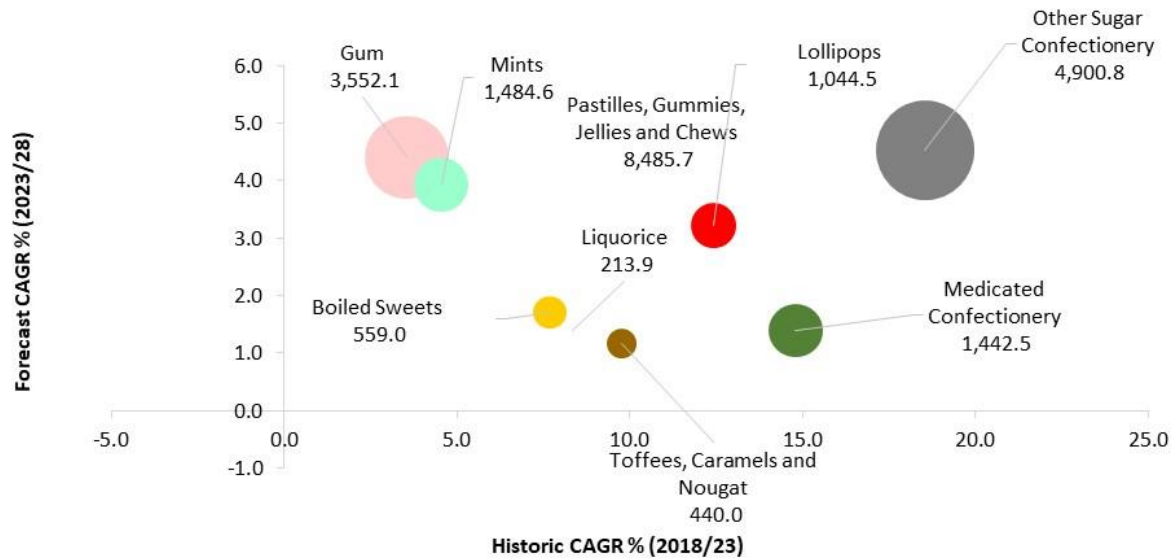
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>EU exports</b> of sugar confectionery products <b>reached over EUR 500 million</b> in 2022</li> <li>▪ <b>US consumers</b> remain one of the <b>largest per capita</b> consumers of sugar confectionery products globally.</li> <li>▪ The <b>unit value of EU sugar confectionery products</b> imported by the US are generally <b>higher</b> than the global average.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>The US specializes in the production</b> of many of the most commonly produced sugar confectionery products in the EU.</li> <li>▪ <b>US producers benefit</b> from the capacity to set up operational facilities (at cheaper production costs) in neighbouring <b>Canada and Mexico</b>. Exports from these countries tend to be mainly driven by US producers operating within their borders.</li> <li>▪ <b>Total consumption rates are slowing</b> down as the consumer base becomes more health conscious.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ <b>Rebound in gums and pastille</b> demand as the economy re-opens post COVID-19.</li> <li>▪ <b>Rise in demand for healthier or alternative</b> sugar confectionery products in the US.</li> <li>▪ <b>Social gatherings</b> being re-fully authorised <b>encourages gifting</b>, with sugar confectionery products being one of the main food and beverage items often purchased as a gift item.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Growing <b>start-up space for smaller US producers</b> of conventional and niche sugar confectionery products makes it increasingly easier for these companies to reach consumers as e-commerce retailing grows in the country.</li> <li>▪ The US has a <b>massive domestic production base</b> for sugar confectionery products, with some of the world's largest producers being of American origin.</li> <li>▪ There is a <b>growing push</b> amongst national and regional state authorities to <b>highlight the dangers of consuming too much sugar</b>, likely helping to slow down total sugar confectionery rates in the US.</li> </ul>

### 5.9.2 Consumption

#### Evolution of consumption

As shown in Figure 5-39, pastilles, gummies, and jellies are the largest Sugar confectionery product in the US market by total retail value, with this product sector having a total retail value of EUR 8.4 billion. The other sugar confectionery category is valued at EUR 4.9 billion, followed by gum (EUR 3.5 billion), mints (EUR 1.4 billion), medicated confectionery (EUR 1.4 billion), and lollipops (EUR 1 billion). Total growth rates for sugar confectionery products are forecast to slow down significantly going forward, with the fastest-growing category being pastilles, gummies, jellies, and chews, with a forecasted CAGR of 3.3% between 2023 and 2027. For context, this category grew by a CAGR of 12.7% between 2018 and 2022.

**Figure 5-39: Evolution and forecast of the sugar confectionery market in the US, 2017-2027; total retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Sugar confectionery consumers in the United States vary greatly and can be found in all different social, age, and income groups. Nonetheless, consumers skew towards the young end, with children, pre-teens, teenagers, and young adults are the most common consumers. Women consume more sugary confectionery than men typically in the US market, especially in the gum category. Young consumers frequently choose a wider variety of sugar confectionery products when compared to older generations; and younger consumers are also more likely to try new products. Furthermore, young adults prefer gum, and the older consumers get, the less likely they are to consume gum on a regular basis. Older consumers tend to prefer chews, boiled sweets (which were particularly more popular in the US during the 20<sup>th</sup> century) and medicated confectionery products due to older consumers being of a higher likelihood to need them compared to middle aged and younger consumers. Overall, young and middle-aged women are a key consumer group within the overall category of adult consumers in the US market, with teenagers and children being key consumer groups.

## Drivers and method of consumption

The sugar confectionery market is primarily driven by the desire of consumers for indulgence. Confectionery can be purchased almost anywhere including on the go, making it an ideal quick treat and snack in everyday life. Because consumers like to treat themselves to something sweet, they enjoy personal space and time with themselves. However, as consumers become more health-conscious, sugar-reduced, or sugar-free options gradually gain popularity in the US market. Until recently, most health-conscious consumers preferred chocolate because it was perceived to have greater health benefits than sugar confectionery; however, innovation in the sugar confectionery sector is helping to change attitudes. Gums are currently driving consumption more than mints because companies are putting more effort into innovation, which consumers appreciate. Another type of driver is celebratory events, with Christmas and Halloween standing

out as two holidays on the US calendar which particularly drive the sale of sugar confectionery products.

### Purchase criteria

The texture and taste of the product is among the most important purchase criteria for sugar confectionery for most US consumers. A good and interesting texture and taste is essential for establishing a product in a market crowded with similar-tasting products and brands. When it comes to trying out new textures, consumers are increasingly turning to gummy confectionery due to the cheaper price and availability of these products in the US. Some consumers, particularly younger ones, welcome innovation, and new products. Furthermore, consumers pay attention to product packaging and frequently select the one that appears most appealing and promising to them. When it comes to sugar confectionery, innovation is critical, which is one of the reasons why private label penetration is lower than the industry average in the US market.

### Recent market trends

Some of the more recent major market trends impacting the US sugar confectionery market include:

#### ***Rise in demand for novelty sugar confectionery products:***

Viral trends and a general rise in demand for niche and alternative products are helping to drive sales of novelty sugar confectionery products in the US market, which include sugar confectionery products with a niche flavour or packaging. Conventional classic sugar confectionery product producers have shifted increasingly towards offering alternative variants of their most popular products, which include, for instance, multi-flavoured mints and gums or niche lollipop flavours that can range from mango-flavoured to bubble-gum-flavoured in terms of variety.

#### ***Appreciation for medicated confectionery products post COVID-19:***

The impact of COVID-19 between 2020 and 2022 drove many to seek over-the-counter solutions for their symptoms, and sales of medicated confectionery soared with this sentiment. Double-digit retail volume and current value growth were seen by many brands within the medicated confectionery sector. As the more immediate impacts of COVID-19 dissipate, consumption of medicated confectionery products is expected to slightly decline, although the pandemic did allow for the product to garner a significant consumer base that will likely re-use medicated confectionery products in the future should they develop a cough or other flu-like symptoms.

#### ***E-commerce likely to continue playing a key role in distribution.***

As the aforementioned trend of rising demand for novelty sugar confectionery products continues to grow, it has helped aid total sales via the e-commerce channel as many producers and start-up companies have shifted towards utilising social media advertising and platform-to-door distribution to reach new and existing consumers. The retail e-commerce space now accounts for 8.9% of all sugar confectionery sales, and this figure is very likely to continue growing.

### 5.9.3 Offer

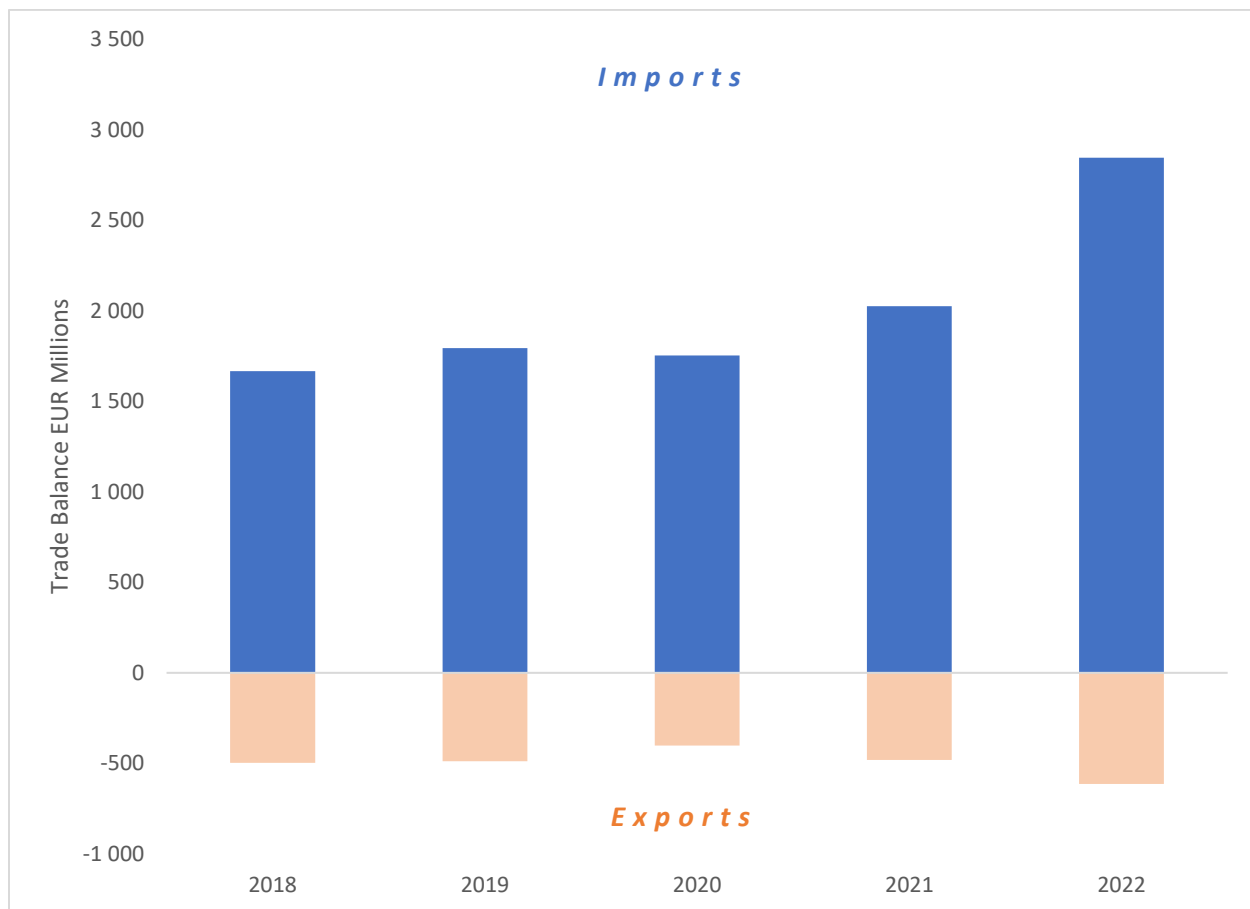
#### Domestic production

Production of sugar confectionery products in the US is huge, indeed, many of the larger global sugar confectionery companies are originally of American origin. The US market is largely influenced by Mars Wrigley confectionery (11.1% of the market), Hershey CO (9.8%), Ferrara Candy (9.4%) and Mondelez (6.5%). The rest of the market is heavily fragmented and competitive, with there being several regional and national producers present. The states of Vermont, California and Texas are home to the country's largest concentration of sugar confectionery products although production is common nationwide. Virtually all major sugar confectionery products are produced to scale with the US or by US companies that have set up operational facilities in neighbouring Canada or Mexico.

#### Imports and exports

As shown in Figure 5-40, the US is a net importer of sugar confectionery products (although a significant percentage of these imports will be from US companies operating in Canada or Mexico). The country imported a total of EUR 2.8 billion worth of sugar confectionery products in 2022.

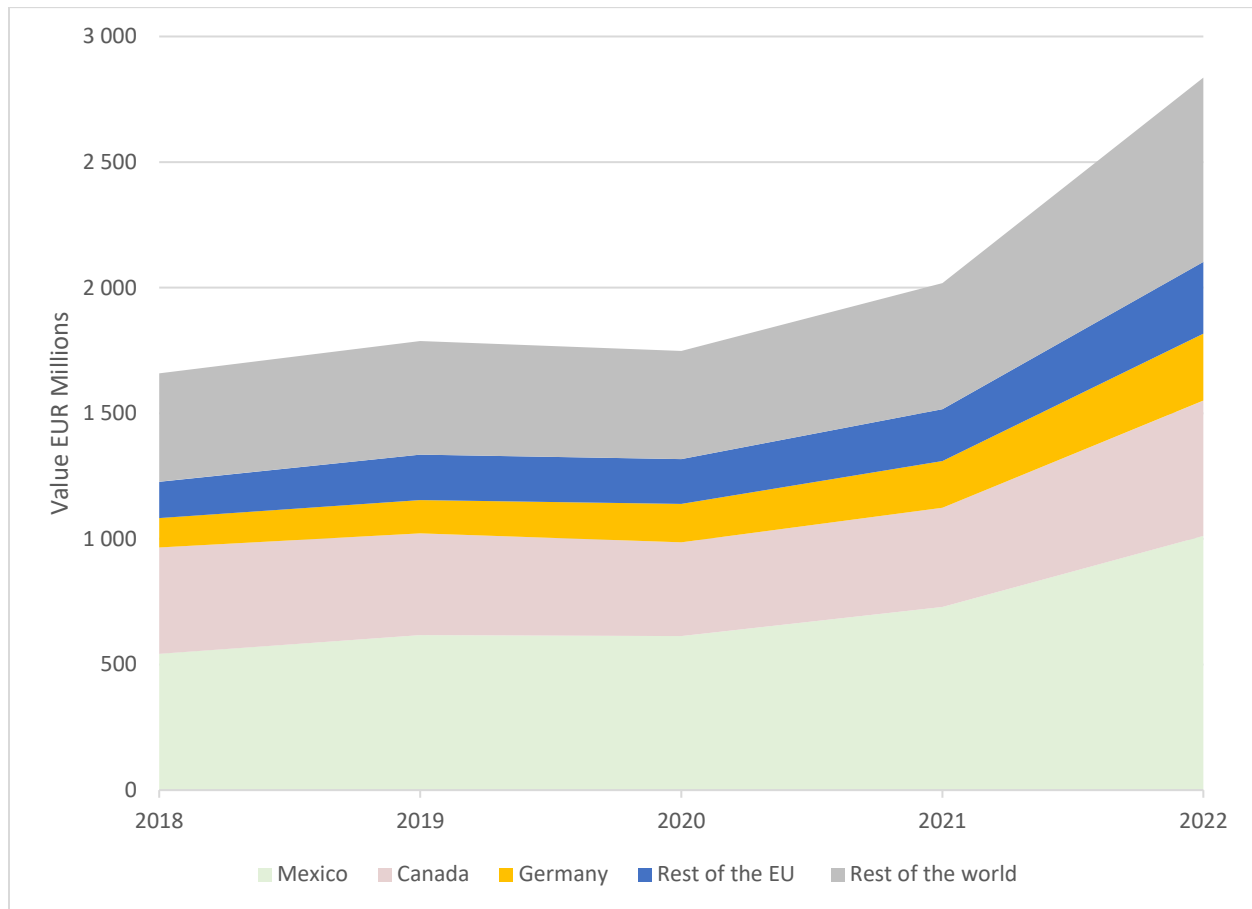
**Figure 5-40: Trade balance (imports and exports) of sugar confectionery in the USA, 2018-22; EUR millions**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1704.

As seen below in Figure 5-41, Mexico and Canada are significant exporters of sugar confectionery products to the US, with these countries combined accounting for just over half of all sugar confectionery exports to the US in 2022. Germany is the third largest exporter, and total exports were valued at EUR 266 million, while exports from the rest of the EU as a whole were valued at EUR 286 million, with Spain (EUR 142 million), the Netherlands (EUR 43 million), and Italy (EUR 32 million) also being significant exporters.

**Figure 5-41: US imports of sugar confectionery by country, 2018-22; EUR millions**

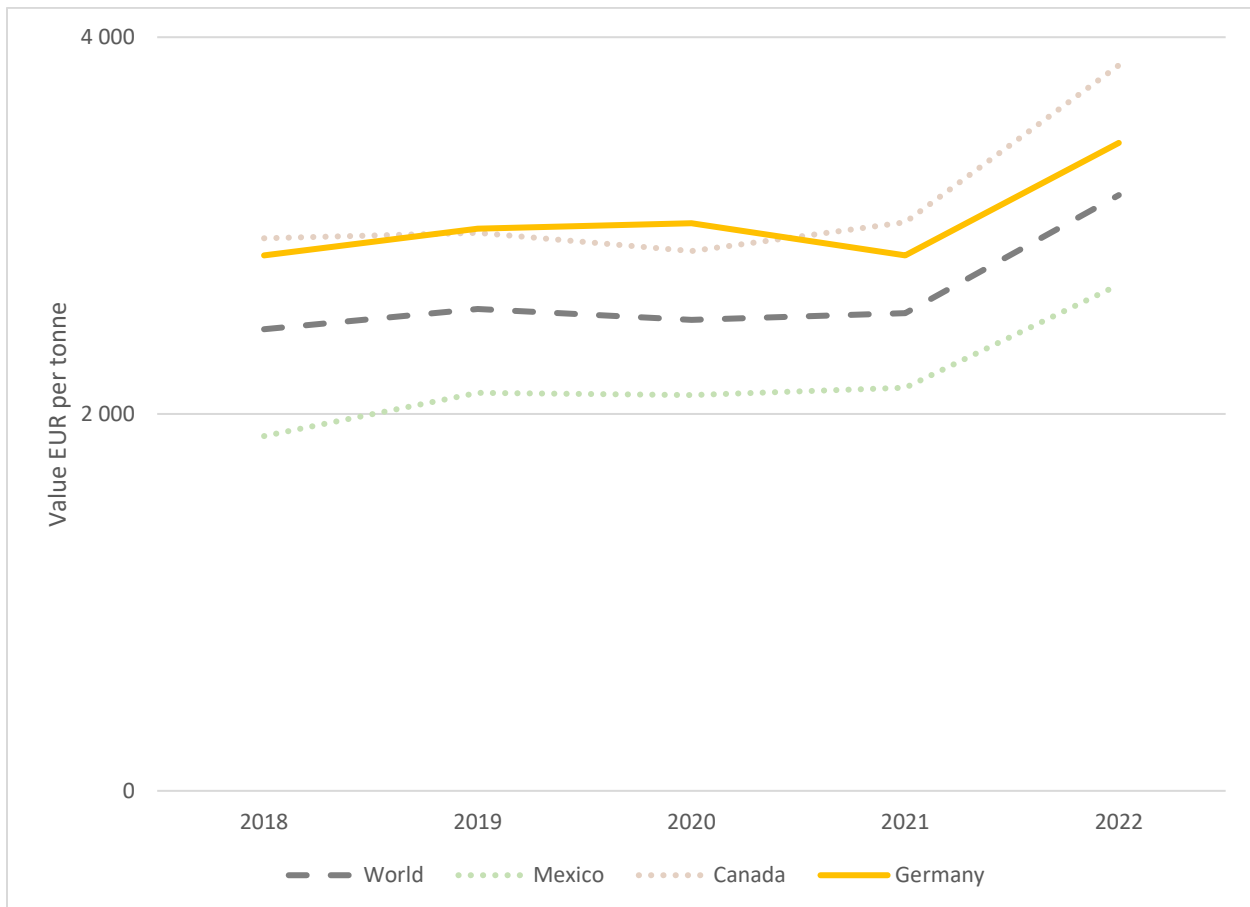
Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1704.

At 3 440 EUR/tonne, the unit value of exports from Germany exceeds the global average of 3 160 EUR/ tonne (Figure 5-42). Canada is also above average (and most recently also above Germany); Mexico is below average.



**Figure 5-42: Per unit value of US imports of sugar confectionery from selected countries, 2018-22 (EUR per tonne)**



Source: Trade Map, International Trade Centre— <https://www.trademap.org/>

Data for CN code 1704.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The competition for EU sugar confectionery products mainly comes from the large domestic production base within the US, with the US being a large producer of virtually every major sugar confectionery product. Imports from Canada and Mexico are also significant; however, these also include exports from US companies catering for the domestic market with production in these

countries. EU exports, however, are high in terms of value (over EUR 500 million), and the sheer size of the US market allows for plenty of opportunities in this market.

## 5.9.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of confectionery products must be registered with the FDA.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – sugar confectionery (1704) from Belgium to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=1704&origin=BE&destination=US>

### Standards

While the Code of Federal Regulations Title 21 (21 CFR) does contain standards for many products, no specific standards for sugar confectionery (candy) have been identified at the time of writing.

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

### Labelling

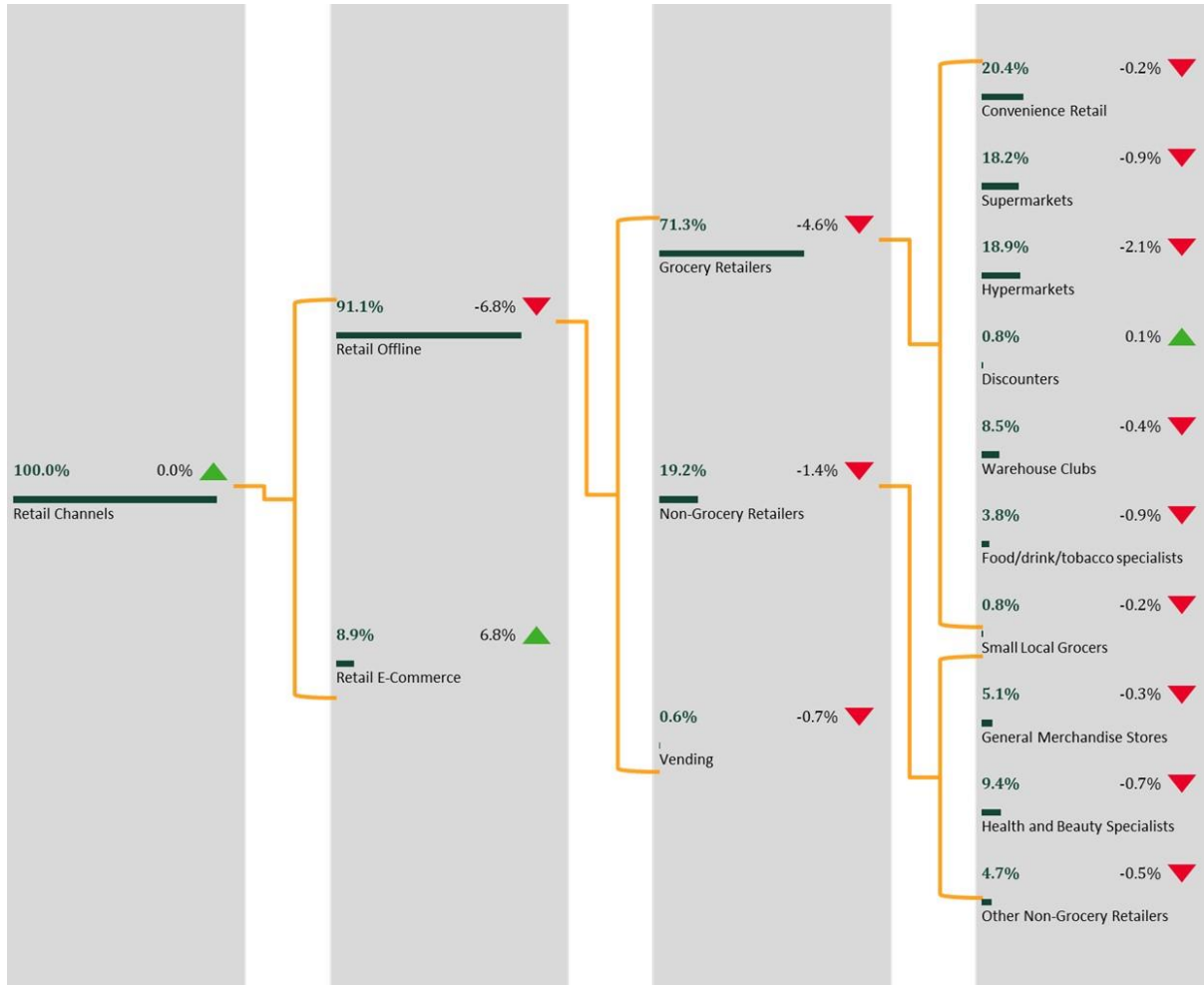
Sugar confectionery products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

## 5.9.5 Distribution

The majority of sugar confectionery products sold in the US market are via the grocery retailer channel, which accounts for 71.3% of all sales. Convenience retail outlets accounted for most sales with a share of 20.4% of sales, followed by hypermarkets with a share of 18.9% of sales and supermarkets with a share of 18.2% of sales. Non-grocery retailers accounted for 19.2% of sales, with health and beauty specialist stores accounting for around 9.4% of sales. The retail e-

commerce channel, as mentioned earlier in this section, is now significant and growing, with a share of 8.9% of all sales (Figure 5-43).

**Figure 5-43: Distribution channel overview of sugar confectionery in the US (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.9.6 Challenges for EU products

The sugar confectionery market in the US remains huge, but total growth rates of consumption are slowing down, largely influenced by the rise in health consciousness in the US market, which became particularly apparent during the COVID-19 pandemic. US consumers are increasingly moving away from sugary confectionery products with a high sugar content, and the association of sugary confectionery goods as unhealthy is very common in the US. Further, within this market, US companies dominate due to the large domestic production sector present in the US market, coupled with imports from Canada and Mexico, which also present challenges in terms of competition. Overall, however, it is important to note that the US sugar confectionery market is huge, with exports from the EU coming to a value of just over EUR 500 million in 2022. The niche nature of many EU sugar confectionery products is gathering a following amongst US consumers, which makes the market particularly significant for EU sugar confectionery producers.

#### **Market Takeaway: Sugar confectionery**

**Consumption:** Consumption of sugary confectionery goods in the US is high, even if total consumption rates are slowing down. Children, adult women, and young workers are the key consumer groups in the US market.

**Competition:** strong domestic production of sugar confectionery and the influx of imports from neighbouring Canada and Mexico.

**Distribution:** Primarily through modern grocery retail channels such as convenience stores, supermarkets, and hypermarket retailers. The role of e-commerce is growing.

**Challenges:** competitive market is seeing a slowdown in total consumption rates, and many of the world's largest sugar confectionery producers are American.

**Opportunities:** Rebound in demand for gum and mint as the economy re-opens post-COVID-19. Also, there is a significant rise in demand for healthier or alternative confectionery products, such as sugar-free products or products with niche tastes or packaging.

## 5.10 Pasta

### 5.10.1 SWOT analysis

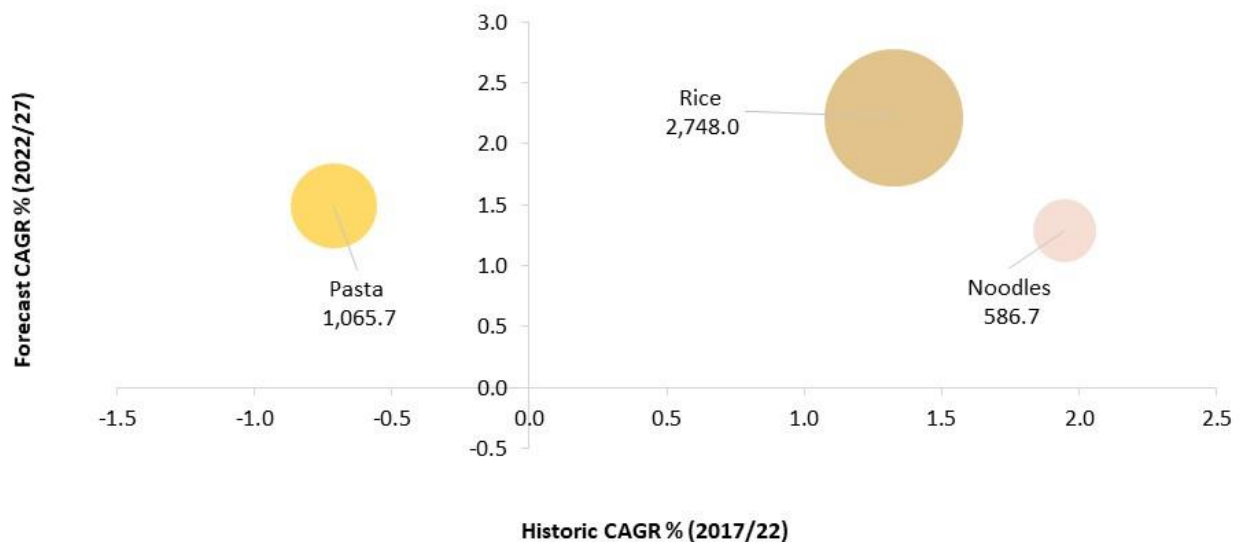
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ <b>Consumption</b> of pasta in the US is <b>high</b>, among the highest per capita in the world.</li> <li>▪ <b>Large ethnic Italian American community</b> with ties to Italian cuisine, with <b>Italy</b> being the <b>largest exporter of pasta</b> to a significant degree to the US.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Rice</b> remains <b>preferred</b> in the US over pasta products.</li> <li>▪ <b>Traditional pasta consumption is declining</b> in the US as consumers shift towards alternative pasta products; and recent growth of the category has been poor.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ Rise in demand for <b>alternative pasta products</b> such as gluten free and plant-based filled pasta products.</li> <li>▪ <b>Re-opening</b> of the US <b>foodservice sector</b> re-opens a new opportunity area for EU exporters.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Large domestic production</b> sector for pasta, the second highest in the world behind Italy.</li> <li>▪ Some <b>limited competition</b> from <b>other countries</b> such as Canada.</li> </ul>

### 5.10.2 Consumption

#### Evolution of consumption

With a total volume of 2.7 million metric tonnes in the US market, rice is the preferred product within the rice, pasta, and noodles sector, with the rise expected to further grow at a CAGR of 2.2% between 2023 and 2027. Pasta records a total volume of around 1 million metric tonnes and is expected to grow by a CAGR of 1.5% between 2023 and 2027. Finally, noodles have a total volume of 586 000 metric tonnes and are the smallest product within this category by total volume (Figure 5-44).

**Figure 5-44: Evolution and forecast of the pasta, noodle and rice market in the US, 2017-2027 (000 tonnes)**



Source: Euromonitor International: Packaged Food, 2023.

The popularity of Italian cuisine in the US drives sales of pasta in the country, particularly in the northeast of the country, where there are a significant number of ethnic Italian Americans. Pasta, however, is established as a mainstream dish across the US, with notable examples including the popularity of the Olive Garden food chain, which largely only serves pasta dishes. Pasta per capita consumption in the US is quite high, with the country ranking within the top ten global per capita consumers of pasta.<sup>83</sup>

## Consumers

Pasta consumption in the United States is rapidly changing; traditional pasta consumption has decreased, but producers have noticed an increase in the consumption of pasta with added nutritional benefits, such as gluten-free alternatives and plant-based filled pastas, which has prompted manufacturers to shift production toward healthier alternatives. Consumers have shifted to healthier alternatives in all sectors, but pasta is expected to be one of the first and most impacted. Nonetheless, pasta remains popular among many US consumers, with consumers of Italian American heritage in particular drawn to the product because pasta is used in many Italian dishes made in the country. Pasta remains inexpensive and widely available, appealing to consumers of all income levels due to the convenience and nutrition it provides.

<sup>83</sup> As the world celebrates world pasta day, pasta production's global value exceeds \$20 billion, Italian food.net, available at [https://news.italianfood.net/2021/10/25/world-pasta-day-pasta-production-has-exceeded-a-global-value-of-e20-billion/#:~:text=ITALIAN%20PASSION&text=Also%20thanks%20to%20this%20trend,Turkey%20\(8.7%20kg%20each\)](https://news.italianfood.net/2021/10/25/world-pasta-day-pasta-production-has-exceeded-a-global-value-of-e20-billion/#:~:text=ITALIAN%20PASSION&text=Also%20thanks%20to%20this%20trend,Turkey%20(8.7%20kg%20each).).

## Drivers and method of consumption

The shift in favour of healthier alternative pasta-style products has been a key driver in both positive and negative pasta consumption. This has put a damper on traditional pasta consumption while driving the market for alternatives. Olive Garden, a large food outlet chain specializing in Italian cuisine including pasta in the United States (and that is generally recognised as the US's most popular sit down restaurant chain), rebranded to promote a healthier pasta consumption image. As a market leader, this sets precedents for others to follow and do the same. Pasta can be found in a variety of American meals, and as a result, it appeals to a diverse range of ethnicities in the United States, with spaghetti bolognese being a notable example (Italian). During the COVID-19 pandemic, consumers appreciated the convenience of pasta products due to their ability to be stored for a prolonged period; however, as the pandemic has largely ended in the US, this trait is in less demand from consumers. US consumers typically consume pasta as a lunch or dinner dish, with smaller packaged pastas also commonly consumed as a snack.

## Purchase criteria

Pasta is generally inexpensive in the United States and widely available to consumers of all income levels; however, on-trade establishments with higher prices are expected to produce pasta fresh on-site. Individuals with higher incomes and members of the Italian American community are more likely to spend a little more to purchase pastas exported from Italy rather than that produced in the US due to a perception of the increased quality of pastas directly from Italy. Consumers have been paying special attention to pasta and the ingredients used in its production, as well as the protein intake associated with consumption. Within the US market, dried and frozen pasta is more widely consumed; it accounts for around 70% of the market by value. Fresh pasta in contrast accounts for a little over 20% (with the balance of less than 10% coming from cooked or prepared pasta). Labelling has become increasingly important for pasta producers, including notably for those producers who clearly show the nutritional value of their products. Overall, consumers appreciate the convenience, durability, and price of pasta products, and these stand out as the main purchasing criteria in the US market.

## Recent market trends

Pasta sales in the US are forecast to continue to be a bit slow in the upcoming years as total sales growth is being impacted by the re-opening of the economy post-COVID-19. During the pandemic, pasta became a key food product to purchase as consumers rushed to seek out nutritional foods that could be stored for a prolonged period of time. Pasta's versatility was also a key reason behind the spike in pasta sales in the US during the pandemic, and sales have fallen back since the end of the main phase of the pandemic. Going forward, the main recent market trends in the pasta sector for EU producers to observe include the increasing demand for plant-based filled pasta products, coupled with gluten-free pasta. Pasta producers are increasingly targeting vegetarian and flexitarian consumers, which are two emerging consumer groups set to seek out pasta products.

### 5.10.3 Offer

#### Domestic production

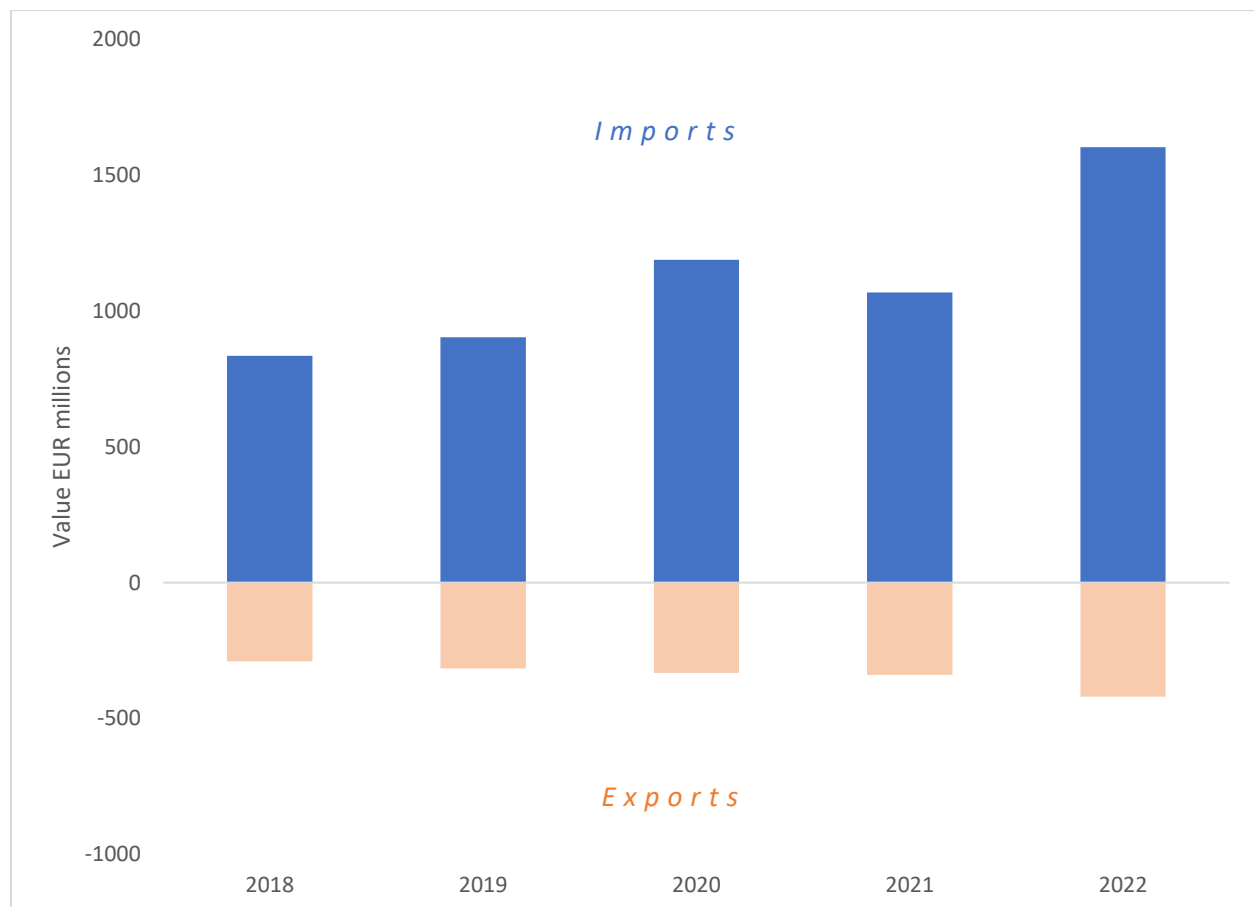
Pasta production in the United States is significant. Large plants, such as those in Ames, Iowa, and Avon, New York, are operated by companies such as Barilla. These factories typically

supplement the large number of Italian imports that already exist. Ebro Foods and Maruchan are two other large companies that manufacture pasta in the United States. Most high-end Italian restaurants, which are common in urban areas throughout the United States, will produce pasta on-site and indeed will be expected to do so. Producers in the United States will be aware of the wider identity crisis for pasta in the country and will work to ensure the continued growth of healthier alternatives, such as gluten-free pasta. Overall, the US is the world's 2nd largest producer of pasta behind Italy, although despite this, the country remains a net importer of pasta, noodles and couscous as discussed in the next section below.

### Imports and exports

As outlined in Figure 5-45, the US is a net importer of pasta, noodle and couscous products with the country importing EUR 1.6 billion worth in 2022. This represents a large increase from the 2018 figure of EUR 835 million.

**Figure 5-45: Trade balance (imports and exports) of pasta, noodles, and couscous in the USA, 2018-22, EUR million**



Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

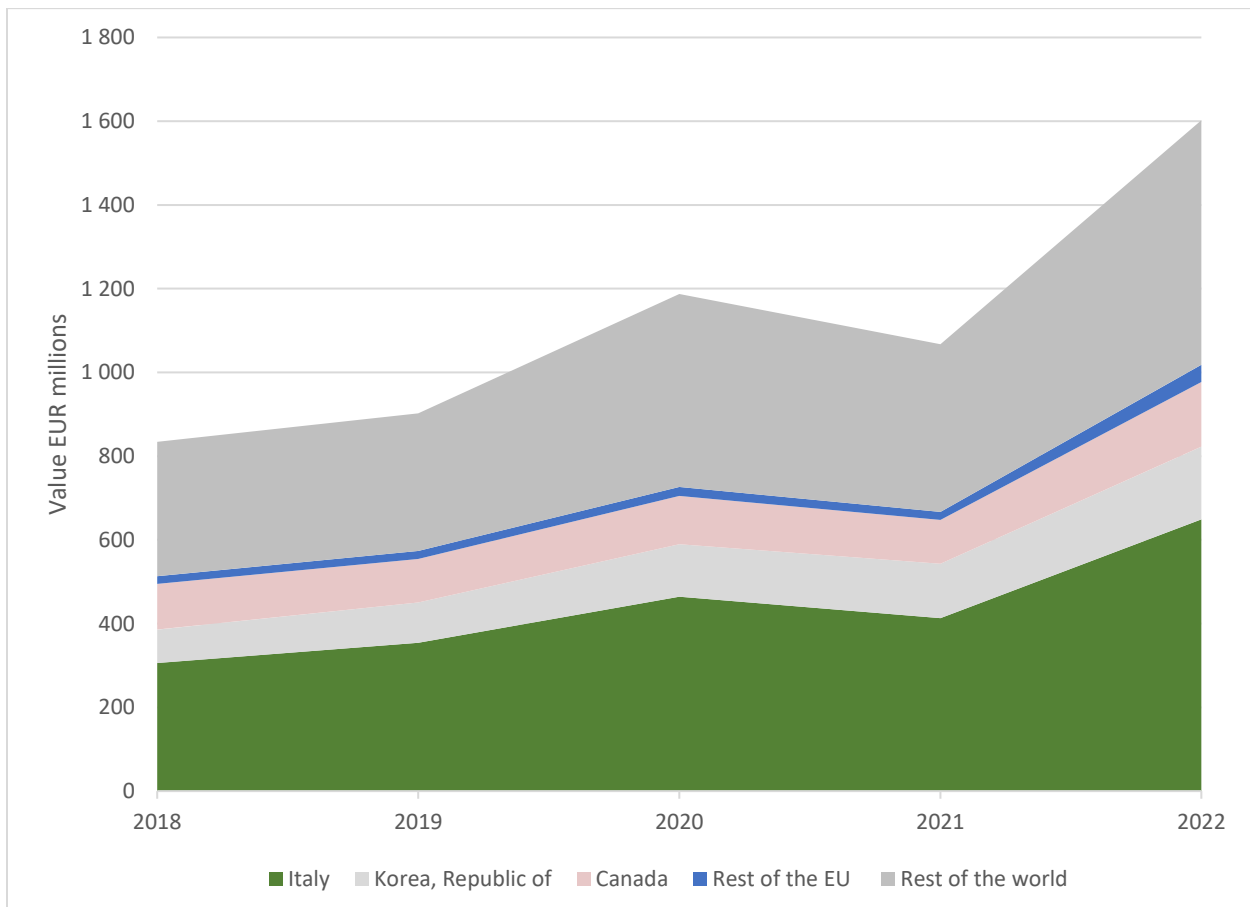
Data for CN codes 1902

As outlined in Figure 5-46, Italy is the largest exporter of the category to the US, with Italy exporting in 2022 a total of EUR 648 million worth, or around 35% of all pasta, noodle and



couscous products that were exported globally to the US. Indeed, pasta from Italy is often seen as a premium product in the US and will often be expected by consumers visiting Italian restaurants and it can be assumed that Italian exports comprise more or less entirely pasta. South Korea is the second-largest exporter (which can be assumed to be noodles), followed by neighbouring Canada. EU exports are virtually all from Italy, with Spain sending a much smaller amount of exports to a value of EUR 11 million.

**Figure 5-46: US imports of pasta, noodles, and couscous, by country, 2018-22, EUR million**



Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

Data for CN code 1902

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

## Main competitors

While the United States is a large producer of pasta with some big domestic producers (including local production by Italian companies), it is also a net importer, so the demand for imported pasta remains high. Italy is the key exporter of pasta to the United States, which is exacerbated by the country's large Italian American population, which drives up demand for Italian foods such as pasta and foods that incorporate pasta. There are some imports of pasta, noodles and couscous as a group from Canada, and some of these may be pasta (though trade data does not provide the opportunity to differentiate).

### 5.10.4 Specific market entry requirements

#### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of pasta products must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

**Main page – select product, country of origin and destination country:**

<https://trade.ec.europa.eu/access-to-markets/en/home>

**Example link – pasta, noodles, couscous (1902) from Italy to the USA**

<https://trade.ec.europa.eu/access-to-markets/en/search?product=1902&origin=IT&destination=US>

#### Standards

The Code of Federal Regulations Title 21 (21 CFR) contains some standards for some pasta (macaroni) products under part 139, with a definition of the products covered by these also provided. Most notably, the standards under part 139 cover the following products:

- 139.110 - Macaroni products.
- 139.115 - Enriched macaroni products.
- 139.117 - Enriched macaroni products with fortified protein.
- 139.120 - Milk macaroni products.
- 139.121 - Non-fat milk macaroni products.
- 139.122 - Enriched non-fat milk macaroni products.
- 139.125 - Vegetable macaroni products.
- 139.135 - Enriched vegetable macaroni products.
- 139.138 - Whole wheat macaroni products.
- 139.140 - Wheat and soy macaroni products.

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

## Labelling

Pasta products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

### 5.10.5 Distribution

As set out in Figure 5-47, grocery retailers accounted for 86.3% of all retail pasta sales in the US market, with supermarkets alone accounting for 57.8% of all sales. Hypermarkets accounted for 15.4% of all sales, followed by a share of 85 for warehouse clubs. Retail e-commerce channels are now very important within the pasta sector, growing rapidly to now account for 10.5% of all pasta sales in the US.

**Figure 5-47: Distribution channel overview of pasta in the US (2022); retail value**



Source: Euromonitor International: Packaged foods, 2023.

### 5.10.6 Challenges for EU products

The main challenge is that pasta is undergoing a massive transformation in the USA as producers move away from conventional pastas, which have declined in growth in recent years, towards pastas that are growing, which include plant-based filled pasta and healthier alternatives. There

is also a large domestic production base for pasta in the US which also has an advantage in terms of fresh pasta due to the proximity to market of production.

#### **Market Takeaway: Pasta**

**Consumption:** *Traditional conventional pastas are slowing down in terms of total consumption, with consumers shifting towards alternative pastas such as gluten-free or plant-based filled pastas.*

**Competition:** *Sizeable domestic production, including from some large companies, is the key competitor. Italy is in a strong position. There are some exports from Canada which may include pasta.*

**Distribution:** *Sales mostly take place via modern grocery retail outlets such as hypermarkets and supermarkets. Retail e-commerce is an important and growing channel.*

**Challenges:** *Slowing sales of traditional pasta and competition from local production are the key challenges in what is otherwise a fairly attractive market.*

**Opportunities:** *Plant-based filled pasta and gluten-free pasta represent the main opportunity area, combined with the re-opening of the food service sector in the US, with Italian restaurants in particular benefiting from the re-opening of the economy.*

## 5.11 Processed fruit and vegetables

### 5.11.1 SWOT analysis

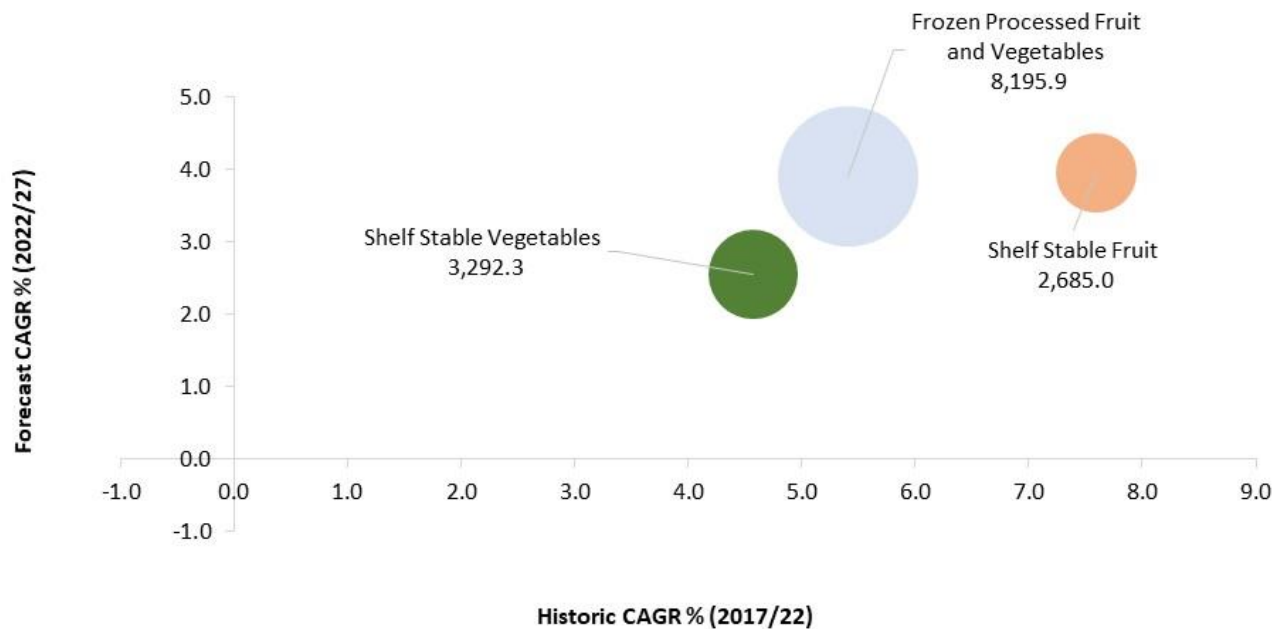
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ US consumers are <b>among the largest consumers</b> of processed fruit and vegetables <b>globally</b>.</li> <li>▪ Many of the more <b>widely enjoyed processed fruit and vegetable products</b>, such as French fries (mainly referred to as fries in the EU) in the US, are <b>also produced to scale in the EU</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>High presence of private label products</b>, which reflects the <b>price focus of the market</b>, and is being further encouraged by the rise of inflation in the US economy in recent years.</li> <li>▪ Large and competitive domestic production sector of processed fruit and vegetables across the country.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ There is a <b>rising demand</b> for “healthier” processed fruit and vegetable products.</li> <li>▪ The full <b>re-opening of the food service sector</b> post-COVID-19 opens and re-opens additional distribution channels for processed fruit and vegetable products.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>US producers</b> are consistently innovating to cater to rising consumer demands, such as smaller packages (inflationary) or healthier variants (health consciousness), while EU producers will have to similarly innovate to remain competitive.</li> <li>▪ <b>Total consumption is slowing down</b> as consumers increasingly prefer fresh fruit and vegetable products.</li> </ul>

### 5.11.2 Consumption

#### Evolution of consumption

The processed fruit and vegetable market in the US is huge, one of the largest in the world by total retail value, with a total retail value of around EUR 14 billion. Frozen processed fruit and vegetables are by a considerable distance the largest processed fruit and vegetable category by total retail value at EUR 8.1 billion. This category is expected to grow by a CAGR of 3.9% between 2023 and 2027, which will see it remain by far the largest processed fruit and vegetable category in the US. Shelf-stable vegetables have a retail value of around EUR 3.2 billion and are expected to grow by a CAGR of 2.6% between 2023 and 2027. Finally, shelf-stable fruit has a retail value of EUR 2.6 billion, and the category is expected to grow by a CAGR of 3.9% between 2023 and 2027. Overall growth rates are slowing down during the predicted period between 2023 and 2027 when compared to recorded growth rates between 2017 and 2022, which hovered on average at around 5% (Figure 5-48).

**Figure 5-48: Evolution and forecast of the processed fruit and vegetable market in the US, 2017-2027; retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Processed fruit and vegetables are popular throughout the US and very common compared to most other markets. US consumers of all income classes and ethnicities readily consume processed fruit and vegetable products, although lower-income earners stand as the more likely consumer group to consume processed fruit and vegetables regularly due to processed fruit and vegetables being of a lower unit price than the fresh alternatives. Consumers in the workforce who led busy lives prefer to incorporate fruits and vegetables into their diets, whether through smoothies, cooked meals, or baby food. However, the process of preparing the fruit or vegetables is inconvenient for them lives, so they may purchase processed (often frozen) fruit and vegetables that facilitate their incorporation rather than fresh fruit and vegetables for these purposes. Post-COVID-19, there has been a notable surge in the trend of health consciousness across the US consumer base, which is ultimately negatively impacting the market for processed fruit and vegetable products as consumers shift towards demanding fresher variants of conventional products where they can afford to and where they can find fresh alternatives.

## Drivers and method of consumption

The most common methods of consumption in the US are closely mirrored across the EU, though on a slightly greater scale. Vegetables are commonly used in cooking and fruit in smoothies and desserts. Consumers in the US appreciate the convenience of processed fruit and vegetable products as they can be prepared quickly and offer a nutritious meal of a certain variety. US consumers further generally have access to many appliances which enable the storage and easy use of processed fruit and vegetable products, explaining the popularity of the frozen category. As mentioned above, the rise in health consciousness is negatively impacting the prospects of the processed fruit and vegetable market but it is also encouraging producers to adapt their

production practises; for example, there has been a notable rise in “low” variants of processed fruit and vegetable products (generally shelf stable, though some of the more processed frozen ones too), as well as an overall advertising push to highlight the nutritional benefits of processed fruit and vegetable products and their role within a larger balanced nutritional diet. Finally, while total consumption is declining, it remains large in the US with many processed fruit and vegetable products likely to remain very popular in the country such as fries (French fries in the US) and canned products such as tinned corn or peas.

### **Purchase criteria**

Price tends to be a notable consideration. As noted above, it tends to be a major reason for consumers to buy processed fruit and vegetables over fresh alternatives. The price focus of the market is visible through the strong importance of private label brands (around 40% of sales).

As stated, there has been a notable slowdown in total sales of processed fruit and vegetable products in the US due to a combination of rising health consciousness among consumers in the market coupled with the food service sector still recovering from the COVID-19 pandemic. Consumers in the US increasingly seek out the nutritional value of the products they are purchasing, which means processed fruit and vegetables with a higher sugar, salt, or fat content stand to be increasingly passed over by US consumers. Producers are shifting their production practices to cater to this new demand, which will also be expected from imported processed fruit and vegetable products.

### **Recent market trends**

The COVID-19 pandemic and inflationary pressures continue to stand as two of the more major recent market trends in the US processed fruit and vegetable market. Even though health and wellness trends had been steadily increasing prior to the pandemic, COVID-19 increased consumer focus on health by emphasizing the strong link between diet and disease. As a result, many consumers sought to improve their diet to protect their health. Consumers have also been increasingly seeking out foods with functional claims, such as improving immunity, digestion, or energy levels. In response to this, companies have focused on innovation and new product development, particularly in frozen processed fruit and vegetables, which looks likely to continue to be an ever-larger purchasing criterion within the processed fruit and vegetable market. Inflation continues to impact the market as rising input costs make the production of processed fruit and vegetables ever more expensive in the US, in a market where consumers expect processed fruit and vegetables to be relatively cheap in price. Producers have slightly adapted by offering smaller quantities of processed fruit and vegetable products in their packaging to offset rising production costs. Overall, going forward, there will be a slowdown in total consumption; however, the processed fruit and vegetable market in the US will remain one of the largest in the world and will be a market with key opportunities for EU exporters of processed fruit and vegetable products that can stand out either by offering niche or healthier variants of conventional processed fruit and vegetable products.

### 5.11.3 Offer

#### Domestic production

Domestic production is large in the US, with the market being highly fragmented and competitive. The US is a large producer of fresh fruit and vegetable products, which further provide fruit and vegetables for processing, with processed apples, potatoes, and corn being among the more commonly processed fruit and vegetable products in the US. US processed fruit and vegetable producers, as mentioned, operate within a fragmented and competitive market, with no producer having more than 10% of a share in the market. The larger producers, however, are Del Monte, Birds Eye Foods, and B&G Foods. California and Florida stand out as two of the US states with a particularly high level of processed fruit and vegetable production.

#### Imports and exports

Identifying data on trade in processed fruit and vegetable product is extremely complicated due to the number of different lines under which such products can be imported. Data on trade in processed fruit and vegetables is ultimately captured under the trade data for fruit and vegetables in section 5.2.

#### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

#### Main competitors

The market for processed fruits and vegetables in the United States is highly fragmented. It is dominated by several US-based players, though it is common for these companies to source from or manufacture products in other countries. Private label products provide notable competition, with their price attractive to consumers, and as of 2022, they account for around 40% of the total market in the US.

### 5.11.4 Specific market entry requirements

#### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of processed fruit and vegetable products must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.



**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – frozen fruit category (0811) from Spain to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=0811&origin=ES&destination=US>

### **SPS measures, standards**

The Code of Federal Regulations Title 21 (21 CFR) contains some standards for processed fruit and vegetable products. More specifically, canned fruits are covered in part 145; canned vegetables in part 155, and frozen vegetables in part 158. There are also standards for several other products from fruit or vegetables, such as juices and jams.

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

### **Labelling**

Processed fruit products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted. It is recommended that this section be consulted. It must be remembered that frozen fruit and vegetables must comply with country of origin labelling requirements.

#### **5.11.5 Distribution**

As outlined in Figure 5-49, grocery retailers account for the absolute majority of processed fruit and vegetable sales with a share of 83.1%; this is further broken down to a share of 34.1% for hypermarkets, 26.7% for supermarkets, and 13.2% for small local grocers. Retail e-commerce sales for processed food and beverages are growing rapidly and now account for 13.1% of total sales in the US.

**Figure 5-49: Distribution channel overview of processed fruit and vegetables in The US (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.11.6 Challenges for EU products

While the market for processed fruit and vegetables is large in the US, it is fragmented, both in terms of the wide range of products offered and in terms of the market share of the companies. Furthermore, for more mass-market processed fruit and vegetables, private label products are popular due to the price of these products, which has been a trend that has only grown recently as inflationary pressures continue to influence the US market. Finally, there is a continuing need to cater to the rise in health consciousness among US consumers in the US market. As such, increasingly processed fruit and vegetable producers that can offer low-fat, low-sugar, or low-salt variants of their products stand to perform increasingly well in the US market.

**Market Takeaway: Processed fruit and vegetables**

**Consumption:** Total consumption is slowing down however the market will remain one of the world's largest. Consumer groups that stand out include young professionals, lower income earners and older consumers accustomed to storing shelf stable processed fruit and vegetable products.

**Competition:** Highly fragmented market, but ultimately, large American multinationals and retailers offering private label brands are among the biggest players.

**Distribution:** Mainly via modern grocery retail distribution channels such as hypermarkets and supermarkets, with e-commerce emerging as a key channel of distribution.

**Challenges:** inflationary pressures in the US coupled with the presence of many large producers already catering to the market. Producers increasingly need to innovate in terms of offering healthier variants of their products in order to stand out and remain competitive.

**Opportunities:** The full re-opening of the on-trade food service sector is coupled with opportunities within niches and healthier processed fruit and vegetable products.

## 5.12 Processed meat

### 5.12.1 SWOT analysis

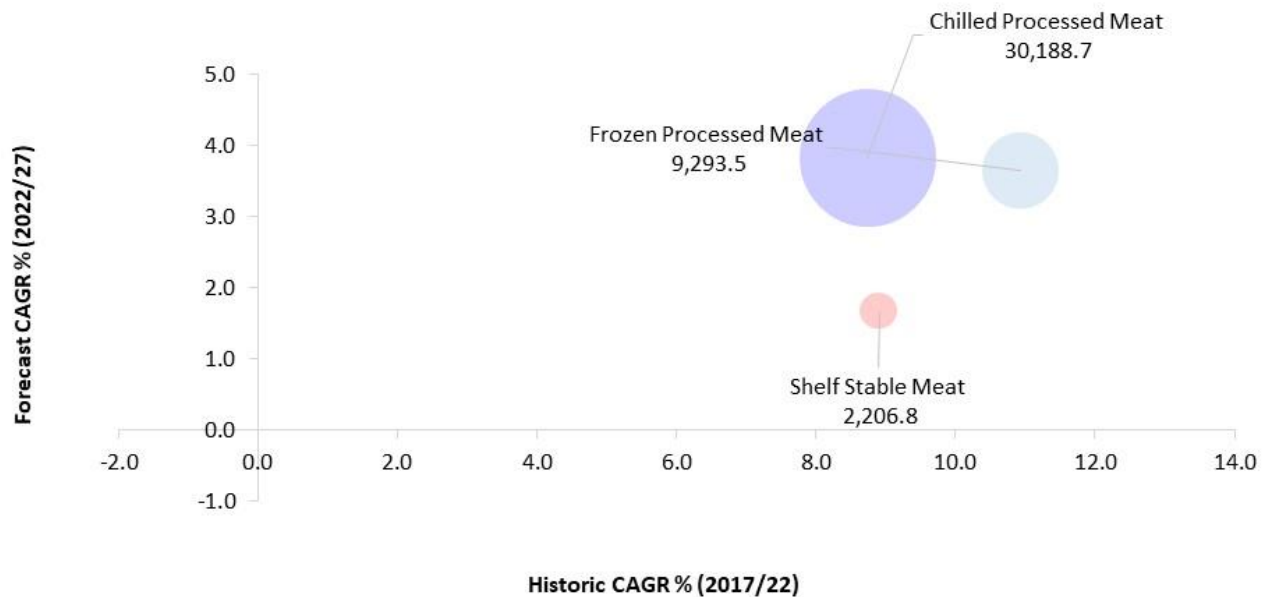
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ US consumers are <b>among the largest consumers of processed meats globally</b>.</li> <li>▪ <b>Italian processed meats</b> are particularly <b>popular</b> within the US, with exports from <b>Poland</b> and <b>Spain</b> also growing.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increasing segment of the US population adhering to a <b>vegetarian or flexitarian diet</b>.</li> <li>▪ Market is focused on more <b>mass market products</b> such as sausages, burgers and wings.</li> <li>▪ Processed meats <b>under increased scrutiny</b> in the US in recent years, with processed meats often linked to having an unhealthy diet.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ There is a <b>rise in demand for healthier variants of processed meats</b>, such as low-fat or low salt processed meats.</li> <li>▪ Growing interest in <b>EU styled cured meats</b> offers a <b>new and growing</b> consumers base that is interested in EU processed meat products.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The US market is made up of <b>many domestic producers</b> and is highly fragmented and competitive.</li> <li>▪ <b>Imports from Canada and Brazil</b> particularly pose a challenge for EU producers in the US market.</li> </ul>

### 5.12.2 Consumption

#### Evolution of consumption

The market for processed fresh meat in the US is large, with chilled processed meat being valued at a total of EUR 30.1 billion alone. Frozen processed meat is valued at a total of EUR 9.2 billion, while shelf-stable meat is valued at a total of EUR 2.2 billion. There is expected to be a slowdown in growth of total processed meat sales in the US market between 2023 and 2027 as consumers shift towards preferring fresh meat alternatives and the value of having products that can be stored for a prolonged period declines post-COVID-19. Going forward, frozen processed meat will be the fastest-growing chilled meat product in the US between 2023 and 2027, growing by a predicted CAGR of 3.8% (Figure 5-50).

**Figure 5-50: Evolution and forecast of the market for processed meat in the USA, 2017-2027 (EUR million)**



Source: Euromonitor International: Packaged food, 2023.

## Consumers

Because processed meats are widely available in the United States, consumers can come from any income level and social background. Hoagies, London broil, and hot dogs are popular processed meats in the United States. The United States is one of the world's largest consumers of processed meats, owing to high domestic production, which has resulted in American retailers offering some of the lowest prices for processed meats in the world. Consumers of processed meats are increasingly shifting toward fresh meat alternatives and plant-based diets as the health risks associated with heavy processed meat consumption become more visible among the general public; however, meat consumption in the United States is expected to increase despite this process, although at slower rates than previously recorded.

## Drivers and method of consumption

Most urban areas have some type of fast-food outlet, though these outlets tend to be even more important in relative terms in rural areas. The presence of fast food is a notable driver for the consumption of processed meat across the country. Sporting events like American football and baseball are also associated with the consumption of processed meat, with hot dogs in particular being a common sight among spectators. Most food retailers in the country expose Americans to processed meat products, and the wide variety and generally low prices serve as key drivers of consumption. There is a small, but growing, market for charcuterie processed meats from the EU, particularly amongst consumers seeking niche products. Another recent key driver has been processed meats, which offer additional nutritional value or offer a healthier variant, such as a low-fat or low-salt processed meat product. Below is a breakdown of the key driver within each major processed meat category in the us market:

*Processed pork:* processed pork products are amongst the most consumed processed meat products in the US market. Key products include sausages, bacon and ribs. Processed pork can be consumed within any major meal of the day as the sheer variety of processed pork products allow for them to be associated with any major meal or snack (for example: sausages- breakfast; luncheon meat- lunch; ribs- dinner).

*Processed beef:* While not consumed to the same extent as processed pork in the US, processed beef remains a widely consumed product in the country. Key drivers include the wide availability of processed beef products in the US and their association with lunch and dinner meals, which include lunch beef sandwiches or dinner beef burgers. Burgers in the US are commonly associated with processed beef, and burgers remain a commonly consumed product throughout the US.

*Processed poultry:* Processed poultry is also very commonly consumed in the US in the form of products such as chicken nuggets, chicken wings, or chicken slices within sandwiches. Consumers tend to consume processed poultry products for lunch and dinner meals on occasion, but less commonly for breakfast meals when compared to processed pork.

A final driver that stands out for EU processed meats includes the rise in demand for EU-styled charcuterie boards within the US, aided by social media trends, and the rise in demand for fresher variants of conventional products. Charcuterie boards tend to incorporate a selection of cured meats and cheeses along with other products such as crackers, berries, or nuts; with these being either for personal consumption or for guests. The rise in demand for charcuterie-style meats may benefit EU exporters as US consumers seek out products of authentic origin.<sup>84</sup>

## Purchase criteria

As previously stated, processed meat overall in the United States is among the cheapest in the world due to the country's large-scale domestic production of the product coupled with historically high levels of demand for these products. Lower-income Americans will frequently purchase processed meats instead of fresh meats out of necessity, whereas middle- and upper-income Americans may purchase processed meats to consume a specific variety of meat, such as sausage or chicken nuggets. Another criterion is pride in processed meat production, with many meat processing plants, particularly in rural areas, serving as key employers for the region and encouraging consumers in the area to buy their products in order to support local employment.

As mentioned above, there is a growing demand for charcuterie styled processed meats. Consumers interested in producing a charcuterie board will seek out cured processed meat products with some of a higher income in particular being more likely to seek out novel and/or authentic EU products for their charcuterie boards.

## Recent market trends

There are a number of recent market trends that continue to impact the US processed meat market. Some of the more pressing trends include the re-opening of the economy post-COVID-19 and the rise in health consciousness in the US market. There was a notable spike in demand for processed meat products in the US during the COVID-19 pandemic as consumers rushed to purchase foods that can be stored for a prolonged period. However, total demand has fallen as

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<sup>84</sup> See why more meat consumers are hoping on board the charcuterie trend, Midan, available at [Meat Consumers Join the Charcuterie Trend | Midan \(midanmarketing.com\)](https://www.midanmarketing.com/blog/meat-consumers-join-the-charcuterie-trend)

the economy re-opens and consumers continue to increasingly seek out healthier products. Inflation is also impacting the market, as many consumers do not consider processed meat products to be necessities, which means they are among the more likely food products to be dropped from their shopping baskets in times of high inflation. Vegetarian-friendly processed meat substitute products are likely to continue growing in popularity, such as fresh and frozen tofu, and vegan or vegetarian burgers / sausages as an ever-larger segment of the US consumer base adapts a vegetarian or flexitarian diet.

### 5.12.3 Offer

#### Domestic production

It is estimated that there are approximately close to 3 000 meat processing plants in operation in the United States; these plants employ approximately half a million people, and in many cases, these plants serve as the backbone of employment for smaller communities throughout the country, particularly in states such as Texas, Missouri, and Iowa. The processed meat market in the US is particularly fragmented, with no clear producer having a large share of the market. The three biggest brands in the market are Oscar Mayer (9% share of the market), Hillshire Farm (5.4% share of the market), and finally Hormel (2.8% share of the market). The rest of the market is made up of smaller players occupying below 2.8% of the market. Hot dogs, bacon, sausages, and salami stand as some of the more commonly produced processed meat products in the US Market. Cured meat production in the US has historically been quite small and focused amongst specialized producers thinly spread out across the country; however, as cured meats have grown in popularity in recent years, so too has the production of cured meats in the US. Certain EU producers, such as the Italian producer Veroni, have established production facilities in the US that produce cured processed meats, which in turn further aids cured meat production volumes in the US market.<sup>85</sup>

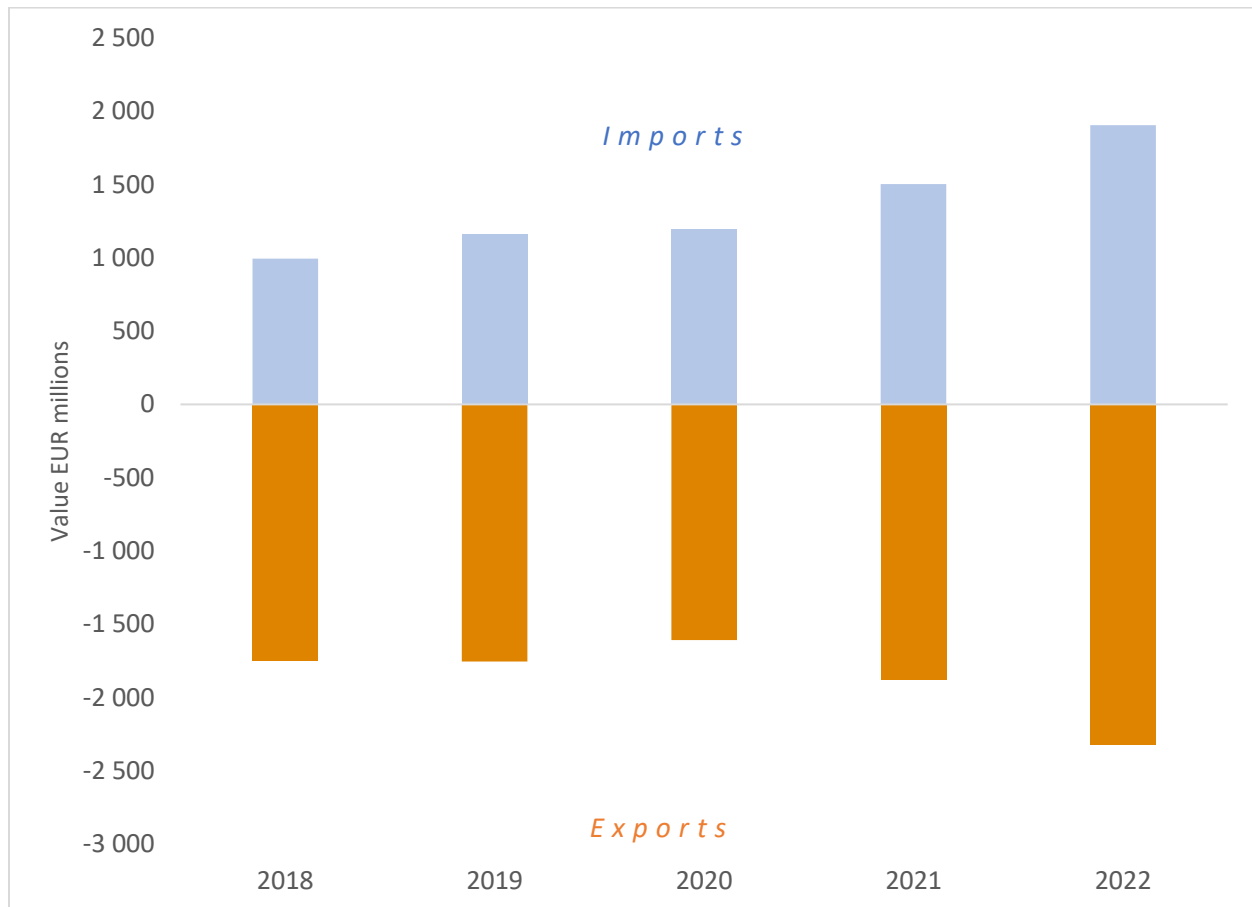
#### Imports and exports

As shown in Figure 5-51, the US is a net exporter of processed meat products, although the country is also a large and growing importer of processed meat products. The US imported roughly EUR 1.9 billion worth of processed meat products in 2022, which represents a growth of over EUR 1 billion worth of imports since 2018, when total imports were at a value of EUR 993 million.

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<sup>85</sup> Veroni becomes the first brand of Italian charcuterie in the US, Veroni, available at <https://www.veroni.com/veroni-becomes-the-first-brand-of-italian-charcuterie-in-the-us/>

**Figure 5-51: Trade balance (imports and exports) of processed meats in the US, 2018-22, EUR million**

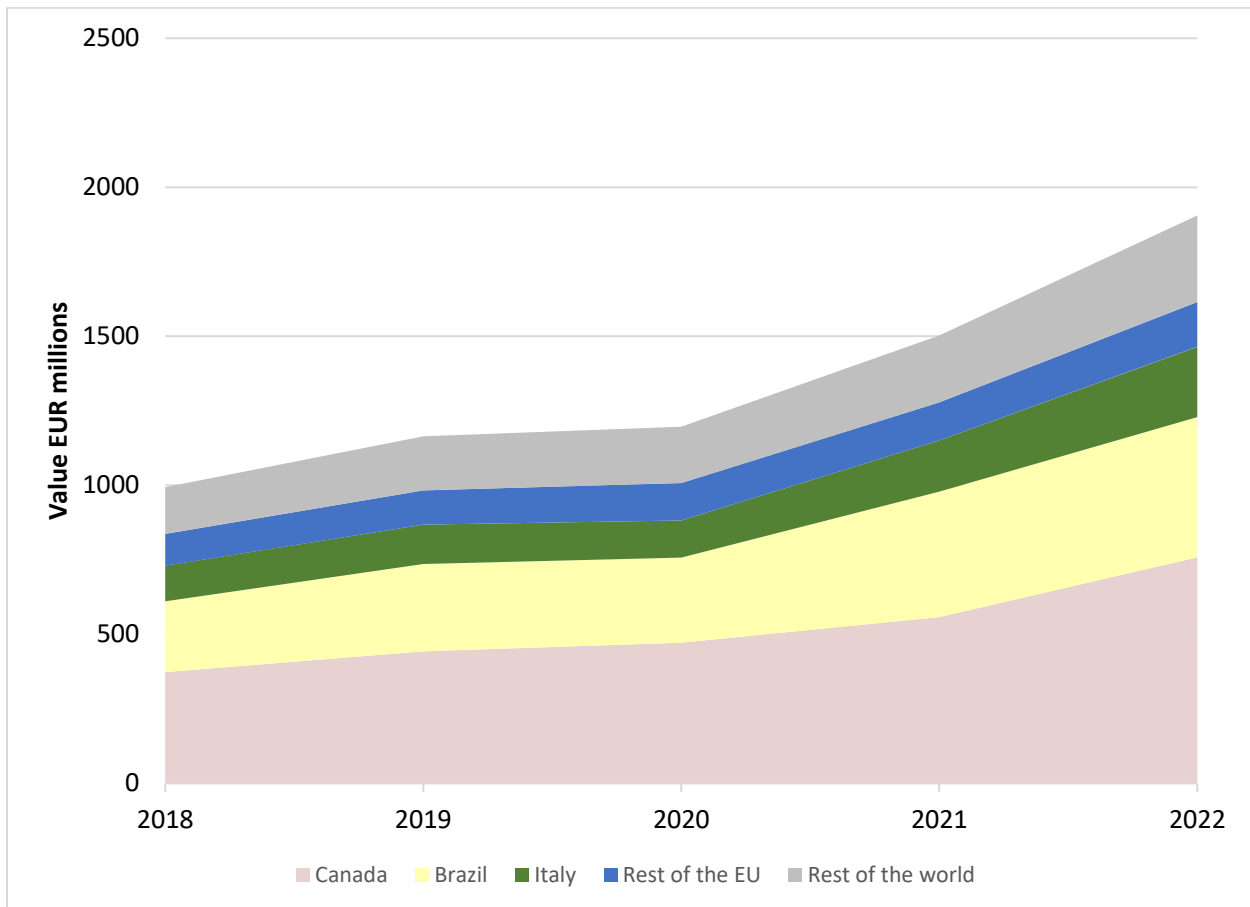


Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

Data for CN code 1601, 1602 and 0210

The majority of processed meat is imported from Canada and Brazil, followed by EU countries, including Italy, Poland, and Spain. Total exports from the EU continue to grow year on year, with a figure of EUR 107 million in 2018 growing to EUR 150 million in 2022 (Figure 5-52).



**Figure 5-52: US imports of processed meats by country, 2018-22, EUR millions**

Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

Data for CN code 1601, 1602 and 0210

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The majority of processed meat is imported from Canada and Brazil, followed by EU countries, including Italy, Poland, and Spain. Total exports from the EU continue to grow year on year, with a figure of EUR 107 million in 2018 growing to EUR 150 million in 2022. However, the biggest competition comes from domestic US production as this is huge and the country is actually a marginal net exporter of the category.

## 5.12.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of processed meat products must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.

**information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – sausages or similar (1601) from Italy to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=1601&origin=IT&destination=US>

### SPS measures, standards

CFR Title 9 Chapter III Subchapter A contains various definitions relevant for meat products. These include:

- Subpart B - Raw Meat Products
- Subpart C - Cooked Meats
- Subpart D - Cured Meats, Unsmoked and Smoked
- Subpart E - Sausage Generally: Fresh Sausage
- Subpart F - Uncooked, Smoked Sausage
- Subpart G - Cooked Sausage
- Subpart K - Luncheon Meat, Loaves and Jellied Products
- Subpart L - Meat Specialties, Puddings and Nonspecific Loaves
- Subpart M - Canned, Frozen, or Dehydrated Meat Food Products

The full text of this subchapter can be consulted at the following link:

<https://www.ecfr.gov/current/title-9/chapter-III/subchapter-A>

### Labelling

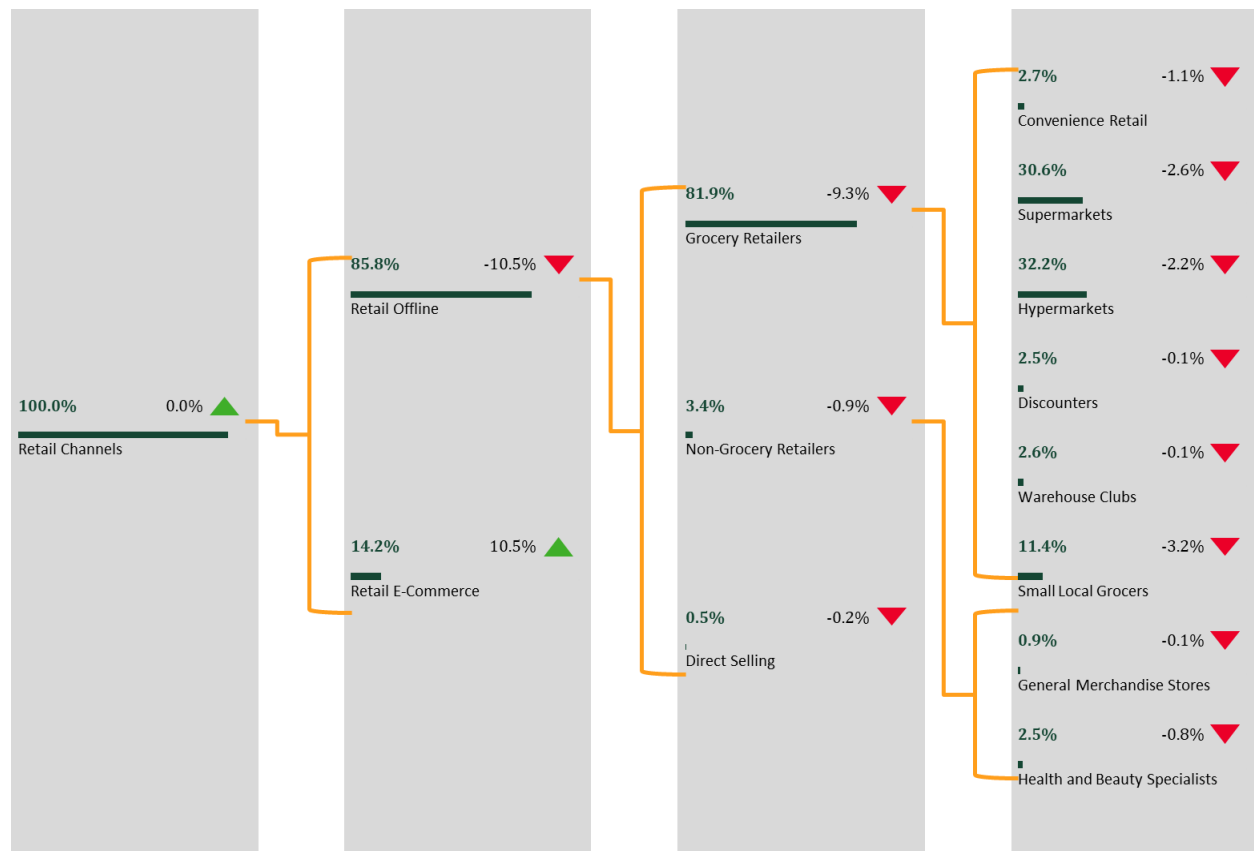
Processed meat products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

## 5.12.5 Distribution

As presented in Figure 5-53, the vast majority of processed meat sales come via the modern grocery retail sector, with hypermarkets being the largest distributor with a share of 32.2% of processed meat sales, followed by supermarkets with a share of 30.6% of sales. Traditional small

local grocers account for 11.4% of sales, while retail e-commerce is growing rapidly and now accounts for 14.2% of sales.

**Figure 5-53: Distribution of processed meat, seafood and alternatives to meat in the US (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.12.6 Challenges for EU products

Noble challenges include the heavy presence of domestic American processed meat products, which are produced in a heavily fragmented and competitive market. EU-styled processed meats such as bacon and some cold cuts are also mass produced by domestic US producers, making it hard to leverage a niche factor when advertising to US consumers. Total consumption will remain high in the US; however, there has been a notable decline in total demand for processed meats in the market as consumers come out of the COVID-19 pandemic with less need for foods that can be stored for a prolonged period, coupled with rising health consciousness, which is encouraging US consumers to forgo processed meat products in lieu of fresh meats or vegetarian alternatives.

**Market Takeaway: Processed meat**

**Consumption:** Consumption is very high, among the highest in the world. US consumers are readily exposed to processed meat products and appreciate their convenience. Major consumers include sports fans attending games, urban workers for their lunch, or older consumers more accustomed to consuming shelf-stable processed meat products.

**Competition:** strong domestic competition with US producers operating in a fragmented and competitive market. The main external competition comes from Canada and Brazil.

**Distribution:** The majority of distribution comes from modern grocery retail channels such as supermarkets and hypermarkets. Increasingly, e-commerce is emerging as a key channel for distribution.

**Challenges:** Competition with US producers, coupled with a total fall in demand for processed meats, stands as the two major challenges, even if the market will remain large and lucrative if a key target area is fully engaged, such as healthier alternative processed meat products.

**Opportunities:** Growth in demand for healthier variants of processed meat products, such as low-fat or low-salt processed meats. There is growing demand for EU styled cured meats in the US as the trend of charcuterie boards continues to grow, this in turn offers a growing consumer base interested in EU style processed meats.

## 5.13 Biscuits / cereal bars

### 5.13.1 SWOT analysis

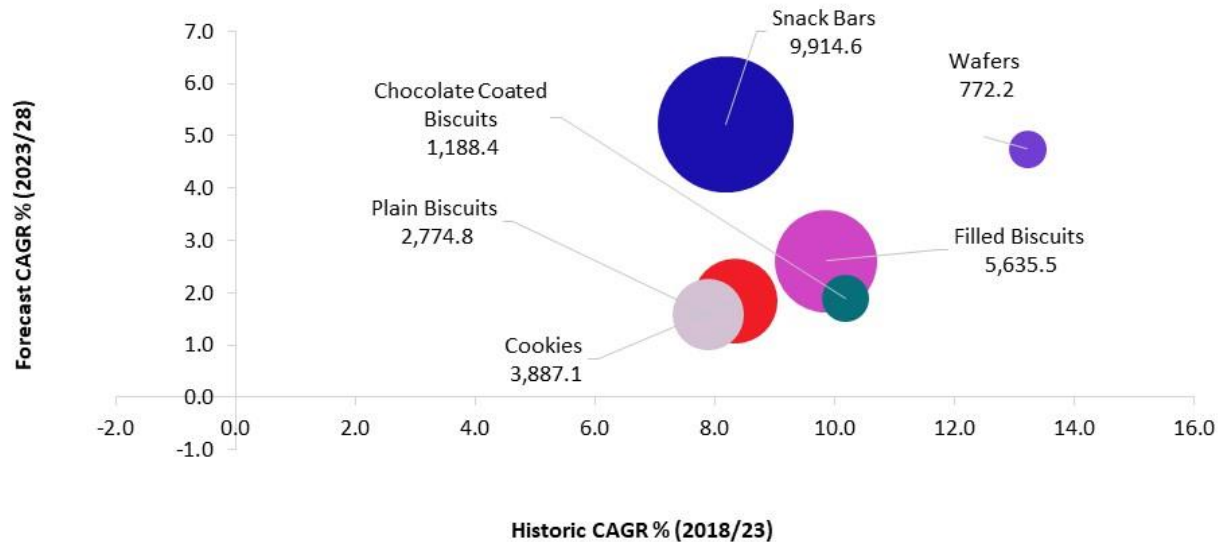
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ There is a <b>huge market for both products</b>, one of the largest in the world.</li> <li>▪ The <b>market is growing across most major product categories</b>, particularly snack bars.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>US companies and multinationals</b> dominate the market.</li> <li>▪ <b>Extremely competitive market</b>, with a significant number of domestic producers more likely to be in tune with recent market trends within this sector in the US market.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ With a huge market, <b>identifying a niche</b> can prove to be very lucrative within the US market.</li> <li>▪ Increasing <b>association of snack bars</b> (particularly high-protein snack bars) <b>with the diet of fitness enthusiasts</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ The <b>ability for many large US producers to shift production to lower-cost economies</b> such as neighbouring Mexico gives them an advantage in the US market.</li> <li>▪ There is a <b>fall in demand for unhealthy biscuit and cereal bar products</b> with a high sugar content, which may impact certain EU products.</li> </ul>

### 5.13.2 Consumption

#### Evolution of consumption

As shown below in Figure 5-54, snack bars are the largest category within the biscuits and cereal bars sector of the US market. Snack bars have a total retail value of EUR 9.9 billion, making it the largest segment by retail value by a considerable distance. Filled biscuits are the sector's largest product, with a total retail value of EUR 5.6 billion, followed by cookies (EUR 3.8 billion), plain biscuits (EUR 2.7 billion), chocolate-coated biscuits (EUR 1.1 billion), and wafers (EUR 772 million). The fastest-growing category going forward will be snack bars, which are projected to grow by a CAGR of 5.2% between 2023 and 2027.

**Figure 5-54: Evolution and forecast of the market for biscuits and cereal bars in the US, 2017-2027; retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023

## Consumers

Consumption of biscuits and cereal bar products in the US is very common, and consumer groups of all ages and income classes consume biscuits and cereal bar products in one form or another. Some consumer groups that particularly stand out include children and parents, with snack bars such as those with fruit being commonly packed as a lunch item for children going to school. Urban consumers and young workers also stand out as a key category, as these consumers particularly appreciate the convenience and adaptability of snack bars and biscuit products. Fitness enthusiasts are a further group which appreciates the nutritional value of snack bar products, which complement their diets. Overall, consumption per capita is high in the US, and the overall retail value of the market ranks among the highest in the world.

## Drivers and method of consumption

Biscuits and cereal bar products are widely consumed in the United States, and consumers of all ages and income levels consume biscuits and cereal bar products. Some of the common drivers and methods of consumption of snack bars were touched on above; as a lunch item for children, as a snack and for nutritional value by fitness enthusiasts. Biscuits, on the other hand, are more likely to be consumed to satisfy sweet cravings; however, the nutritional (protein) content of biscuits is receiving increased attention. Filled biscuits are the most popular in the United States, accounting for roughly 40% of the biscuit market. Following that are cookies and plain biscuits. The markets for chocolate-covered biscuits and wafers are still relatively small.

## Purchase criteria

Convenience, portability, and nutrition (particularly protein content) are important and universal purchase criteria for biscuits and snack bar products. Nutritional value is an important purchasing

criterion for parents purchasing products for their children's lunchboxes or for fitness enthusiasts seeking to complement their diets with nutritional snack products. While protein content may appear to be more relevant to snack bars than to biscuits at first glance, there is an increasing range of indulgence biscuit products that incorporate high levels of protein, and an increasing number of consumers are showing interest in these. Even if they do not pay attention specifically to protein content, many biscuit consumers will pay attention to broader nutritional content, there is also increasing demand for low-salt and low-sugar-content biscuit and cereal bar products, and these products clearly display these qualities on their packaging. Brand loyalty tends to play a bigger role for older consumers who have established tastes and are less likely to experiment with newer flavours or brands. This in turn benefits some of the more established biscuit and cereal bar producers in the US, such as Nabisco. Younger and middle-aged consumers are more likely to experiment, as mentioned, making them a key target for EU producers in the US market.

### Recent market trends

One of the more influential recent market trends in the US biscuit and cereal bar market is the rise in demand for convenient nutritional products, which is experiencing a rebound as gyms re-open post-COVID-19 and consumers emerge from the pandemic with a greater health consciousness mindset. Furthermore, now that consumers are going back to the office or school, the need for easy breakfast solutions is placing added value on cereal bars. Producers are also continuously upgrading the nutritional quality of their snack bar lines, with protein and energy benefits supporting the growth of protein and energy bars. Fruit snack bars are increasingly popular in the US and are set to benefit from the rise in health consciousness among consumers post-COVID-19. The rise in inflation in the US in recent years has also led to the phenomenon of "shrinkflation," whereby producers seeking to lower costs (and cater to consumers with less purchasing power) produce smaller variants of their product for the market. Finally, US consumers are increasingly interested in niche alternative biscuit and cereal bar products from abroad, with retail e-commerce accelerating this trend, as well as the rise in specialty stores catering to foreign niche foods, which are increasingly common in urban centres in the US. While this primarily benefits Asian products, namely those from South Korea and Japan or from Latin America, it also leans into EU products as well.

### 5.13.3 Offer

#### Domestic production

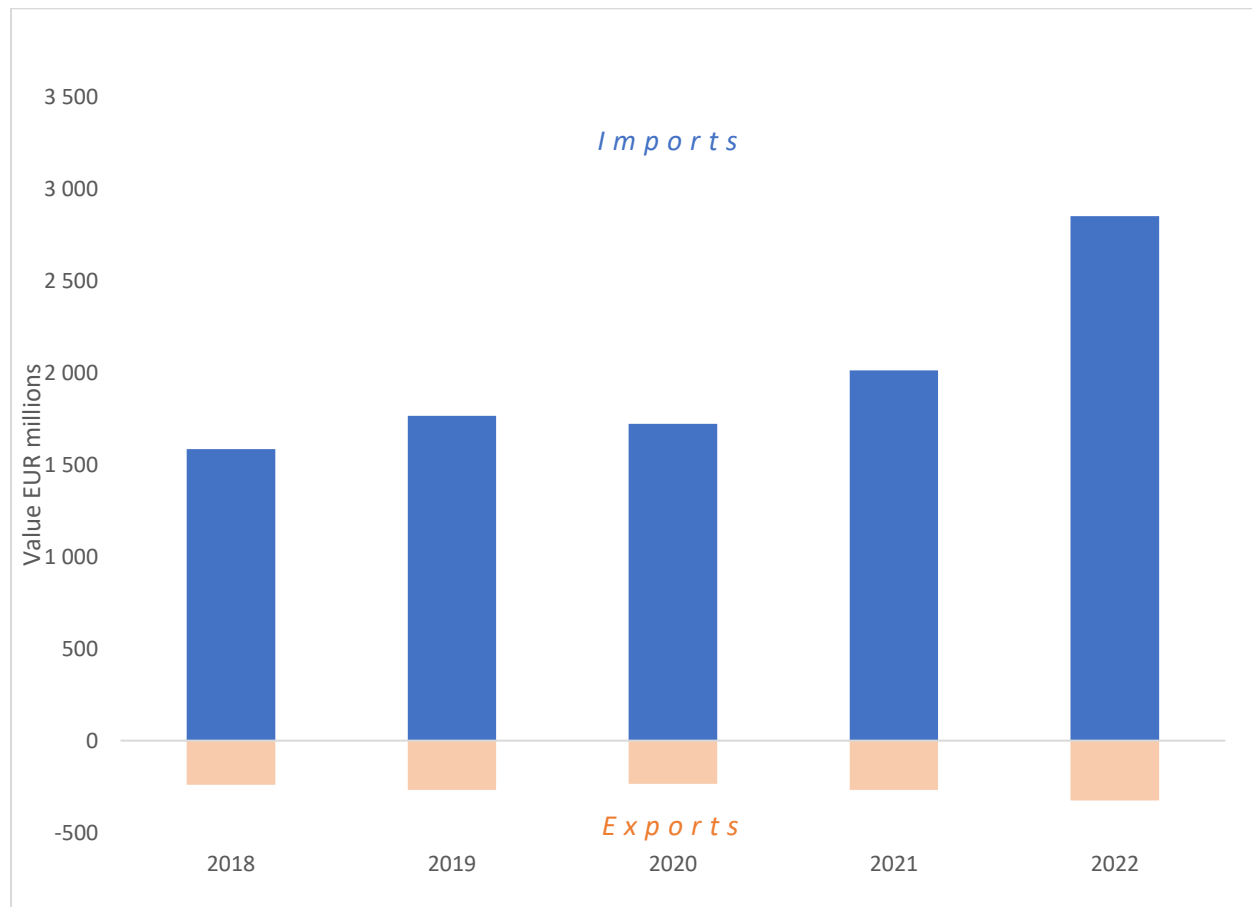
As would be expected, the US is a major producer of biscuits and snack bars; however, despite this high production, it is insufficient to meet domestic demand, which results in the country being a net importer of biscuit and cereal bar products. The overall market for biscuits and snack bars is quite fragmented, with the largest player accounting for around 20% of the market, but companies 2 to 15 each accounting for between 1% and 10%. More or less all of the major players are either US-based companies that operate primarily in the country (e.g., Cliff Bar, McKee Foods) or US-based multinational corporations (e.g., Mondelez, General Mills, and Kellogg's). In recent years it has not been uncommon for some of the larger producers catering to the US market to relocate production to neighbouring Mexico due to cheaper production costs which impacts total production figures within the US and also explains why the country is a net importer, with Mexico being the largest exporter. Overall, the US ranks as one of the largest producers of biscuits and cereal bar products globally; however, most products are catered to domestic consumers, with

exports from the US being relatively smaller on the global stage, especially when considering total production.

### Imports and exports

As shown in Figure 5-55 the US is a net importer of biscuit and cereal bar products, with the country importing a total of EUR 2.8 billion worth of biscuit and cereal bar products in 2022. The year 2022 in particular stands out as the year where total imports of biscuit and cereal bar products by the US were high, almost EUR 800 million more than in 2021.

**Figure 5-55: Trade balance (imports and exports) of biscuits and cereal bars in the US, 2018-22, EUR million**

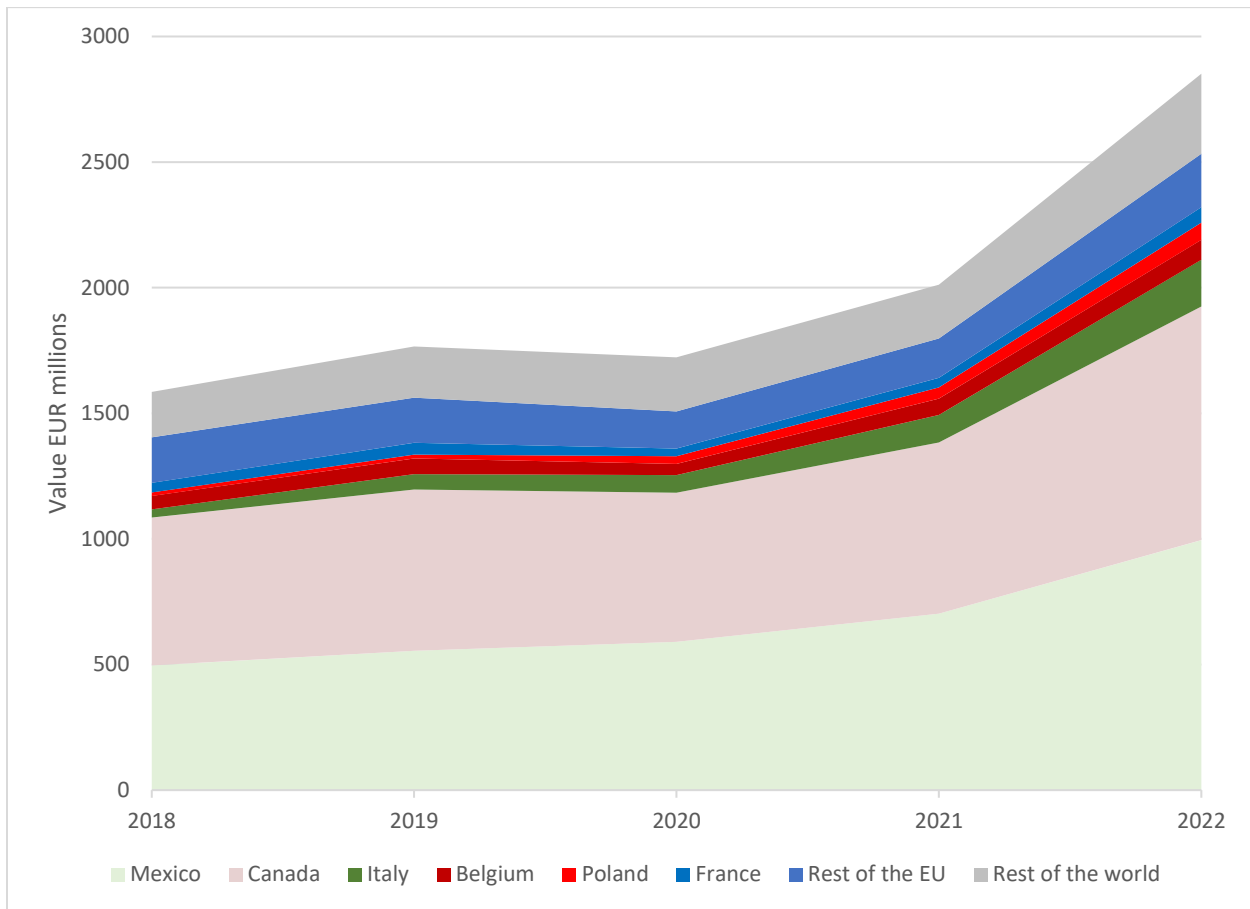


Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

Data for CN codes 190531 and 190532

Figure 5-56 shows that Mexico is the largest exporter of biscuit and cereal bar products to the US, with Mexico being home to many US producers catering to the US market and utilizing cheaper operational costs in Mexico. Canada is also a major exporter of these products to the US market. The largest exporters from the EU include Italy (EUR 186 million), Belgium (EUR 78 million), Poland (EUR 68 million), and France (EUR 61 million). Exports from the rest of the EU came to a value of EUR 212 million.



**Figure 5-56: US imports of biscuits and cereal bars by country, 2018-2022, EUR million**

Source: Trade Map, International Trade Centre – <https://www.trademap.org/>

Data for CN code 190531 and 190532.

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

Overall, the biscuit and cereal bar market in the United States is highly fragmented and competitive. Mondelez is the market leader, owing largely to the success of its Oreo brand. Nonetheless, Mondelez accounts for under 1/5th of the total market, and the companies ranked from 2 to 15 all have single-digit shares. While US production is high, it is insufficient to meet domestic demand, leading to heavy imports from Canada and Mexico (which account for around 70% of all imports), with cheaper imports from US producers based in Mexico helping to account

for this trend. US producers also base themselves in Canada and take advantage of the USMCA trade agreement to sell their products back into the US market.

### 5.13.4 Specific market entry requirements

#### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of biscuit and cereal bar products must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – sweet biscuits (190531) from Poland to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=190531&origin=PL&destination=USA>

#### Standards

While the Code of Federal Regulations Title 21 (21 CFR) does contain some standards for some bakery and cereal products, no specific standards for biscuits (cookies) and cereal bars have been identified at the time of writing.

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcr/cfrsearch.cfm>

#### Labelling

Biscuit and cereal bar products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

### 5.13.5 Distribution

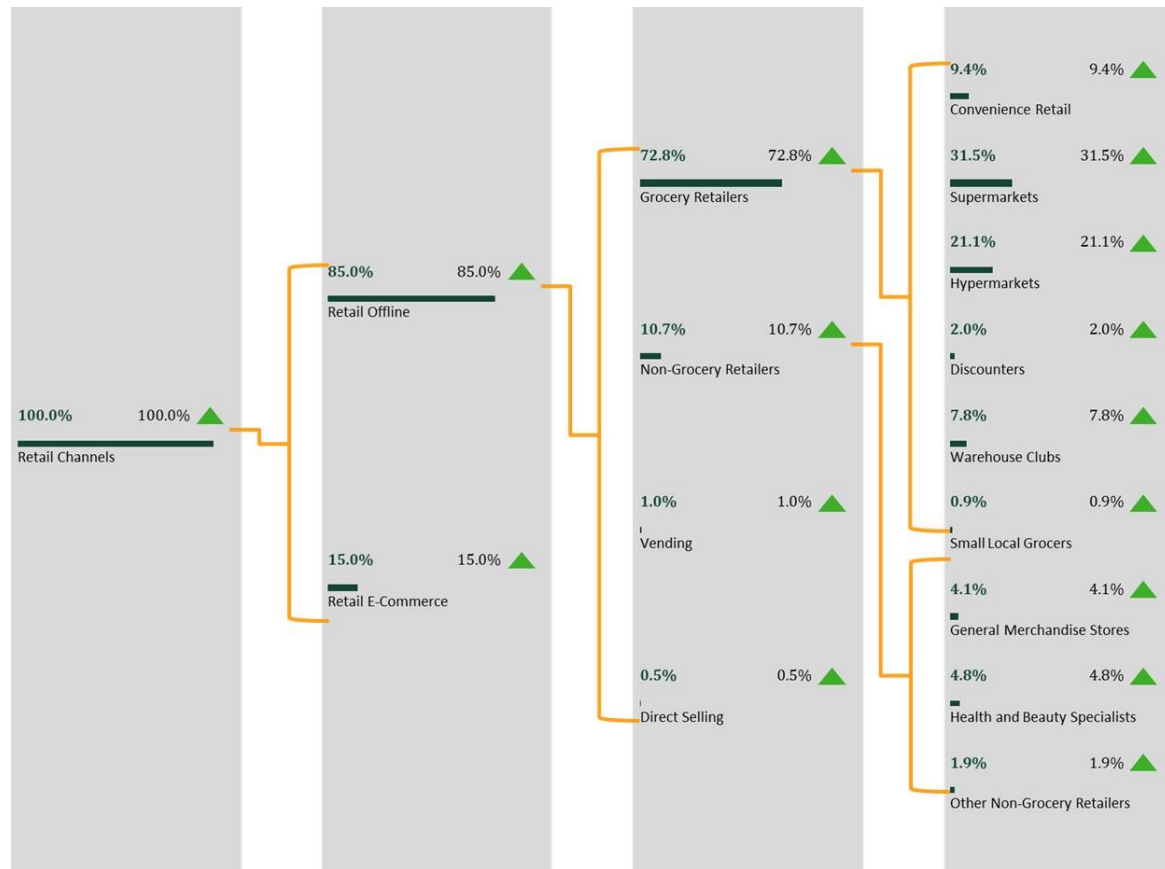
Sweet biscuits distribution is focused mainly on offline retail which accounts for 89.6% of sales (Figure 5-57). E-commerce accounts for the remaining 10.4%, but this channel is growing rapidly; between 2018 and 2022, it increased by 8.5 percentage points. The main grocery retailers are supermarkets, which account for 36.2% of all sales, and hypermarkets, with around 26.9%.

**Figure 5-57: Distribution channels of sweet biscuits in the US (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

With regard to snack bars, offline retail accounts for 85% of sales, and e-commerce accounts for the remaining 15% (2022). The e-commerce channel is popular in the distribution of snack bars in the US, and its retail value has grown significantly in recent years. Supermarkets remain by far the most popular channel with about 31.5% of the retail value, followed by hypermarkets with 21.1%, as the retail value of the snack bar segment continues to increase year over year (Figure 5-58).

**Figure 5-58: Distribution channels of snack bars in The US (2022); retail value**

Source: Euromonitor International: Packaged Food, 2023.

### 5.13.6 Challenges for EU products

Identifying a suitable niche in a large, highly fragmented, and competitive market is arguably the most difficult challenge for EU products (and then holding on to that niche). Only one company has a double-digit market share, with 14 others having single-digit market shares above 1%. On one hand, there are some clearly established preferences, such as cookies and flavours such as buttercream, chocolate, and peanut butter; and clear trends, such as an increased focus on protein content. On the other hand, companies are constantly innovating in terms of flavour, format, and packaging to try and capture parts of the market; the recent blurring between some protein bars and biscuits is an example of this. While the market is highly fragmented, all the main players are either American corporations or American multinationals, with the latter taking advantage of the NAFTA trade agreement to produce in neighbouring countries and send this production to the US to supplement domestic production. Nonetheless, if a niche can be identified, the sheer size of the market makes it potentially attractive.

**Market Takeaway: Biscuits and cereal bars**

**Consumption:** Consumption in the US is high and spread out among virtually every major consumer group. Consumption of snack bars in particular is on the rise as the economy fully reopens from COVID-19.

**Competition:** The large domestic production sector in the US and neighbouring countries geared to production for the US market poses by far the largest competition to EU biscuit and cereal bar products.

**Distribution:** mainly via modern grocery retail channels such as supermarkets and hypermarkets. Retail e-commerce is also now very important, accounting for 15% of all sales in the case of snack bars.

**Challenges:** Finding a suitable niche in this highly competitive market and the rise of inflation in the US economy

**Opportunities:** While the main current trends are protein content and flavour innovation, in view of the nature of the market, identifying a suitable niche is more likely to be attractive.

## 5.14 Breakfast cereals

### 5.14.1 SWOT analysis

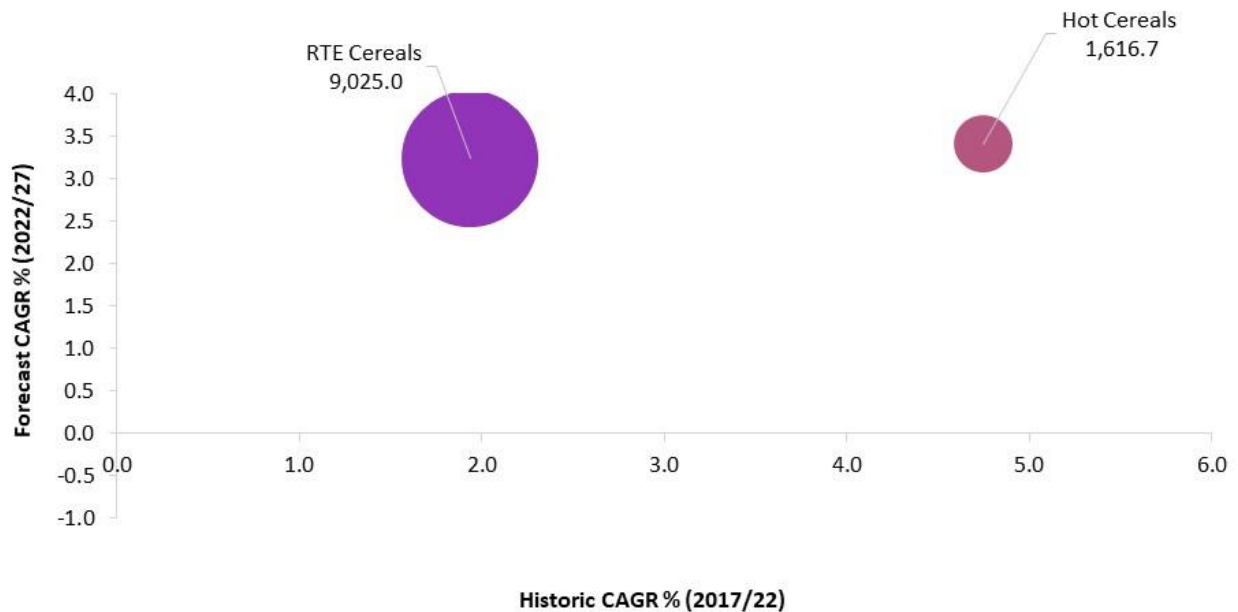
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ US consumers amongst the <b>largest per capita consumers of breakfast cereals globally</b>.</li> <li>▪ Total <b>EU exports</b> of breakfast cereals to the US were <b>valued at around EUR 100 million</b> in 2022.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The US is the <b>world's largest producer of breakfast cereals</b> and many of the biggest breakfast cereal brands globally are of US origin.</li> <li>▪ <b>Total consumption is declining</b> in the US as inflation and the re-opening of the food service sector negatively impact the breakfast cereals market.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ <b>Rise in demand for premium and healthier varieties</b> of breakfast cereal products.</li> <li>▪ <b>Gen Z</b> consumers the largest consumers of breakfast cereals in the US among adults. Overall, around <b>70% of US households</b> consume breakfast cereals at least once a week, <b>one of the largest rates in the world</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Imports from South Korea</b> in particular threaten EU exporters aiming to target consumers wanting niche breakfast cereal products.</li> <li>▪ Influx of <b>imports from neighbouring Canada and Mexico</b> specifically produced for the US market.</li> </ul>

### 5.14.2 Consumption

#### Evolution of consumption

Breakfast cereal consumption in the US is very common with the market size of the breakfast cereal sector being the largest in the world at a total retail value of around EUR 10.6 billion. Ready to eat breakfast cereals (RTE) account for the absolute majority of the breakfast cereal market with a total retail value of EUR 9 billion, with the remaining EUR 1.6 billion being attributed to hot cereal products. Total growth rates for both products are forecast to be consistent with a forecasted CAGR between 2023 and 2027 for RTE cereals being 3.2% and for hot cereals during the same period 3.4% (Figure 5-59).

**Figure 5-59: Evolution and forecast of the breakfast cereal market in The US, 2017-2027; total retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Children and teenagers are two key consumer groups of breakfast cereals in the US, with many producers advertising their products with the aim of attracting children. Most major breakfast cereal products in the US will feature a mascot of some description, which further highlights that producers clearly view children and teenagers as their key demographic. Premium and healthier breakfast cereal products tend to be targeted towards adults, and indeed, adults - particularly urban workers seeking a quick nutritious meal before they set out for their day – are also a key consumer group. Consumers of premium breakfast cereal products tend to be higher-income earners, as such breakfast cereals are not typically viewed as an essential food item by most US consumers. The Gen Z generation consumes the most breakfast cereal products in the US, with around 67% of consumers within this generation consuming breakfast cereals at least once a week, compared to 45% for the baby boomer generations. Overall, around 70% of US households consume breakfast cereals at least once a week.<sup>86</sup>

## Drivers and method of consumption

Key drivers of breakfast cereal consumption in the US revolve around the desire for a quick and nutritious meal, particularly for consumers in the morning before they commence work or school. In colder climates across the US, such as Alaska or the northern states, during the winter months, it is also common for consumers to consume hot breakfast cereal products to aid the body in keeping warm in the cold climate. Methods of consumption typically involve consuming breakfast

<sup>86</sup> Top cereal insights for national cereal day, Civic Science, Available at <https://civicscience.com/top-cereal-insights-for-national-cereal-day/#:~:text=Most%20Americans%20chow%20down%20on,to%20eat%20cereal%20every%20day>.

cereals with milk; however, it is not uncommon for consumers to mix breakfast cereals with yogurt, honey, or fresh fruits.

### Purchase criteria

Producers in the US tend to lean heavily into targeting children via the advertising of mascots or through free toys in breakfast cereal products; this in turn means that often the purchasing criteria for parents are directly influenced by their children, who will seek out their favourite mascot or toys. Children and other major consumer groups will also lean heavily into taste as a key purchasing criterion, with price also playing a role for adults. Consumers seeking premium breakfast cereal products will expect relatively healthy and fresh products in their cereal boxes, particularly for premium muesli consumers. Mainstream consumers will expect conventional breakfast cereals to be readily inexpensive and to carry enough quantity to last a number of days, roughly 3-5 days for conventional packages.

### Recent market trends

There are a number of trends that continue to influence the US breakfast cereal market with notable trends including:

#### ***Inflationary pressures:***

As across other packaged food categories, economic challenges related to the COVID-19 pandemic have impacted pricing and volume sales of breakfast cereals. The pandemic negatively impacted the production sector of breakfast cereals, leading to supply shortages. This, coupled with the rise in prices for commodity items commonly found in breakfast cereals such as flour and sugar, has led to a rise in breakfast cereal prices in the US market, which is increasingly encouraging consumers to switch to private-label breakfast cereals or to opt for cheaper breakfast item products such as fresh fruit or baked goods.

#### ***Reopening of the food service sector causes a fall in retail sales:***

The food service sector closure during COVID-19 benefited breakfast cereal products as some consumers switched to easy-to-prepare at-home breakfast items rather than eating breakfast outside the home. Breakfast cereals are not viewed as a typical product bought in US foodservice outlets; as such, the reopening of the food service market did not aid breakfast cereals in the same sense as it aided baked goods or pasta products.

#### ***Increasing desire for premium and healthy breakfast cereal products:***

Although consumer interest in health and wellness had been increasing prior to COVID-19, the pandemic accelerated this trend as many people revalued their diets and lifestyles. Breakfast cereals positioned as health and wellness products benefited as consumers sought ways to protect their health and immunity through food. Muesli and granola have outperformed other breakfast cereal categories, and this trend has continued into 2021 and 2022.

## 5.14.3 Offer

### Domestic production

The US is the world's largest producer of breakfast cereal products; indeed, breakfast cereals are well established within the US market, and many global breakfast cereal trends tend to be heavily influenced by the activities of US producers such as Kellogg's or General Mills. As a result, many

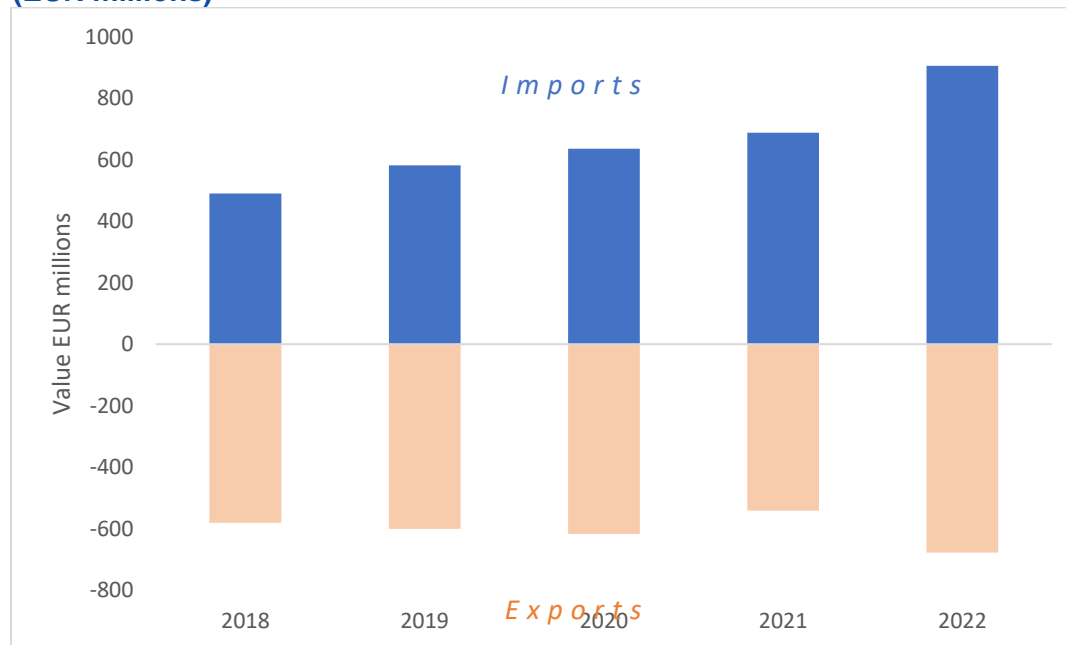


of the world's top breakfast cereal brands tend to be of American origin. The states of Michigan, Minnesota, and Iowa stand out as the three states with the largest amount of breakfast cereal production in the US as of 2022. The US breakfast cereal market is concentrated amongst four large companies: General Mills Inc. (27.7% share of the market), Kellogg Co. (21.5% share of the market), Post Holdings (16.3% share of the market), and Quaker Oats Co. (14.9% share of the market). The rest of the market is made up of smaller producers or private-label products.

### Imports and exports

While Figure 5-60 below does show that the US is a net importer of breakfast cereal products, it is important to caveat this with considering that the two major exporters of breakfast cereals to the US, Canada and Mexico, are to some extent exporting breakfast cereals produced by US companies operating in the country's to take advantage of lower production costs. This in turn distorts the graph as while the US is a net importer of breakfast cereals, it largely imports products produced by US companies in neighbouring countries.

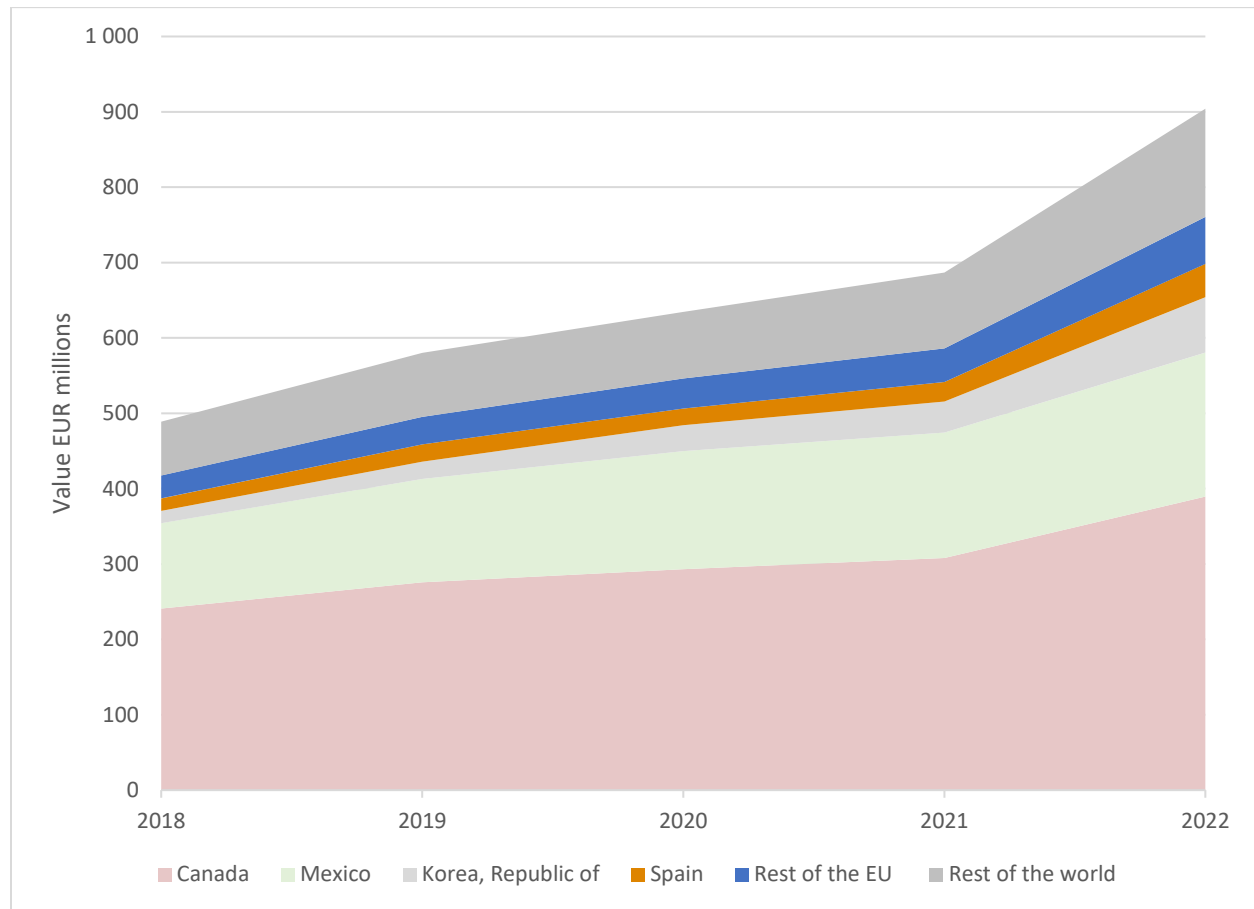
**Figure 5-60: Trade balance (imports and exports) of breakfast cereal in the USA, 2018-22 (EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1904

As mentioned above, Canada and Mexico stand as the two biggest exporters of breakfast cereals to the US market, with both countries accounting for around 70% of exports. The production of breakfast cereals exported from US companies operating in either country needs to be considered to put context around these figures as the production base for breakfast cereals in both countries is far smaller than in the US. South Korea is the third largest exporter, with Spain being the fourth largest, and also the largest in its own right from the EU. EU exports in total in 2022 were valued at around EUR 100 million, with Spain, Germany, and Italy being the three largest exporters of breakfast cereals from the EU to the US (Figure 5-61).

**Figure 5-61: US imports of breakfast cereals by country, 2018-22 (EUR millions)**

Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 1904

### EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

### Main competitors

The US is the world's largest producer of breakfast cereals; naturally, this poses the main competition for EU breakfast cereal products in the US market, as US brands and producers are well established in the US market and many of the major brands are synonymous with US breakfast meals. Imports from Canada and Mexico are significant, although, as mentioned, it is important to note the role of US producers operating in both countries. South Korea is the third-largest exporter and may offer competition within the niche sector of the breakfast cereal market in the US.

## 5.14.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of breakfast cereal products must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – breakfast cereals (1904) from Italy to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=190590&origin=IT&destination=US>

### Standards

While the Code of Federal Regulations Title 21 (21 CFR) does contain standards for many products, no specific standards for breakfast cereals have been identified at the time of writing.

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcr/cfrsearch.cfm>

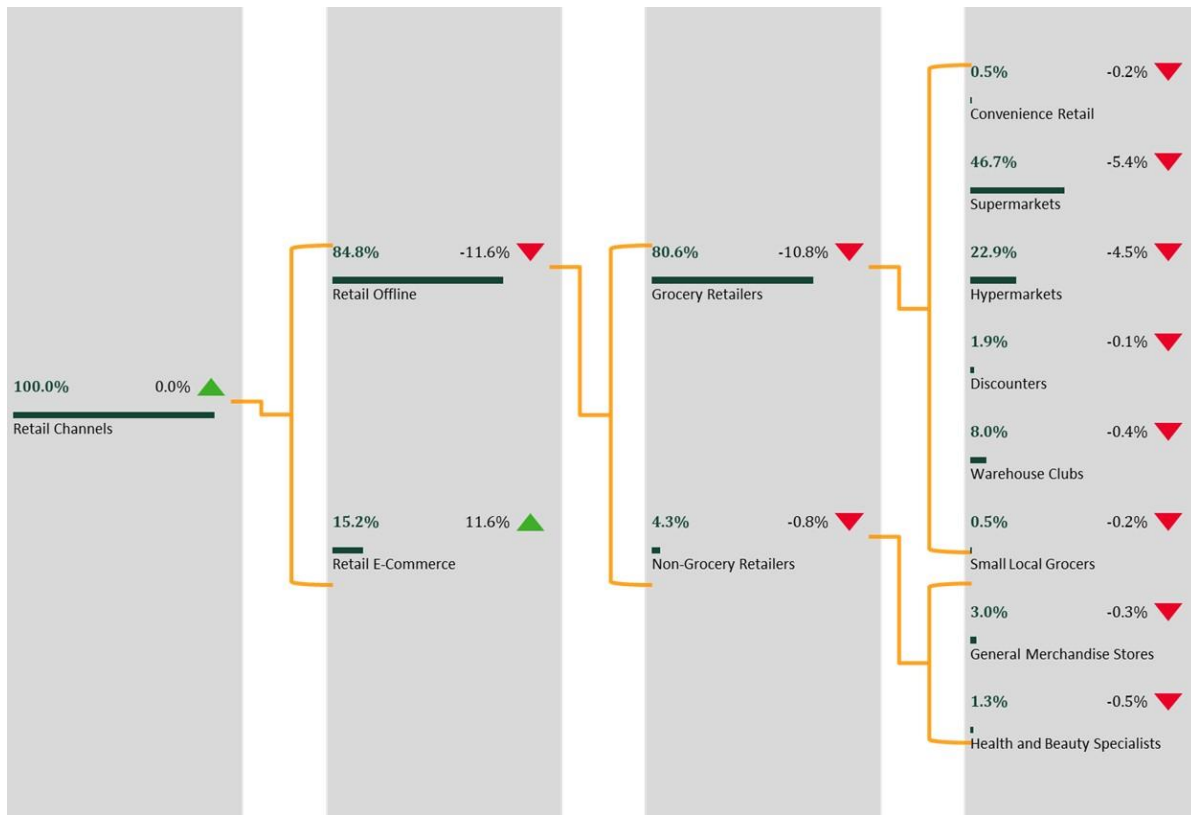
### Labelling

Breakfast cereal products must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

## 5.14.5 Distribution

Distribution tends to be mainly via grocery retailers, which account for 80.6% of total breakfast cereal sales in the US market. Supermarket sales account for 46.7% of the total retail value of breakfast cereals in the US market, while hypermarkets account for 22.9% of sales. The retail e-commerce channel is significant as it has grown in recent years to now account for 15.2% of sales (Figure 5-62).

**Figure 5-62: Distribution channel overview of breakfast cereal sales in The US in 2022; retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.14.6 Challenges for EU products

Competing with well-established US breakfast cereal brands that set trends not only in the US but globally, coupled with a slowdown in total sales in recent years as the economy has reopened, stand out as two of the more major challenges for EU breakfast cereal products in the US market. There is also a noticeable decline in demand for conventional breakfast cereal products containing high amounts of sugar or salt as consumers become more health-conscious post-COVID-19.

**Market Takeaway: Breakfast Cereals**

**Consumption:** *Children, teenagers, and urban workers stand as the three core consumer groups for breakfast cereals in the US market, with high-income earners standing out for premium breakfast cereal products.*

**Competition:** *The US is the world's largest producer of breakfast cereals, with many of the biggest breakfast cereal brands in the world coming from the US. This in turn leads to significant competition for EU producers seeking to export to the country.*

**Distribution:** *mainly via supermarkets and hypermarkets, with retail e-commerce also emerging as a key channel of distribution in recent years.*

**Challenges:** *Competing with well-established producers and brands in the US market is coupled with a slowdown in total consumption as the food service sector re-opens post-COVID-19.*

**Opportunities:** *There is a rising demand for premium and healthy breakfast cereal products in the US.*

## 5.15 Baked goods

### 5.15.1 SWOT analysis

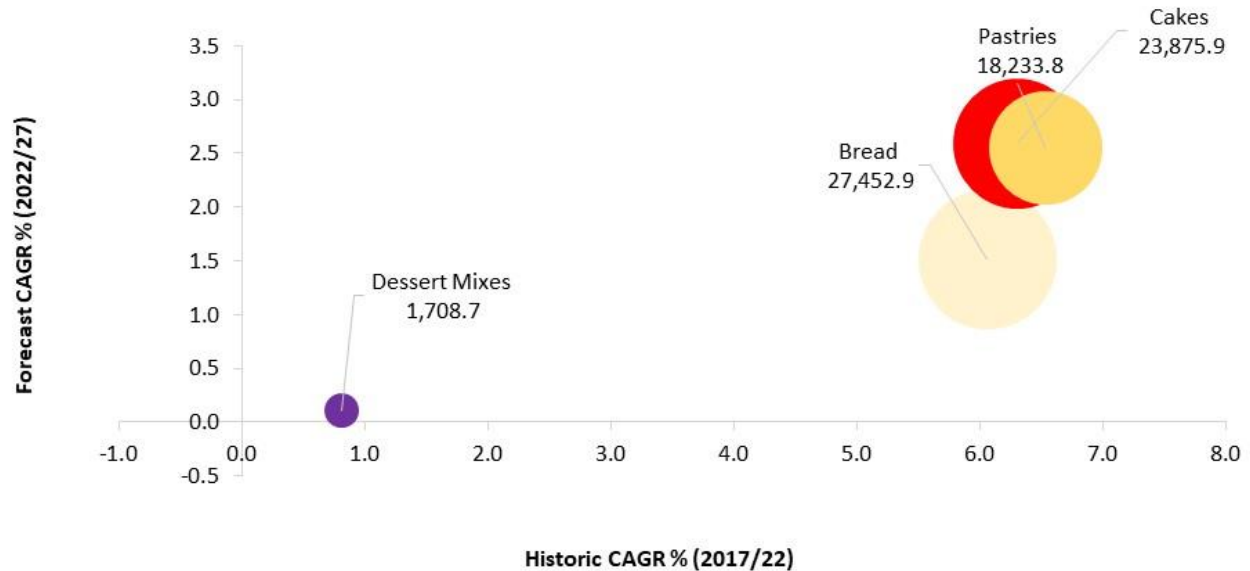
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>▪ The US baked goods <b>market is huge</b>, with consumption per capita ranking among the largest in the world.</li> <li>▪ Despite the presence of a significant domestic production sector and high imports from Canada, the sheer size of the US market means it remains <b>attractive for EU exporters</b>, with total <b>exports from the EU</b> to the US totalling <b>around EUR 500 million</b> in 2022.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>US producers</b> tend to produce identical or the <b>similar major baked goods products that are also produced to scale in the EU</b>, making it additionally challenging for EU exporters to establish a niche.</li> <li>▪ <b>Inflationary pressures</b> continue to impact the baked goods market, with many consumers switching to private-label products instead due to these being cheaper than branded baked goods.</li> </ul>
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>▪ Consumers are increasingly seeking out <b>premium and healthier alternative baked good products</b> in lieu of conventional baked goods which are increasingly associated as unhealthy by many consumers.</li> <li>▪ Increase in the <b>use of e-commerce</b> in a market which traditionally relies to a high extent on local proximity opens up new <b>opportunities</b> for non-local products including <b>EU imports</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Neighbouring Canada and Mexico</b> stand as the two clear biggest external threats to EU baked good products and enjoy trading and <b>logistical advantages</b> with the US.</li> <li>▪ <b>Total consumption growth rates are slowing down</b> in the US; however, the market will remain huge.</li> </ul>

### 5.15.2 Consumption

#### Evolution of consumption

The US baked goods market is huge, ranking as one of the largest in the world by total value. The US bakery market alone is valued at EUR 27 billion, followed by a EUR 23 billion market for cakes, EUR 18 billion for pastries, and finally EUR 1.7 billion for dessert mixes. Bread is forecast to remain the largest baked good product by total value by 2027, although cakes and pastries are forecast to grow at a faster rate, with both products expected to grow by a CAGR of 2.6% between 2023 and 2027. Dessert mixes are forecast to have minimal growth (Figure 5-63).

**Figure 5-63: Evolution and forecast of the Baked Goods market in the US, 2017-2027; retail value (EUR million)**



Source: Euromonitor International: Packaged Food, 2023.

## Consumers

Consumers of baked goods in the US are wide and varied given that baked goods are, as a product, quite versatile and appeal to a wide range of consumers, whether it's for desert artisanal outlets utilizing desert mixes or consumers enjoying bread at a BBQ. In this sense, virtually all major consumer groups have an appeal towards baked goods to some extent. Key consumer groups of note include urban workers visiting bakeries or incorporating baked goods into their lunch or snack meals; young children incorporating sandwiches into their lunches; and finally, consumers visiting social activities such as sports events or a concert, which typically have vendors offering baked goods such as hot dogs, cakes, or pastries.

## Drivers and method of consumption

Key drivers of baked goods consumption in the US are the incorporation of baked goods into many of the more commonly consumed dishes in the US, which includes many EU-oriented baked goods products such as croissants, Danish pastries, and doughnuts. The US indeed is home to many outlets specializing in the sale of baked goods, such as Dunkin Doughnuts and Subway, which are also two fast food chains that are popular in the EU. US consumers are increasingly seeking out baked goods that are of a healthier variety, with a notable rise in demand for certain breads, such as those that incorporate oats, are gluten-free, or are made of sourdough. Consumption methods mirror those of the EU in the sense that baked goods tend to be consumed primarily as a breakfast item (i.e., toasted bread, pastries, etc.), lunch (sandwich), snack (doughnut, muffin), or desert (cake). Overall, drivers tend to be similar to those relevant to consumers in the EU with regards to the desire for a nutritious and ready-to-consume product coupled with the desire for a wide variety of baked goods of different tastes. Notable differences in the US market include regionalized baked goods such as puff pastry hearts (New York, North-eastern US), pasty (mid-west), pistolette (Louisiana) and the nationwide enjoyed apple pie, among

just a few examples. US baked good products tend to have a wider variety of flavours attached to them when compared to conventional bakeries found in the EU; for example, it is common in the US for consumers to be able to choose from upwards of 10-15 different flavours of doughnuts or other baked good products available to them within stores, with some of these flavours appearing to be less traditional.

### Purchase criteria

Price, quality, and taste are the three main purchasing criteria for US consumers considering purchasing a baked good product. US consumers typically expect baked goods to be relatively inexpensive (with exceptions made for particularly niche baked goods products). A typical pastry or bread in the US will cost within the region of USD 1-2, with any higher-priced products typically being premium or niche. US consumers are exposed to many artisanal bakeries as well as food outlets that specialize in the production of baked goods, such as Dunkin Doughnuts or Subway. This in turn drives the desire for a quality product, as consumers have plenty of other places where they can purchase a similar baked good. Tastes also matter to US consumers, and producers tend to produce baked goods of a wide variety of tastes in the US market to cater to even more niche tastes. US consumers will typically combine a baked good with a coffee or other beverage, which means that outlets providing both tend to be preferred for baked goods in the US.

### Recent market trends

Baked goods are benefiting from the reopening of the US economy post-COVID-19 as food service outlets specializing in the sale of baked goods reopen. Many social events, from weddings to birthdays, have returned to normality, with baked goods forming a key component of both events in the form of cakes and pastries. BBQs and other social events also returning to normality are also benefiting baked goods sales in the US. Inflation, however, is impacting the baked goods sector as many consumers expect baked goods to be priced at a reasonably cheap price. Producers, as a result, have had to cut costs on the back of rising costs for materials, which is trickling down to the consumer level as the price of baked goods has crept up in recent years. As consumers were forced to adhere to movement restrictions during the pandemic years, there was a significant shift toward e-commerce. Although brick-and-mortar stores are now back in business, consumers have found comfort in purchasing various products, including groceries, online, which saves them time and effort. They can also instantly compare products and prices online. It also provides benefits to retailers, such as increased reach and lower costs, as well as the ability to offer discounted prices online. While consumers are expected to return to stores for groceries in the coming years, e-commerce is expected to grow rapidly. Several retailers are investing heavily to make online shopping even more convenient for their customers.

## 5.15.3 Offer

### Domestic production

The US is a huge baked goods producer, with the country being the world's largest producer of bread and baked products, producing around 15 million metric tonnes of these products annually. US producers have access to a wide variety of the key ingredients needed to produce baked goods, such as wheat and barley. There are also a number of large-scale production facilities spread out across the US specializing in the production of baked goods, such as the various Bimbo's Bakeries production facilities in Pennsylvania (and throughout the US) or via on-site

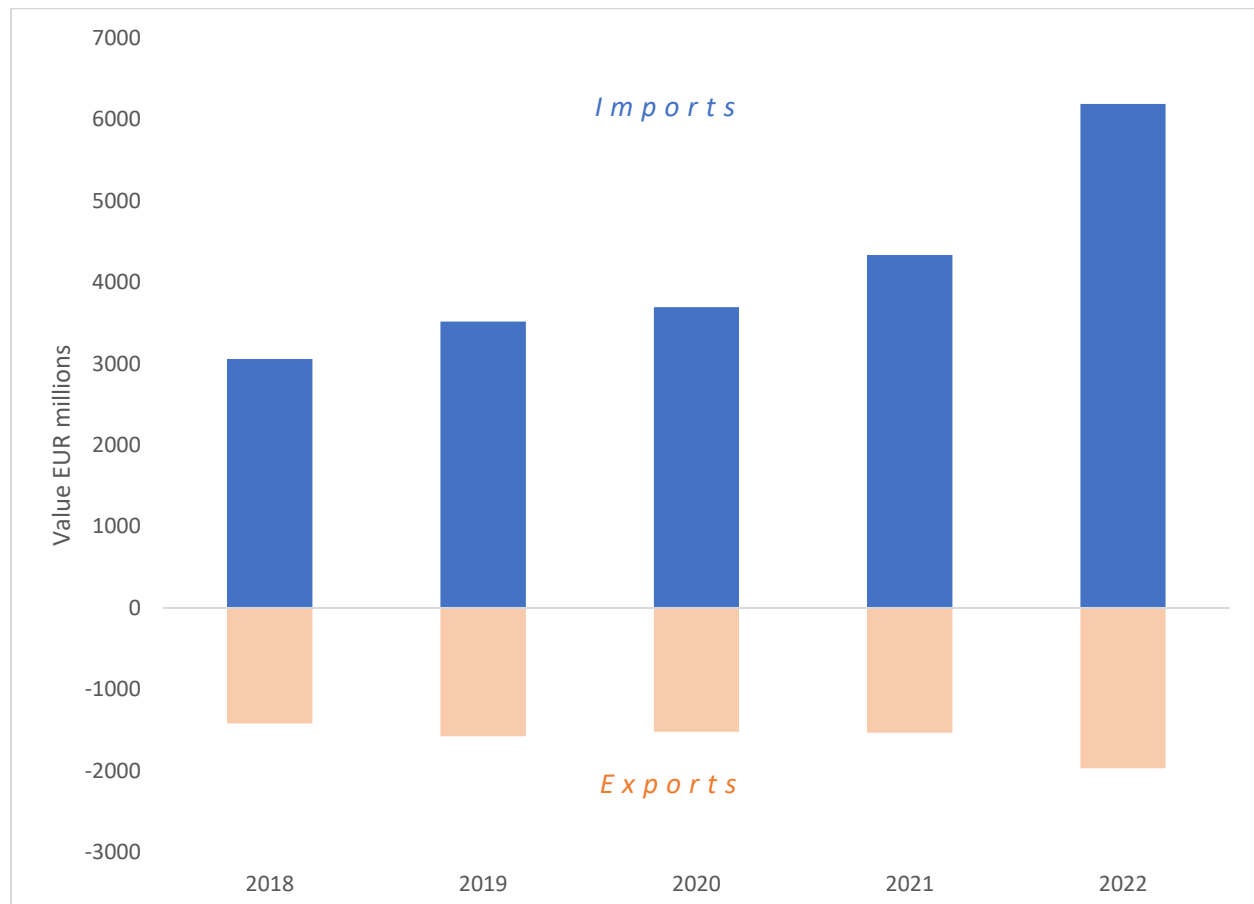


production of baked goods within food service outlets or bakeries, with an estimated 9 500 Dunkin Doughnut stores in the US and a further 20 600 Subway outlets in the country. The largest baked goods companies in the US market currently are Bimbo Bakeries USA, Flower Foods, and Hostess Brands LLC, although it is important to note that none of these companies enjoy a double-digit share of the market. The US baked goods market is highly competitive and made up of several producers who often focus on regionalized markets in the country, with only the larger producers focusing on the US nationwide market as a whole. Artisanal producers account for around 44% of the market, while private labels account for a further 14% of the market.

### Imports and exports

The US, despite being the largest producer of bread and baked goods, is also a net importer of these products, with the country importing a total of EUR 6.1 billion worth of various baked goods in 2022. This represents a steep rise from the EUR 3 billion figure quoted for the year 2018, which states further that within five years total imports have doubled (Figure 5-64).

**Figure 5-64: Trade balance (imports and exports) of baked goods in the USA, 2018-22 (EUR millions)**



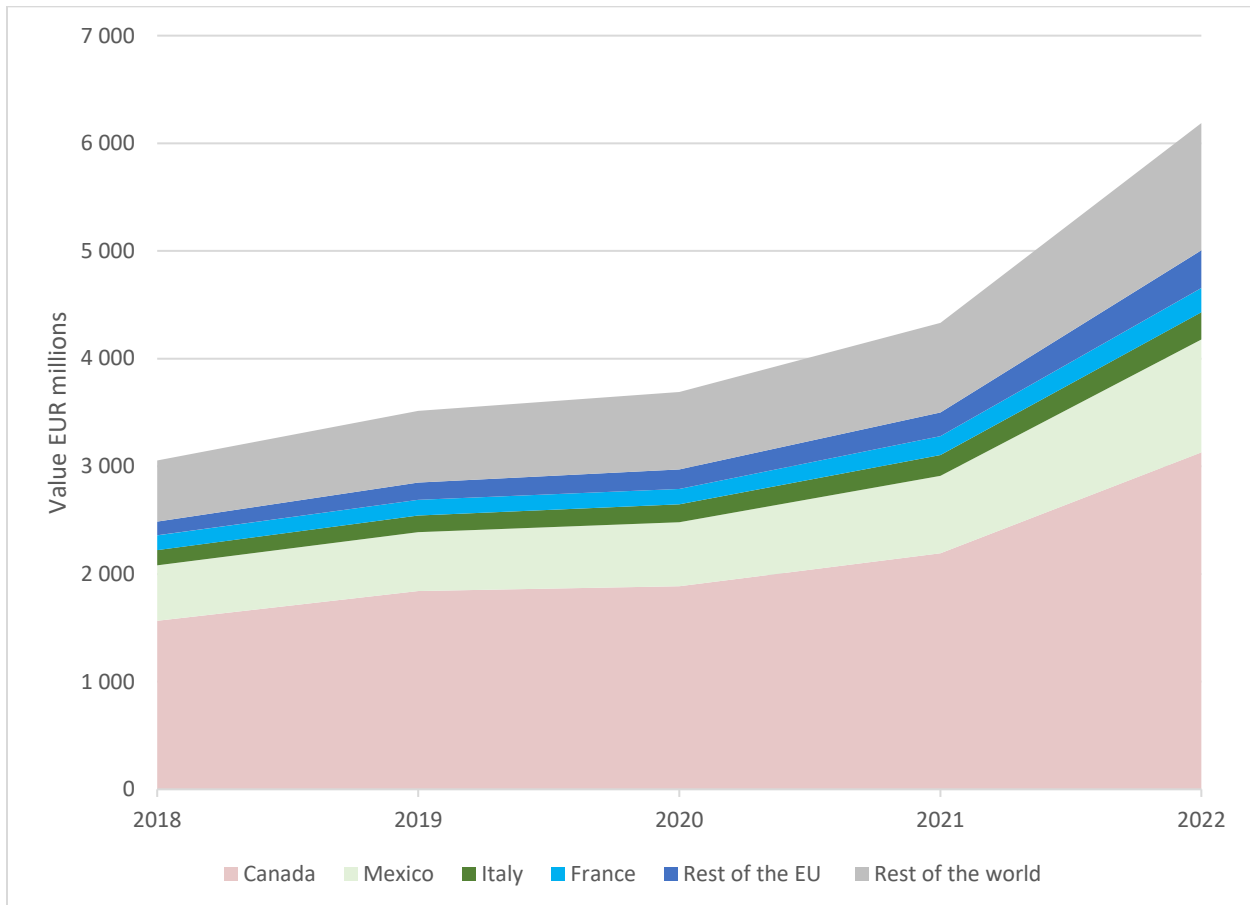
Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 190590.

The largest exporters of baked goods to the US are neighbouring Canada (around half of exports) and Mexico, which account for just over EUR 1 billion worth of exports. Italian exports are the

third largest, and in 2022, they were valued at EUR 255 million. Other EU member states with notable exports to the US include France (EUR 224 million), Germany (EUR 126 million), and Belgium (EUR 65 million), as shown in Figure 5-65.

**Figure 5-65: US imports of baked goods by country, 2018-22 (EUR millions)**



Source: Trade Map, International Trade Centre - <https://www.trademap.org/>

Data for CN code 190590.

## EU GI products

As noted in section 4.2.4, GIs seeking protection should be registered under trademark law in the US as trademarks, collective marks or certification marks. With no consolidated list of registered GIs for the US available, the best way to check the existence of GI protection is to search by name for the GI in the trademark database:

<https://www.uspto.gov/trademarks-getting-started/trademark-basics/searching-marks-uspto-database>

## Main competitors

The biggest competitors for EU baked goods in the US market come first from the country's own major production sector of these products. The US is the world's largest producer of baked goods, and consumers across the country readily have access to a wide variety of US-produced baked

goods of various tastes and varieties that are often priced inexpensively. Neighbouring Canada is a major exporter of baked goods to the US and accounts for half of all baked goods imported by the country. Competition from Mexico is also significant. Due to the sheer size of the US market, however, there are lucrative opportunities for exporters who manage to navigate their way into the US market. For example, French exports, while small relative to Canada and Mexico, will still have a value of EUR 224 million in 2022.

## 5.15.4 Specific market entry requirements

### Market access and entry

The customs procedures for importing foodstuffs are set out in 4.2.1. A full list of the general requirements for export set out in Table 4-1, along with requirements by product category in Table 4-2. As set out in section 4.2, food facilities involved in the manufacture, processing, storage, etc. of baked goods must be registered with the FDA. Details on tariffs can be consulted at the link in the box below.

**Detailed information on import duties and Rules of Origin and customs procedures can be consulted on the European Commission website:**

***Main page – select product, country of origin and destination country:***

<https://trade.ec.europa.eu/access-to-markets/en/home>

***Example link – baked goods (190590) from Italy to the USA***

<https://trade.ec.europa.eu/access-to-markets/en/search?product=190590&origin=IT&destination=US>

### Standards

The Code of Federal Regulations Title 21 (21 CFR) contains some standards for some bakery products; these are under part 136 (with fruit pies under part 152). Most notably, the standards under part 136 cover the following products:

- 136.110 - Bread, rolls, and buns.
- 136.115 - Enriched bread, rolls, and buns.
- 136.130 - Milk bread, rolls, and buns.
- 136.160 - Raisin bread, rolls, and buns.
- 136.180 - Whole wheat bread, rolls, and buns

As set out in section 4.2.2, a searchable version of 21 CFR with full details of standards can be found at the following link:

<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm>

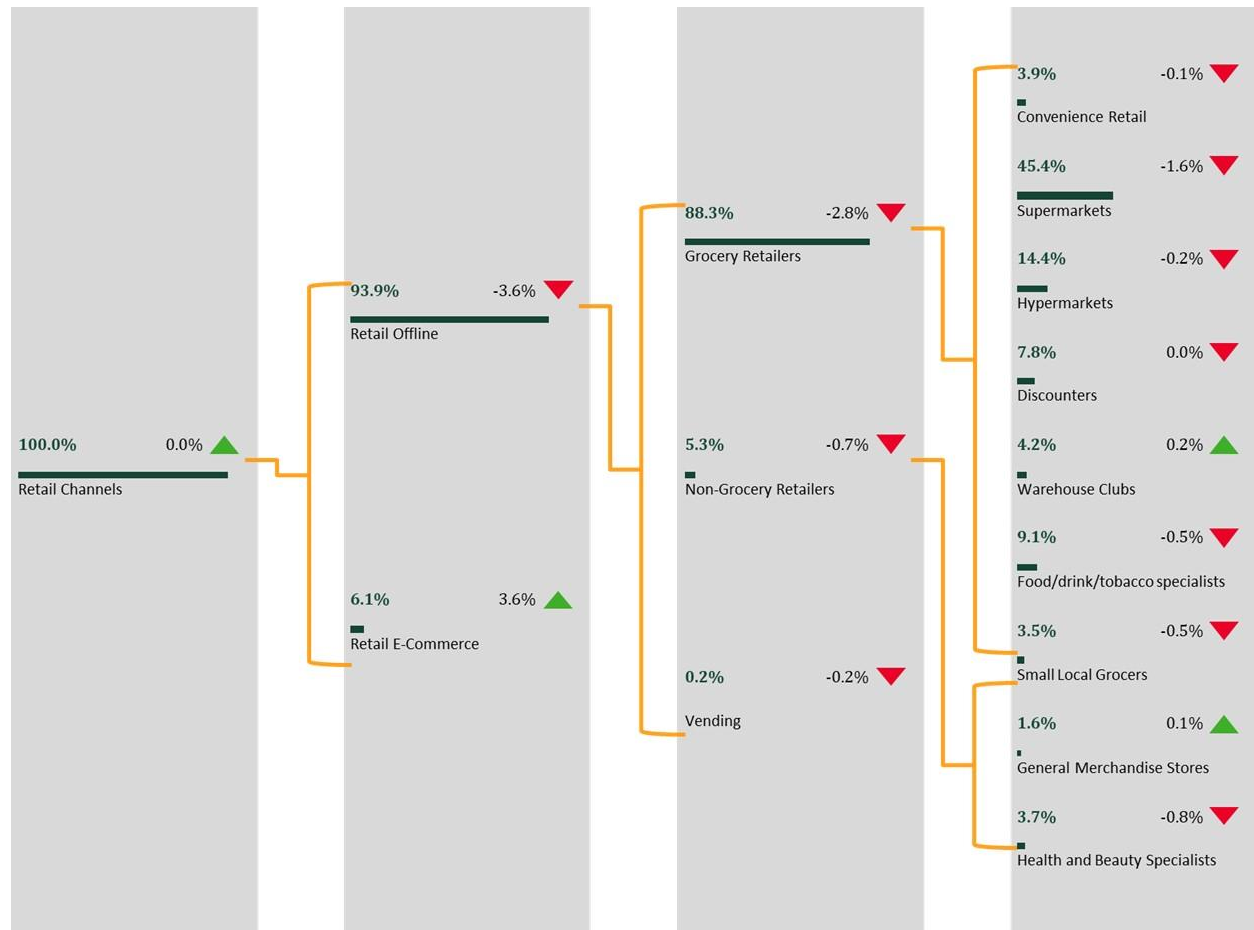
### Labelling

Baked goods must comply with the general labelling requirements which were comprehensively described in section 4.2.3. It is recommended that this section be consulted.

### 5.15.5 Distribution

As shown in Figure 5-66, grocery retailers account for the absolute majority of baked goods sales in the US market, with a share of 88.3% of the market. Supermarket chains alone account for 45.5% of total baked goods sales, followed by hypermarkets, which have a far smaller share at 14.4%. Food/drink and tobacco specialists' stores have a share of 9.1% of total sales by retail value. Retail e-commerce is growing and accounts for 6.1% of total sales by retail value; this percentage is highly likely to increase going forward.

**Figure 5-66: Distribution channel overview of baked goods in The US (2022); retail value**



Source: Euromonitor International: Packaged Food, 2023.

### 5.15.6 Challenges for EU products

Key challenges for EU producers of baked goods seeking to export to the US market include the huge production sector for baked goods that is already present in the world, ranking as the world's largest producer. US baked goods tend to be either identical or the same as some of the major baked goods produced in the EU, which is a consequence of the strong role that European oriented dishes have played historically in the US market. This in turn makes it additionally difficult for EU producers to stand out in the market and establish a niche. Despite all this, EU exports to

the US regarding baked goods are strong, with the EU exporting as a whole around EUR 550 million worth of baked goods to the US in 2022.

### **Market Takeaway: Baked Goods**

**Consumption:** Consumption of baked goods in the US is high, with bread standing out as the most consumed baked good product. Total consumption growth rates are slowing down; however, the US will remain a huge market for baked goods.

**Competition:** A huge domestic production sector (the world's largest by volume) coupled with imports from neighbouring Canada stand as the main competitors to EU baked goods in the US market, with Mexican imports also being significant.

**Distribution:** Supermarkets account for 45% of all sales by retail value in the US market, with hypermarkets and food/drink and tobacco specialist stores also playing a key role in distribution. Retail e-commerce is growing and today stands at around 6% of all sales by retail value.

**Challenges:** Competing with a large domestic production sector that tends to focus on many of the more popular baked goods also produced in the EU makes it additionally difficult for EU producers to establish a niche in the US market.

**Opportunities:** The rise in demand for premium and alternative baked goods products stands as the key opportunity to utilize in the US market presently. The re-opening of the economy post-COVID-19 is also a major benefit for baked goods in the US market. Growing e-commerce.

## 6 Communication

### 6.1 Communication strategy

Companies wanting to market products and advertise in the US have different channels to consider. The aim of this section is to break down each section of the mass media landscape in the US and to introduce the main communication channels (new and traditional media, as well as fairs) available in the country; as well as to provide a brief overview of key regulations for the advertisement of food and beverages.

#### 6.1.1 Online & digital media

In the United States, online and digital marketing have become increasingly essential for companies looking to promote their products. As of the beginning of 2023, there were over 310 million internet users in the country, with internet penetration reaching close to 92%. This has been a notable increase of 1.5 million users, or about 0.5%, compared to the previous year.

Furthermore, there were a total of close to 385 million active cellular mobile connections in early 2023, surpassing the total population and by being around 113%. This is possible because many individuals worldwide use multiple mobile connections. The number of mobile connections in the US grew by 20 million, which is close to 6%, between 2022 and 2023.

Regarding internet connection speeds, the median mobile internet speed via cellular networks was recorded at 75 Mbps, while the median fixed internet connection speed stood at 190 Mbps.<sup>87</sup>

The dominance of digital media is evident, with US adults spending an average of eight hours and five minutes per day engaging with digital media, and this trend is expected to continue its upward trajectory.

The US advertising industry has a major position globally, with a likely spend of nearly EUR 270 billion on ads in 2023, outpacing countries like China and Japan by a substantial margin. A decade ago, digital advertising was a minor player in the US advertising landscape, but now it has become a cornerstone. As the number of online users continues to grow, businesses are heavily investing in digital ads to connect with their target audience. Online ads already command nearly two-thirds of the US ad industry's market share.

The increase in popularity of influencer marketing is playing a significant role in transforming the advertising landscape. In 2022 alone, the ad spent on influencer marketing reached an impressive EUR 2 billion on Instagram alone. This emphasises the growing importance of influencers as powerful catalysts for brand promotion and engagement with audiences.

Thus, digital advertising agencies may provide companies with support to develop a successful digital marketing strategy. The box below shows just an example of a few big and successful digital advertising companies, however, the USA is a big country with many regional differences, which is why it might also be a good idea to search for more regional advertising companies.<sup>88</sup>

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<sup>87</sup> Digital 2023: The USA, <https://datareportal.com/reports/digital-2023-united-states-of-america>

<sup>88</sup> Advertising in the US - Statistics and Facts (2023), <https://www.publift.com/blog/advertising-in-us#:~:text=US%20digital%20and%20internet%20ads,entertainment%20and%20media%20at%2010.1%25>.

**Notable US Digital Advertising Agencies**<sup>89</sup>Neil Patel, <https://neilpatel.com/>WebFX, <https://www.webfx.com/>SparkToro, <https://sparktoro.com/>Thrive Internet Marketing, <https://thriveagency.com/>Ignite Visibility, <https://ignitevisibility.com/>SmartSites, <https://www.smartsites.com/>Vayner Media, <https://vaynermedia.com/>WordStream, <https://www.wordstream.com/>Thryve, <https://www.thryve-marketing.com/>LYFE Marketing, <https://www.lyfemarketing.com/>**Social media platforms**

As of January 2023, the United States had 246 million social media users, accounting for close to 73% of the total population. However, it is important to remember that social media users might not necessarily represent unique individuals.

Among total social media users in the US 235 million were aged 18 and above, making up 89% of the total population in that age group. The distribution of social media users in the US was characterised by 54% being female and 46% being male. This highlights some differences in demographic engagement on social platforms across the nation.<sup>90</sup>

Below is a breakdown of different social media platforms.

**Facebook**

In the beginning of 2023, Facebook had a substantial user base of 175 million individuals in the United States. Facebook's ad reach in the US extended to 52% of the total population during the same period. Breaking down the demographics of Facebook's ad audience in the US, 55% were female, and 45% were male, indicating a diverse and balanced representation of users reached through their advertising efforts.

**Notable Facebook food-orientated channels in the US**Food & Wine - <https://www.facebook.com/foodandwine>Bon Appetit Magazine - <https://www.facebook.com/bonappetitmag>Saveur Magazine - <https://www.facebook.com/saveurmagazine>The Kitchn - <https://www.facebook.com/thekitchn/>Epicurious - <https://www.facebook.com/epicurious>Food52 - <https://www.facebook.com/food52>

<sup>89</sup> <https://www.outsourceaccelerator.com/guide/top-digital-marketing-companies-in-the-us/>

<sup>90</sup> Digital 2023: The USA, <https://datareportal.com/reports/digital-2023-united-states-of-america>

Nourished Kitchen - <https://www.facebook.com/nourishedkitchen>  
 Real Simple - <https://www.facebook.com/realsimple>  
 Honest Cooking - <https://www.facebook.com/honestcooking>  
 PBS Food - <https://www.facebook.com/PBSFood>

## YouTube

In early 2023, YouTube had a user base of 246 million individuals in the United States. The ad reach of YouTube during this period was close to 73% of the country's total population. Analysing the demographics of YouTube's ad audience in the USA, 51% were female, while 49% were male, indicating a well-balanced representation of users engaging with their advertisements.

### Notable YouTube food-orientated channels in the US<sup>91</sup>

Pro Home Cooks - <https://www.youtube.com/c/ProHomeCooks>  
 You Suck at Cooking - <https://www.youtube.com/c/yousuckatcooking>  
 Joshua Weissman - <https://www.youtube.com/@JoshuaWeissman>  
 Honeysuckle - <https://www.youtube.com/@honeysuckle>  
 Babish Culinary Universe - <https://www.youtube.com/c/bingingwithbabish>  
 Not Another Cooking Show - <https://www.youtube.com/c/NOTANOTHERCOOKINGSHOW>  
 Ethan Chlebowski - <https://www.youtube.com/c/CookwithE>  
 Emmymade - <https://www.youtube.com/c/emmymade>  
 Mad Scientist BBQ - <https://www.youtube.com/c/MadScientistBBQ>  
 Sip and Feast - <https://www.youtube.com/c/SipandFeast>

## Instagram

Instagram had a user base of over 143 million individuals in the United States during the early months of 2023. Instagram's ad reach in the US encompassed 42% of the total population. Instagram limits platform usage to individuals aged 13 and above. The breakdown of Instagram's ad audience in the United States revealed that 56% were female, while 44% were male, highlighting the platform's appeal to a diverse audience.

### Notable Food Instagram influencers in the US<sup>92</sup>

David Chang - @davidchang  
 Sam Schnur - @thenaughtyfork  
 Alyssa - @feedmeimei  
 Ashley Manila - @bakerbynature  
 Ree Drummond – Pioneer Woman - @thepioneerwoman  
 Martha Stewart - @marthastewart  
 MARIAM| Cooki' with Mima - @cookinwithmima  
 CESAR GONZALEZ Cocinero - @co\_cinero  
 MINIMALIST BAKER - @minimalistbaker

<sup>91</sup> 12 of the best food influences on YouTube (2023), <https://www.outloudgroup.com/post/food-influencers>

<sup>92</sup> 20 top food influencers to follow (2023), <https://shanebarker.com/blog/food-influencers/>



J o s e - @naturally. Jo

## TikTok

In early 2023, TikTok's user base in the United States included more than 113 million individuals aged 18 and above. It is important to note that TikTok's advertising tools target users aged 13 and above, but the audience data displayed is limited to users aged 18 and above. Analysing the demographics of TikTok's ad audience in the US, approximately 56% were female, while 44% were male, highlighting the platform's appeal to both genders.

### Notable TikTok food-orientated channels in the US<sup>93</sup>

Shereen Pavlides, @cookingwithshereen

Samo Frais, @samofrais

Owen Han, @owen.han

Lucky Dragon Supper Club, @luckydragonsupperclub

Emely Mariko, @emilymariko

The Salad Lab, @thesaladlab

Hwoo Lee, @hwoo.lee

Lahbco, @lahbco

Ahmad Alzahabi, @thegoldenbalance

Justin Doiron, @justine\_snacks

## LinkedIn

In early 2023, LinkedIn has about 200 million "members" in the United States. LinkedIn's audience in the US reached about 59% of the total population. LinkedIn's platform usage is restricted to individuals aged 18 and above. Despite this limitation, the platform continues to witness growth in its user base. Breaking down the demographics of LinkedIn's ad audience in the United States, 49% were female, while 51% were male, indicating a fairly balanced representation of users engaging with the platform's ads.

## Snapchat

The platform had a substantial user base of more than 107 million individuals in the United States during early 2023. Snapchat's ad reach in the US extended to 32% of the total population. Analysing the demographics of Snapchat's ad audience in the US, 55% were female, while 45% were male, indicating a diverse representation of users engaging with the platform's ads.

## Twitter (now X)

As of early 2023, Twitter had a user base of approximately 95 million in the United States. Twitter's ad reach in the US extended to 28% of the total population during that time. Analysing the demographics of Twitter's ad audience in the US, 37% were female, while 63% were male, showcasing a clear male slant on usage of the platform.<sup>94</sup>

<sup>93</sup> 22 TikTok accounts to follow if you want to fill your screen time with food (2023), <https://www.russh.com/best-tiktok-food-accounts/>

<sup>94</sup> Digital 2023: The USA, <https://datareportal.com/reports/digital-2023-united-states-of-america>

**Notable Twitter food-orientated channels in the US<sup>95</sup>**

Francis Lam - @Francis\_Lam  
Barry Estabrook - @Barry\_Estabrook  
Bittman - @bittman  
Serious Eats - @SeriousEats  
America's Test Kitchen - @TestKitchen  
Jenna Weber - @EatLiveRun  
Jaden Hair - @SteamyKitchen  
Jeanette Ordas - @kickpleat  
Kimberly Morales - @PoorGrIEatsWell  
Cake Wrecks – CakeWrecks

**Pinterest**

Pinterest had user base of close to 85 million in the United States during early 2023. Pinterest's ad reach in the US covered 25% of the total population at the beginning of the year. Analysing the demographics of Pinterest's ad audience in the US, 78% were female, while 13% were male, reflecting a significant majority of female users engaging with the platform's advertisements.<sup>96</sup>

**Other platforms**

In addition to the listed ones there are other additional social media channels that can be taken into account for online marketing in the US as well.

**Food blogs**

Another interesting option to promote EU food products in the US is to work closely together with food bloggers. There are possibilities to hire food bloggers and to ask them to promote certain products on their blog. Ideas given in the previous section are also useful regarding food blogs.

Well-known food bloggers are influencers as well and often cross over between written blogs and several social media accounts. This diversity of channels used also diversifies the exposure of a product on several platforms. The following list of food blogs mainly differs from the pages of social media influencers to create a broad platform of information. Moreover, the US is a big country, which means it had many food bloggers and food influencers. Some food blogs focus food in general while others are specialised in a certain type of product such as wine or occasion such as dining out or cooking at home.

**Notable US Food Bloggers<sup>97</sup>**

Love and Lemons, <https://www.loveandlemons.com/>  
Brandon Matzek, <https://www.kitchenkonfidence.com/>

<sup>95</sup> 50 Favourite Food-Related Twitter Feeds (2022), <https://www.thekitchn.com/50-favorite-foodrelated-twitte-143222>

<sup>96</sup> Digital 2023: The USA, <https://datareportal.com/reports/digital-2023-united-states-of-america>

<sup>97</sup> The top American food blogs ranked by popularity and influence, updated daily, <https://americanfoodbloggers.com/>  
<https://americanfoodbloggers.com/>

Jodi Moreno, <http://jodimoreno.com/>

The Recipe Critic, <https://therecipecritic.com/>

I Am Baker, <https://iambaker.net/>

Serious Eats, <https://www.seriousseats.com/>

Sally's Baking Recipes, <https://sallysbakingaddiction.com/>

Simply Recipes, <https://www.simplyrecipes.com/>

Cookie and Kate, <https://cookieandkate.com/>

Damn Delicious, <https://damndelicious.net/>

### 6.1.2 Traditional media

The shift in media consumption can be visualised when looking at how adults in the US consume news. The shift of news consumption from traditional mediums like print, television, and radio to digital spaces has disrupted the traditional news industry, especially print news. This transformation is visible when looking into how individual US citizen prefer to access their news. About 86% of US adults often or sometimes use smartphones, computers, or tablets for news, and around 60% of adults use these channels frequently. In comparison, television is the preferred by a smaller proportion for getting news, while radio and print publications are used even less frequently, with only about half turning to radio and a third to print for news.

Younger US citizen exhibit distinctive news consumption habits, with most of them favouring news websites, except for the youngest age group which shows a preference for social media as their primary news source.

In terms of marketing potential, traditional media outlets still have some penetration in the country. However, their reach is shrinking compared to the ever-increasing popularity and influence of digital platforms.<sup>98</sup>

Traditional medias penetration in the country and their potential for marketing purposes are set out below:

- **Print media:** Newspapers, an integral part of the American news landscape, have faced significant challenges as digital news consumption continues to rise. In 2020, the estimated total US daily newspaper circulation (print and digital combined) was over 24 million on weekdays and close to 26 million on Sundays. Within this total, weekday print circulation saw a substantial decrease of 19%, while Sunday print circulation decreased by 14%. The rise of digital circulation makes it harder to precisely gauge its impact, but it is projected to have increased significantly. In 2020, the newspaper industry's estimated advertising revenue was EUR 8.7 billion, marking a sharp 25% decline from 2019. Among the largest newspapers by circulation are The Wall Street Journal, leading with over 2.2 million paid subscribers.<sup>99</sup> The New York Times remains the Number one choice for overall reach among US opinion leaders. USA TODAY and USATODAY.com combined reach an

<sup>98</sup> More than eight in ten American get news from digital services (2021), <https://www.pewresearch.org/short-reads/2021/01/12/more-than-eight-in-ten-americans-get-news-from-digital-devices/>

<sup>99</sup> Newspapers Fact sheet (2021), <https://www.pewresearch.org/journalism/fact-sheet/newspapers/>

impressive 7 million daily readers. The Washington Post and Los Angeles Times also hold substantial readerships, with the latter being the largest metropolitan daily newspaper in the country, having around 1.4 million daily readers and 2.5 million on Sundays. The New York Post is another notable player in the newspaper landscape.<sup>100</sup>

- **Television:** Watching TV has become the most popular leisure activity in the US, particularly during the COVID-19 pandemic. The COVID-19 pandemic led to changes in working habits, with more people working from home and consequently having more time for watching TV. This includes watching live programming, watching DVDs, and streaming shows on TVs, computers, and portable devices. In 2020, television consumption ranged from over five hours per day for individuals aged 75 and older to just over two hours per day for those aged 35 to 44. The majority of the states with the highest TV consumption are located in the South of the US, while most states with the lowest TV consumption are in the West.<sup>101</sup> However, streaming has become the dominant option for watching TV as audiences are drawn to the abundance of content available online. Streaming allows viewers to access a wide array of content through TV-connected devices or broadband internet connections. As of the end of 2022, viewers had access to more than 820 000 distinct titles across various streaming platforms, significantly surpassing the 230 000 available on traditional channels. In 2023, approximately 85% of US households had at least one TV-connected device, and a growing number of households are moving away from cable and satellite boxes entirely. Around one-third of US TV households opt to access their TV content only through a broadband internet connection.<sup>102</sup> However, the most watched regular TV networks in the US are NBC CBS, ABC, Fox, and Fox News Channel.<sup>103</sup>
- **Radio:** Radio remains one of the most influential and powerful mediums in the United States, with close to 15 500 radio stations competing for a share of this market. Today, around 92% of the US population continues to tune in to radio every week, reaching approximately 272 million people. Across all age groups, radio remains the one of the most popular form of media. Radio's reach spans about 90% of adults aged 18-34, 94% aged 35-49, and 91% aged 50 and older. The majority of weekly radio consumption, about 69%, occurs outside of the home, predominantly in cars and workplaces.<sup>104</sup> Unlike many other media services, radio is accessible without any monthly subscription, because of its advertisement-funded model. When examining the top US radio stations, talk channels capture 10% of the market share, closely followed by adult contemporary channels at 8%. Adult modern US radio stations offer a blend of trending music from the top charts, along with entertainment programmes, competitions, and news snippets. Country music radio stations rank third in the list of most-listened-to channels. Some notable US radio stations include KOST 103.5 FM, Kiss FM (WKSC-FM) 103.5 FM, KUSF 90.3 FM (Now Online

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<sup>100</sup> Top 10 U.S. Newspapers by Circulation (2022), <https://www.aqilitypr.com/resources/top-media-outlets/top-10-daily-american-newspapers/>

<sup>101</sup> Outside of Sleeping, Americans Spend Most of Their Time Watching Television (2021), <https://www.usnews.com/news/best-states/articles/2021-07-22/americans-spent-more-time-watching-television-during-covid-19-than-working>

<sup>102</sup> Connectivity is driving how Americans are engaging with TV (2023), <https://www.nielsen.com/insights/2023/connectivity-is-driving-how-americans-are-engaging-with-tv/>

<sup>103</sup> Most-Watched Television Networks: Ranking 2022's Winners and Losers (2022), <https://variety.com/2022/tv/news/most-watched-channels-2022-tv-network-ratings-1235475170/>

<sup>104</sup> 4 reasons why radio is still popular (2023), <https://radio.co/blog/radio-still-popular>

Only), WFMU 91.1 FM, KEXP 90.3 FM, and WKTU 103.5 FM.<sup>105</sup> It is worth to note that the popularity of podcasts is on the rise in the US, with an estimated 104 million weekly podcast listeners expected by the end of 2023, constituting around one-third of the nation's population. This trend shows no signs of slowing down and is set to sustain its momentum in the future; plus podcasts, if selected carefully, may offer interesting ways for advertisers to target very specific demographic groups.<sup>106</sup>

### 6.1.3 Fairs and exhibitions

In addition to the digital approach, many companies decide to advertise their products on various trade fairs. Trade fairs are numerous and cover a broad range of sectors and are generally becoming a more attractive and sophisticated method for product promotion and industry networking. Due to its importance and sheer size, the USA is very active when it comes to fairs and exhibitions.

In the USA many different professional food fairs and expos take place every year. Some of the biggest centres in the country include the World Market Centre in Las Vegas, the Georgia World Congress Centre, the Las Vegas Convention Centre, San Diego Convention Centre, the McCormick Place, and Miami Beach Convention Centre.<sup>107</sup>

The US has moreover a lot of different food festivals in each of its states, from the SoCal Taco Fest in San Diego to beignet fest in New Orleans. There are festivals and events for nearly all kinds of foodstuff.<sup>108</sup>

As some exhibitions might only reach local audience, it is advisable to research the exhibition's profile in advance to make sure to reach one's target audience. It is also worth remembering that participation costs are usually directly proportional to the rank of the exhibition and its scope. Finally, it should be remembered that food shows that target the general public may be effective ways of raising awareness of products already on the market but are likely to be of limited use for identifying potential partners when first entering a market (see section 4.4.3 for more information on targeting intermediaries).

A list of different upcoming food related events and fairs can be found online on websites such as:

- <https://10times.com/usa/food-beverage>
- <https://www.tradefairdates.com/Food-Fairs-USA-FSL216-L228-S1.html>
- [https://www.jetro.go.jp/en/database/j-messe/industry/agriculture/002/n\\_america/](https://www.jetro.go.jp/en/database/j-messe/industry/agriculture/002/n_america/)

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<sup>105</sup>The Top US Radio Stations, <https://radiofidelity.com/top-us-radio-stations/>

<sup>106</sup> 23 Podcast Statistics You Should Know in 2023 (2023), <https://influencermarketinghub.com/podcast-statistics/#:~:text=10-.41%25%20of%20the%20US%20Population%20Listen%20to%20Podcasts%20on%20a,episodes%20during%20their%20podcast%20sessions.>

<sup>107</sup> All About Trade Shows & The 10 Largest Convention Centers In The USA, <https://www.blog.tsmagency.com/trade-shows-10-largest-convention-centers-usa/#:~:text=World%20Market%20Center%20Las%20Vegas,are%20its%20most%20significant%20clients.>

<sup>108</sup>8 Top Food Festivals For 2023 (2023), <https://www.forkandwander.com/post/8-top-food-festivals-for-2023>

## 6.2 Advertising regulations

In the United States, freedom of speech stands as a fundamental human right. However, advertising is subject to regulation. The regulation of advertisements takes place at both the federal level and within individual states, extending even to local authorities. Additionally, advertising is also overseen by various self-regulatory organisations. For the most part, the promotion of legal products is permitted without hindrance. However, specific rules exist to govern the advertising of different types of products.<sup>109</sup>

At the federal level, the United States enacts federal laws, entrusting authorities with the responsibility of enforcement. These authorities play a crucial role in developing necessary guidelines and policies to effectively regulate the entire advertising industry in the country. On the state level, the following regulatory agencies are involved in this field:

- **Federal Trade Commission (FTC):** The FTC serves as the primary regulatory authority responsible for overseeing the advertising industry and safeguarding consumer interests. Its core functions involve enforcing laws, advocating for consumer rights, and collaborating with federal, state, and international government agencies to share expertise and insights. Leveraging its extensive experience, the FTC formulates recommendations to enhance consumer protection and actively participates in hearings, conferences, and educational initiatives. The FTC places special emphasis on regulations concerning the protection of children and the advertising of specific goods like alcohol, tobacco, food, drugs, dietary supplements, online advertising, telemarketing, and eco-marketing. The FTC primarily focuses on cases that have significant national implications. It addresses instances of deceptive or misleading advertising.<sup>110</sup>
- **Bureau of Consumer Protection:** As a component of the FTC, the Bureau of Consumer Protection is primarily dedicated to shielding consumers from unlawful and unjust practices. Its core responsibilities include investigating consumer complaints, proactively monitoring and preventing unfair practices, and working on the development of regulations aimed at safeguarding consumers' interests. The bureau serves as a crucial liaison between government agencies and self-regulatory bodies, facilitating effective communication and collaboration in matters related to consumer protection. Additionally, it educates companies on how to comply with the diverse laws and regulations, fostering a fair and transparent marketplace for all.
- **Federal Communications Commission (FCC):** The FCC plays a pivotal role in overseeing advertising through mass media channels. Specifically, it is tasked with regulating advertisements on TV and radio. To maintain adherence to broadcasting standards, the FCC possesses the authority to impose sanctions, including the revocation of broadcast licenses, the levying of fines, and issuing warnings. One of the main focus of the FCC is on monitoring and addressing indecent, profane, and obscene advertising to ensure a responsible and appropriate media environment for the public.
- **Food and Drug Administration (FDA):** The FDA's primary role involves establishing advertising guidelines specifically for drugs and dietary supplements.

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<sup>109</sup> Prohibited and controlled advertising in USA, <https://www.lexology.com/library/detail.aspx?g=2cfae636-085a-435e-99f2-49186b6f8bdd>

<sup>110</sup> Advertising law, <https://www.hg.org/advert.html>

The advertising market in the US has to follow regulations not only at the federal level but also involves the active participation of state agencies and local city legislators to ensure its smooth operation. State and county laws are built upon existing federal legislation and guidance from the FTC. These laws are detailed, addressing various aspects such as product quality, pricing, place of origin, service or product benefits, and measures to prevent deceptive or misleading comparative pricing.

In the event of consumers witnessing advertising law violations, they have the option to lodge complaints with either the state or the respective county/city Department of Consumer Affairs where the violation occurred. These Departments of Consumer Affairs possess the authority to issue licenses at a more localised level, permitting individuals or companies to conduct their businesses. Furthermore, they actively contribute to the formulation and establishment of guidelines for the proper advertising practices of these businesses. Non-compliance with regulations at this level may result in monetary fines imposed on businesses.

Similar to many other countries, the advertising industry in the US also undergoes regulation through non-governmental organisations (NGOs), adopting a self-regulatory approach that is known for its effectiveness. A diverse array of NGOs operate in this field within the US, and the key ones are outlined below:

- **Better Business Bureau (BBB):** As the most influential organisation, the BBB is responsible for accrediting businesses. Companies seeking accreditation must adhere to the BBB Code of Business Practices, as well as the BBB Standards for Trust and Code of Advertising. The BBB's local offices collectively handle a substantial number of cases each year, with well over several hundred thousand resolved annually.
- **National Advertising Review Council (NARC):** NARC functions as a collaborative alliance of various agencies dedicated to promoting truth and accuracy in the national advertising industry through self-regulation. Its core mission revolves around promoting responsible advertising practices to ensure transparency and honesty in advertising campaigns.
- **American Association of Advertising Agencies (4A's):** The 4A's serves as the national trade association representing the advertising agency business in the United States. Its extensive membership collectively contributes to approximately 4/5th of all advertisements in the country. The primary responsibility of 4A's is to oversee advertising practices and establish optimal creative and business standards for the advertising industry, benefiting the broader business community.
- **American Advertising Federation (AAF):** As the oldest national institution dedicated to advertising, the AAF represents approximately 40 000 agencies, media companies, and related entities. Its core mission is to safeguard and advance the advertising industry through grassroots activities at all levels of government. This involves vigilant monitoring of legislative matters to ensure that advertising interests are protected and promoted effectively.
- **Association of National Advertisers (ANA):** As the leading trade association representing the advertising industry, ANA primarily focuses on safeguarding the interests of client-side marketing corporations and protecting advertisers' rights. With a proactive approach, ANA actively engages on all levels to advocate for and uphold the interests of the marketing community.

- **Interactive Advertising Bureau (IAB):** The IAB has a membership of over 500 prominent media and technology companies. It holds the responsibility of educating marketers and agencies, while also evaluating and recommending industry standards and practices. Engaging in research on advertising trends and plays an important role in safeguarding and promoting the collective interests of its diverse membership base.
- **Audit Bureau of Circulations (ABC):** Formed by advertisers, advertising agencies, and publishers, the ABC was founded with a crucial mission: to eradicate deceptive practices within the industry. Conducting numerous audits and producing independent reports, the ABC's insights prove immensely valuable to the advertising sector. These reports serve as a reliable resource, aiding buyers and sellers of print advertising in making well-informed business decisions. In addition, advertisers rely on ABC's reports as a foundational source of information for their media buying choices, while publishers leverage the data from ABC's audits to refine and enhance their marketing strategies. The ABC's dedication to transparency and accuracy significantly contributes to the industry's growth and integrity.<sup>111</sup>

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<sup>111</sup> General provisions on regulation of advertisement activities in the US, <http://adconsul.org/en/articles/6>



## 7 US Etiquette

### 7.1 Quick facts

Overall Americans are relatively laid back about minor etiquette rules and many of the major etiquette rules mirror European ones. Below are a number of etiquette rules that should be considered throughout the nation. Some states and regions may have slightly different etiquette rules however residents are generally more relaxed about outsiders following them. What should be considered it that:<sup>112</sup>

- It is considered impolite to inquire directly about someone's weight or age, especially when directed at women.
- US citizens might find questions about salary, wealth, or the cost of things rude as it violates on privacy.
- People may initiate conversations with strangers without formal introductions, such as while waiting in a queue or sitting together at an event.
- If someone coughs while you are smoking, it is a way of asking you to extinguish the cigarette.
- Using a toothpick to pick your teeth in public is considered impolite.
- Cutting in line or skipping people is viewed to be rude. If you are in a hurry, it is better to politely ask the person before you if they mind you going ahead.
- When arriving at a line or door simultaneously with someone else, it might be seen as polite to offer them to go first.
- Holding a door or elevator open for someone close behind you is a nice gesture, and thanking a person who holds an elevator door for you is appreciated.
- Speaking loudly on cell phones is considered impolite, whether outdoors or indoors, particularly in enclosed public places.
- Clothing styles vary based on social status, region, occupation, and climate, as well as the social setting.
- US citizens are generally more personable than Europeans and may take an interest in your activities outside of the workplace.

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<sup>112</sup> Etiquette (2021), <https://culturalatlas.sbs.com.au/american-culture/american-culture-etiquette>

## 7.2 Key DOs and DON'Ts<sup>113</sup>

DOs	DON'Ts
<ul style="list-style-type: none"> <li>• It is acceptable and even encouraged to be open and proud of your achievements. US citizens tend to focus on accomplishments and other positive aspects.</li> <li>• Take the initiative and put yourself forward when appropriate. Rather than waiting for others to speak on your behalf, advocate for yourself and share your successes.</li> <li>• Be direct and straightforward about your intentions or meanings is appreciated in American culture.</li> <li>• When providing criticism, it is beneficial to emphasise a person's strengths while offering suggestions for improvement. US citizens are more receptive to comments that present errors as opportunities for growth, rather than as inherent flaws in one's personality.</li> <li>• When receiving a service, it is customary to leave a tip, typically around 20%.</li> <li>• Be punctual for pre-arranged meetings, and if you anticipate being late, inform your contact in advance.</li> <li>• Recognise that each state in the US may have its own specific customs and norms, so take the time to research and respect them.</li> <li>• Be mindful of cultural business differences between the US and Europe; in the US, meetings often involve multiple individuals who may</li> </ul>	<ul style="list-style-type: none"> <li>• Steer clear of discussing controversial topics like gun control, the death penalty, abortion, civil rights, and similar issues unless you have a close relationship with a person. These conversations often lack resolution in the public sphere and can quickly escalate into heated debates.</li> <li>• Religion can also be a delicate subject when you are not aware of a person's beliefs or faith.</li> <li>• Refrain from criticising the United States, its culture, or patriotism.</li> <li>• Avoid making negative remarks targeted at any specific group. The US is a diverse nation, and it is crucial to respect this diversity. Negative comments will not be well received.</li> <li>• Steer clear of discussing domestic political matters; it is best to avoid these topics altogether.</li> <li>• Refrain from making negative remarks about the US military; military personnel are highly respected in the US.</li> <li>• Avoid showing disrespect for the US flag, as it holds great significance in the US.</li> </ul>

<sup>113</sup> Do's and Don'ts (2021), <https://culturalatlas.sbs.com.au/american-culture/american-culture-do-s-and-don-ts>

inquire about your activities outside of the workplace.	
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## 8 Directory of Trade Support Projects, Organisations, and Service Providers

There are a variety of services available, both within the EU and in the US, for producers wishing to export to the US. These service providers include EU-funded projects, services provided by the Member States and their embassies, other organisations and service providers, as well as buyers, importers, and distributors.

- Section 8.1 contains the project profiles for EU-funded initiatives operating in the US.
- Section 8.2 contains the contact information for Member State embassies within the US.
- Section 8.3 contains a listing of service providers including some information on the services available.
- Section 8.4 provides a calendar of exhibitions, trade shows, and other events to be held in the US.
- Section 8.5 contains a database of professional contacts (buyers, importers, and distributors).

### 8.1 European Union organisations


Certain EU-funded, or co-funded, projects within the US offer a range of business-enabling services and information providing important insights into the US market. Depending on your company profile these services can be free or fee-based; and are available for companies from any EU Member State.




#### European American Chamber of Commerce

The European American chamber of commerce provides its members with access to transatlantic business opportunities and has as its core value the aim of increasing cooperation between European and American businesses and to facilitate networking and relationship building.

##### Contacts

 The New York Times Building, 620 Eight Avenue – 37<sup>th</sup> Floor

 (+1) 212 808 2730

 <https://eaccny.com/>



### Transatlantic business council

The Trans-Atlantic Business Council (TABC) is a cross-sectorial business association representing companies headquartered in the EU and U.S. that serves as the main business interlocutor to both the U.S. government and the EU institutions on issues impacting the transatlantic economy.

#### Contacts

📍 Washington DC – Brussels

☎ +1 202 778 9073

✉ [bgordon@transatlanticbusiness.org](mailto:bgordon@transatlanticbusiness.org)

🌐 <http://transatlanticbusiness.org/>



### American-European business association (AEBA)

AEBA is a forum, of 30 select transatlantic corporate members, which promotes and facilitates lively and informed debate on key business, economic and political topics. The association's chief goals are to improve and increase understanding and cooperation between the business community and governments in Europe and North America, so as to advance opportunities in the globalised world.

#### Contacts

📍 Wenta Business Centre, 1 Electric Avenue, London, EN3 7XU

☎ (+44) 1252 703 514

✉ [cl@aeba.org.uk](mailto:cl@aeba.org.uk)


 <http://aeba.org.uk/>





## EUROCHAMBRES

Eurochambres is one of the largest business representative organisations in the EU and incorporates chambers of commerce from both the EU and United States. Based on regular consultation with its members, Eurochambres represents European business interests.

### Contacts

 Avenue Des Arts 19/A-D Brussels

 (+32) 02 282 08 50

 [eurochambres@eurochambres.eu](mailto:eurochambres@eurochambres.eu)

 <https://www.eurochambres.eu/>





## Delegation of the European Union to the United States of America

The EU Delegation in the US represents the common interests of the European Union in the US and works on enhancing and developing trade relations between the two markets. The EU Delegation in Washington is the natural contact point in the US between EU and US authorities. It also has a strong public diplomacy mandate designed to enhance the knowledge and understanding of the European Union and EU-US relations.

### Contacts

 2175 K Street NW, Washington, D.C

 +1 202 862 9500

 [delegation-usa-info@eeas.europa.eu](mailto:delegation-usa-info@eeas.europa.eu)

 <https://www.eeas.europa.eu/delegations/united-states-america>

## 8.2 Directory of EU Member State Embassies/Consulates

EU MS	Address	Contact information
<b>Austria</b> (Embassy)	3524 International court, NW Washington DC, 20008	☎ (+1) 202-895-6700 ✉ Washington@bmeia.gv.at 🌐 <a href="https://www.austria.org/">https://www.austria.org/</a>
<b>Belgium</b> (Embassy)	1430 K Street NW, Suite 101 Washington DC 20005	☎ (+1) 202 333 69 00 ✉ Washington@diplobel.fed.be 🌐 <a href="https://unitedstates.diplomatie.belgium.be/">https://unitedstates.diplomatie.belgium.be/</a>
<b>Bulgaria</b> (Embassy)	22 <sup>nd</sup> street, NW, Dimitar Peshev Plaza, Washington DC 20008	☎ (+1)202 299 0273 ✉ office@bulgaria-embassy.org 🌐 <a href="https://www.bulgaria-embassy.org/">https://www.bulgaria-embassy.org/</a>
<b>Croatia</b> (Embassy)	2343 Massachusetts Avenue, NW Washington DC, 20008	☎ (+1) 202- 588 5899 ✉ washington@mvep.hr 🌐 <a href="http://us.mvep.hr/">http://us.mvep.hr/</a>
<b>Cyprus</b> (Honorary Consulate)	2211 R Str, North West. Washington DC 20008	☎ (+1)202 483 6710 ✉ info@cyprusembassy.net 🌐 <a href="http://www.cypusembassy.net">www.cypusembassy.net</a>
<b>Czech Republic</b> (Embassy)	3900 Spring of freedom NW, Washington DC 20008	☎ (+1) 202-274 9108 ✉ washington@embassy.msv.cz 🌐 <a href="https://www.mzv.cz/">https://www.mzv.cz/</a>
<b>Denmark</b> (Embassy)	3200 Whitehaven St NW Washington DC 20008	☎ (+1) 202 234 4300 ✉ cecsco@um.Dk 🌐 <a href="https://usa.um.dk/">https://usa.um.dk/</a>
<b>Estonia</b> (Embassy)	2131 Massachusetts Av. NW Washington DC 20008	☎ (+1) 212 883-0636 ✉ embassy.washington.ee 🌐 <a href="https://washington.mfa.ee/">https://washington.mfa.ee/</a>
<b>Finland</b> (Embassy)	3301 Massachusetts Avenue NW Washington, D.C., 20008	☎ (+1) 202- 298 6030

EU MS	Address	Contact information
		✉ sanomat.was@formin.fi 🌐 <a href="https://finlandabroad.fi/">https://finlandabroad.fi/</a>
<b>France</b> <i>(Embassy)</i>	4101 Reservoir Rd NW Washington, DC - 20007	☎ (+1) 202 944 6000 ✉ Contact through website 🌐 <a href="https://franceintheus.org/">https://franceintheus.org/</a>
<b>Germany</b> <i>(Embassy)</i>	4645 Reservoir Road, NW, Washington, DC, 20007,	☎ (+1) 202 298-4000 ✉ Contract through website 🌐 <a href="https://www.germany.info/">https://www.germany.info/</a>
<b>Greece</b> <i>(Embassy)</i>	2217, Massachusetts Avenue N.W. Washington DC 20008	☎ (+1) 202 939 1300 ✉ gremb.was@mfa.gr 🌐 <a href="https://www.mfa.gr/">https://www.mfa.gr/</a>
<b>Hungary</b> <i>(Embassy)</i>	3910 Shoemaker Street, N.W. Washington, D.C. 20008	☎ (+1) 202 362-6730 ✉ informacio.was@mfa.gov.hu 🌐 <a href="https://washington.mfa.gov.hu/">https://washington.mfa.gov.hu/</a>
<b>Ireland</b> <i>(Embassy)</i>	2234 Massachusetts Ave NW, Washington DC 20008	☎ (+1) 202 462 3939 ✉ Contact through Website 🌐 <a href="https://www.dfa.ie/">https://www.dfa.ie/</a>
<b>Italy</b> <i>(Embassy)</i>	3000 Whitehaven Street, N.W. Washington, D.C., 20008	☎ (+1) 202 612-4400 ✉ amb.washington@cert.esteri.it 🌐 <a href="https://ambwashingtondc.esteri.it/">https://ambwashingtondc.esteri.it/</a>
<b>Latvia</b> <i>(Embassy)</i>	2306 Massachusetts Ave., NW Washington DC 20008 United States of America	☎ (+1) 202 328 2840 ✉ embassy.usa@mfa.gov.lv 🌐 <a href="https://www.mfa.gov.lv/">https://www.mfa.gov.lv/</a>
<b>Lithuania</b> <i>(Embassy)</i>	2622 16th St NW, Washington, DC 20009, United States	☎ (+1) 202 234 5860 ✉ <a href="mailto:amb.us@urm.lt">amb.us@urm.lt</a>



EU MS	Address	Contact information
		 <a href="https://www.urm.lt/">https://www.urm.lt/</a>
<b>Luxembourg</b> <i>(Embassy)</i>	2200 Massachusetts Avenue N.W. Washington, D.C. 20008	 (+1) 202 265 4171  Washington.amb@mae.etat.lu  <a href="https://washington.mae.lu/">https://washington.mae.lu/</a>
<b>Malta</b> <i>(Embassy)</i>	2017 Connecticut Avenue NW Washington DC 20008	 (+1) 202 462 3611  maltaembassy.washington@gov.mt  <a href="https://foreignandeu.gov.mt/">https://foreignandeu.gov.mt/</a>
<b>The Netherlands</b> <i>(Embassy)</i>	4200 Linnean Ave. NW Washington, D.C. 20008	 (+1) 202 244 5300  was-ca@minbuza.nl  <a href="https://www.netherlandsandyou.nl">https://www.netherlandsandyou.nl</a>
<b>Poland</b> <i>(Embassy)</i>	2224 Wyoming Avenue NW, Washington DC 20008	 (+1) 202 499 1930  Washington.amb@msz.gov.pl  <a href="https://www.gov.pl/">https://www.gov.pl/</a>
<b>Portugal</b> <i>(Embassy)</i>	2012 Massachusetts Avenue, NW Washington DC 20036	 (+1)202 35 054 00  info.washington@mne.pt  <a href="https://www.washingtondc.embadaportugal.mne.pt/">https://www.washingtondc.embadaportugal.mne.pt/</a>
<b>Romania</b> <i>(Embassy)</i>	607 23rd Street, Northwest, Washington, D.C. 20008	 (+1)202 332 4829  washington@mae.ro  <a href="https://washington.mae.ro/">https://washington.mae.ro/</a>
<b>Slovakia</b> <i>(Embassy)</i>	3523 International Court NW, Washington D.C	 (+1) 202 237 1054  emb.washington@mzv.sk  <a href="https://www.mzv.sk/">https://www.mzv.sk/</a>
<b>Slovenia</b>	2410 California St, NW Washington, DC 20008	 (+1) 202 386 6601

EU MS	Address	Contact information
<i>(Embassy)</i>		 sloembassy.washington@gov.si  <a href="http://www.washington.embassy.si/">http://www.washington.embassy.si/</a>
<b>Spain</b> <i>(Embassy)</i>	375 Pennsylvania Ave, NW. 20037 Washington DC	 (+1)202 452 0100  emb.washington@maec.es  <a href="http://www.exteriores.gob.es">http://www.exteriores.gob.es</a>
<b>Sweden</b> <i>(Embassy)</i>	Embassy of Sweden 2900 K Street, N.W. Washington, DC 20007	 (+1) 202 467 2600  ambassadan.washington@gov.se  <a href="https://www.swedenabroad.se">https://www.swedenabroad.se</a>

## 8.3 Other organisations and service providers

### 8.3.1 Trade promotion organisations (TPOs) and agri food promotion organisations (APOs)




















#### Central offices inside EU Member States

EU MS	Address / location	Contact information
<b>Austria</b> Agrarmarkt Austria Marketing (APO)	Austria	 <a href="https://www.ama.at/Home">https://www.ama.at/Home</a>
<b>Belgium (Flanders)</b> FIT (TPO)	Belgium	 <a href="mailto:michele.surinx@fitagency.be">michele.surinx@fitagency.be</a>  <a href="http://www.flandersinvestmentandtrade.com">www.flandersinvestmentandtrade.com</a>
<b>Belgium (Flanders)</b> Flanders' Agricultural Marketing Board (APO)	Koning Albert II-laan 35 box 50 - 1030 Brussels Belgium	 +32 491861700  <a href="mailto:gert.vancausenbroeck@vlam.be">gert.vancausenbroeck@vlam.be</a> <a href="mailto:export@vlam.be">export@vlam.be</a>  <a href="https://www.vlaanderen.be/vlam/">https://www.vlaanderen.be/vlam/</a>
<b>Belgium (Wallonia)</b> AWEX / Wallonia- Brussels, (TPO)	Place Sainctelette 2, Brussels, Belgium	 <a href="mailto:agrifood@awex.be">agrifood@awex.be</a>  <a href="http://wallonia.be/fr/investir">http://wallonia.be/fr/investir</a>
<b>Belgium (Brussels)</b> (TPO)	Belgium	 <a href="https://hub.brussels/en/">https://hub.brussels/en/</a>
<b>Bulgaria</b> Bulgarian Small and Medium Enterprises Promotion Agency (TPO)	Bulgaria	 <a href="https://www.sme.government.bg/en/">https://www.sme.government.bg/en/</a>
<b>Cyprus</b> Trade Service of the Ministry of Energy, Commerce and Industry (TPO)	6, Andreas Araouzos Street, 1421, Nicosia, Cyprus	 00357 22867268  <a href="mailto:ts@meci.gov.cy">ts@meci.gov.cy</a>  <a href="http://www.mcit.gov.cy/mcit/mcit.nsf/index_en/index_en">http://www.mcit.gov.cy/mcit/mcit.nsf/index_en/index_en</a>
<b>France</b> Business France	77 Boulevard Saint- Jacques, 75014 Paris, France	 <a href="mailto:agroalimentaire@businessfrance.fr">agroalimentaire@businessfrance.fr</a>  <a href="https://www.businessfrance.fr/">https://www.businessfrance.fr/</a>
<b>France</b> SOPEXA (APO)	France	 (+33) 01 55 37 50 00  <a href="mailto:mybusiness@sopexa.com">mybusiness@sopexa.com</a>
<b>Estonia</b> Enterprise Estonia (TPO)	Estonia	 (+372) 6279421  <a href="mailto:info@eas.ee">info@eas.ee</a>  <a href="https://www.eas.ee/?lang=en">https://www.eas.ee/?lang=en</a>
<b>Germany</b> Federation of German Food and Drink (APO)	Germany	 (+49) 30 200786-157  <a href="mailto:bve@bve-online.de">bve@bve-online.de</a>  <a href="https://www.bve-online.de/english">https://www.bve-online.de/english</a>

EU MS	Address / location	Contact information
<b>Greece</b> Enterprise Greece / Office of Economic and Commercial Affairs (TPO)	109 Vasilisis Sophias Avenue, 115 21 Athens, Greece	☎ +30 210 335 5779 /+30 210 3355 729 ✉ <a href="mailto:v.kyrkou@eg.gov.gr">v.kyrkou@eg.gov.gr</a> <a href="mailto:a.gravanis@eg.gov.gr">a.gravanis@eg.gov.gr</a> 🌐 <a href="https://www.enterprisegreece.gov.gr/en/">https://www.enterprisegreece.gov.gr/en/</a>
<b>Hungary</b> Hungarian Export Promotion Agency (TPO)	Hungary	☎ (+36) 1 922 2600 ✉ <a href="mailto:info@hepa.hu">info@hepa.hu</a> 🌐 <a href="https://hepa.hu/en">https://hepa.hu/en</a>
<b>Ireland</b> Enterprise Ireland (TPO)	Ireland	🌐 <a href="https://www.enterprise-ireland.com/en/">https://www.enterprise-ireland.com/en/</a>
<b>Ireland</b> BoardBia (APO)	Ireland	🌐 <a href="https://www.bordbia.ie/">https://www.bordbia.ie/</a>
<b>Italy</b> Italian Trade Agency (TPO)	Via Liszt 21, Rome, Italy	✉ <a href="mailto:segreteria.marketing@ice.it">segreteria.marketing@ice.it</a> 🌐 <a href="https://www.ice.it/en/">https://www.ice.it/en/</a>
<b>Lithuania</b> Enterprise Lithuania (TPO)	Lithuania	🌐 <a href="https://www.verslii Lietuva.lt/en/">https://www.verslii Lietuva.lt/en/</a>
<b>Malta</b> Trade Malta (TPO)	Malta	🌐 <a href="https://www.trademalta.org/">https://www.trademalta.org/</a>
<b>Netherlands</b> Netherlands Enterprise Agency (TPO)	Netherlands	🌐 <a href="https://english.rvo.nl/">https://english.rvo.nl/</a>
<b>Portugal</b> Portuguese Trade & Investment Agency – AICEP (TPO)	Portugal	🌐 <a href="https://www.portugalglobal.pt/EN/Pages/Index.aspx">https://www.portugalglobal.pt/EN/Pages/Index.aspx</a>
<b>Slovenia</b> Spirit Slovenia (TPO)	Slovenia	✉ <a href="mailto:sonja.demsar@spiritslovenia.si">sonja.demsar@spiritslovenia.si</a> ; <a href="mailto:info@spiritslovenia.si">info@spiritslovenia.si</a> 🌐 <a href="https://www.sloveniabusines.eu/">https://www.sloveniabusines.eu/</a>
<b>Spain</b> FIAB (APO)	Spain	☎ +34 91 411 72 11 ✉ <a href="mailto:internacionalizacion@fiab.es">internacionalizacion@fiab.es</a> , <a href="mailto:v.puente@fiab.es">v.puente@fiab.es</a>
<b>Spain</b> ICEX	Paseo de la Castellana, 278 - 28046 Madrid, Spain	✉ <a href="mailto:maria.naranjo@icex.es">maria.naranjo@icex.es</a> 🌐 <a href="https://www.icex.es/icex/es/index.html">https://www.icex.es/icex/es/index.html</a>

## 8.3.2 Other service providers

SERVICE PROVIDER	ADDRESS	CONTACT INFORMATION
<b>SERVICES FOR AUSTRIAN COMPANIES</b>		
<b>Advantage Austria in The USA</b>	Austrian Trade Commission 120 west 45 <sup>th</sup> street, 9 <sup>th</sup> floor 10036 New York	☎ +1 212 412 52 50 ✉ <a href="mailto:newyork@advantageaustria.org">newyork@advantageaustria.org</a> 🌐 <a href="https://www.advantageaustria.org/">https://www.advantageaustria.org/</a>
<b>SERVICES FOR BELGIAN COMPANIES</b>		
<b>Belcham</b>	1177 Avenue of the Americas, 7 <sup>th</sup> floor 10036 New York	☎ + 1 212 541 0771 ✉ <a href="mailto:infoNY@belcham.org">infoNY@belcham.org</a> 🌐 <a href="https://www.belcham.org/">https://www.belcham.org/</a>
<b>SERVICES FOR BULGARIAN COMPANIES</b>		
<b>Bulgarian Chamber of Commerce &amp; Industry</b>	17, Adriana Budevskia Str. Sofia 1463, Bulgaria	☎ (+359 2) 8117 400; 987 26 31 ✉ <a href="mailto:bcci@bcci.bg">bcci@bcci.bg</a>
<b>SERVICES FOR CROATIAN COMPANIES</b>		
<b>Croatian Chamber of Economy</b>	Rooseveltovej trg 2, 10000 Zagreb, Croatia	✉ <a href="mailto:investicije@hgk.hr">investicije@hgk.hr</a> ; <a href="mailto:hgk@hgk.hr">hgk@hgk.hr</a> 🌐 <a href="http://www.investincroatia.hr">www.investincroatia.hr</a>
<b>SERVICES FOR CZECH COMPANIES</b>		
<b>Czech Chamber of Commerce</b>	Florentinum, Na Florenci 2116/15, 110 00 Praha 1	☎ +420 266 721 300 ✉ <a href="mailto:office@komora.cz">office@komora.cz</a> 🌐 <a href="http://www.komora.cz">www.komora.cz</a>
<b>SERVICES FOR CYPRIOT COMPANIES</b>		
<b>Cyprus Chamber of Commerce and Industry</b>	38, Grivas Dhigenis Ave. & 3, Deligiorgis Str., P.O.Box 21455, 1509 Nicosia	☎ +357 22889800 ✉ <a href="mailto:chamber@ccci.org.cy">chamber@ccci.org.cy</a>
<b>SERVICES FOR DANISH COMPANIES</b>		
<b>American -Danish business council</b>	Whitehaven Street, NW Washington DC 20008	☎ +1 202 297 7035 ✉ <a href="mailto:Abdc@usadk.org">Abdc@usadk.org</a>

SERVICE PROVIDER	ADDRESS	CONTACT INFORMATION
		 <a href="http://www.usadk.org">www.usadk.org</a>
<b>SERVICES FOR DUTCH COMPANIES</b>		
<b>Netherlands – American Business council</b>	505 8 <sup>th</sup> Avenue, Suite 12A-05 10018 New York	 Contact through website  <a href="https://www.nabizc.com/">https://www.nabizc.com/</a>
<b>SERVICES FOR ESTONIAN COMPANIES</b>		
<b>Estonian Chamber of Commerce &amp; Industry</b>	Toom-Kooli 17, 10130 Tallinn	 +372 604 0060  <a href="mailto:koda@koda.ee">koda@koda.ee</a>
<b>SERVICES FOR FINNISH COMPANIES</b>		
<b>Business Finland</b>	Business Finland Silicon Valley, Nordic innovation house, Palo Alto CA 94301	 +1 202 767 9676  <a href="mailto:val.kratzman@businessfinland.fi">val.kratzman@businessfinland.fi</a>  <a href="https://www.businessfinland.fi/">https://www.businessfinland.fi/</a>
<b>SERVICES FOR FRENCH COMPANIES</b>		
<b>France American Chamber of Commerce</b>	1375 Broadway, suite 504 New York	 +1 212 867 0123  Contact through website  <a href="https://www.faccnyc.org/">https://www.faccnyc.org/</a>
<b>SERVICES FOR GERMAN COMPANIES</b>		
<b>German – American Chamber of Commerce</b>	101 Montgomery Street, San Francisco CA 94104	 +1 415 248 1240  Contact through website  <a href="https://www.gaccwest.com/">https://www.gaccwest.com/</a>
<b>SERVICES FOR GREEK COMPANIES</b>		
<b>Enterprise Greece – Invest &amp; Trade</b>	109 Vasilissis Sophia's Avenue, 115 21 Athens, Greece	 +30 210 335 5700  <a href="mailto:info@enterprisegreece.gov.gr">info@enterprisegreece.gov.gr</a>
<b>SERVICES FOR HUNGARIAN COMPANIES</b>		
<b>Hungarian Export Promotion Agency</b>	1095 Budapest, Ipar utca 5	 06 1 810 1600  <a href="mailto:info@hepa.hu">info@hepa.hu</a>  <a href="http://www.hepa.hu">www.hepa.hu</a>

SERVICE PROVIDER	ADDRESS	CONTACT INFORMATION
<b>SERVICES FOR IRISH COMPANIES</b>		
<b>Enterprise Ireland</b>	East Point Business Park, The Plaza, Dublin 3 DO3 R5R6	<p>+353 1 727 2020</p> <p>client.service@enterprise-ireland.com</p> <p><a href="https://globalambition.ie/">https://globalambition.ie/</a></p>
<b>SERVICES FOR ITALIAN COMPANIES</b>		
<b>Ital Chamber</b>	11 E 44st ste 1400, New York	<p>+1 212 459 0044</p> <p>info@italchamber.org</p> <p><a href="https://www.italchamber.org/">https://www.italchamber.org/</a></p>
<b>SERVICES FOR LATVIAN COMPANIES</b>		
<b>Latvian Chamber of commerce and industry</b>	35 Krisjana Valdemara str., Riga, LV-1010, Latvia	<p>+371 67225592</p> <p>info@chamber.lv</p>
<b>SERVICES FOR LITHUANIAN COMPANIES</b>		
<b>Lithuanian Chamber of commerce and industry</b>	Vašingtono sq. 1-63a, LT-01108 Vilnius	<p>(370) 2613 102</p> <p>info@chambers.lt</p> <p><a href="https://chambers.lt/en/">https://chambers.lt/en/</a></p>
<b>SERVICES FOR LUXEMBURG COMPANIES</b>		
<b>LACC, Luxembourg-American chamber of commerce</b>	17 Beekman Place New York, NY 10022	<p>+1 212 888 6701</p> <p>tdudsak@laccnyc.org</p> <p><a href="https://www.laccnyc.org/">https://www.laccnyc.org/</a></p>
<b>SERVICES FOR MALTESE COMPANIES</b>		
<b>The Malta Chamber of Commerce, Enterprise and Industry</b>	64, Republic Street, Valletta, Malta	<p>+ 356 2203 2000</p> <p><a href="https://www.maltachamber.org.mt/">https://www.maltachamber.org.mt/</a></p>
<b>SERVICES FOR POLISH COMPANIES</b>		
<b>Polish American chamber of commerce</b>	5214 W. Lawrence Avenue Suite #1 Chicago, Illinois 60630	<p>+ 1 773 205 1998</p> <p>info@polishamericanchamber.org</p> <p><a href="http://polishamericanchamber.org/">http://polishamericanchamber.org/</a></p>

SERVICE PROVIDER	ADDRESS	CONTACT INFORMATION
<b>SERVICES FOR PORTUGUESE COMPANIES</b>		
<b>Camara de comercio (Portuguese Chamber of commerce)</b>	Rua Das portas de Santo Antao,89	 + 351 213 224 050  geral@ccip.pt  <a href="https://www.ccip.pt/en/">https://www.ccip.pt/en/</a>
<b>SERVICES FOR ROMANIAN COMPANIES</b>		
<b>Chamber of Commerce and Industry of Romania</b>	Address: 2, Octavian Goga Blvd, sector 3, 030982 Bucharest	 +40 21 3117534  <a href="mailto:narcis.pirnaeu@ccir.ro">narcis.pirnaeu@ccir.ro</a>  <a href="http://www.ccir.ro">www.ccir.ro</a>
<b>SERVICES FOR SLOVAK COMPANIES</b>		
<b>Slovak Chamber of Commerce &amp; Industry</b>	Gorkého 9, 81603 Bratislava, Slovakia	 +421 2 54433272
<b>SERVICES FOR SLOVENIAN COMPANIES</b>		
<b>Chamber of Commerce and Industry of Slovenia</b>	Dimičeva 13, SI-1504 Ljubljana	 +386 1 5898 000  <a href="mailto:info@gzs.si">info@gzs.si</a>
<b>SERVICES FOR SPANISH COMPANIES</b>		
<b>Spain-USA chamber of commerce</b>	80 Broad Street, Suite 2103 New York, NY 1000	 +1 212 967 2170  Contact through website  <a href="https://www.spainuscc.org/">https://www.spainuscc.org/</a>
<b>SERVICES FOR SWEDISH COMPANIES</b>		
<b>Sweden Chamber of Commerce</b>	Brunnsgatan 2, 111 38 Stockholm, Sweden	 (+46) 8 555 100 00  <a href="https://www.chamber.se/">https://www.chamber.se/</a>



## 8.4 Calendar of 2023/2024

Attending US trade and consumer shows can help EU exporters better understand the market and identify partners. A list with some examples is provided below.

Event	Date	Recurrence	Venue	Organiser Details
<b>September 2023</b>				
<b>Galveston Island Wine Festival</b>	1 <sup>st</sup> – 3 <sup>rd</sup>	Quadrennial	Saengerfest Park, Galveston, USA	☎ +1 (409) 770-0999 ✉ <a href="mailto:info@yagasevents.com">info@yagasevents.com</a> 🌐 <a href="https://galvestonislandwinefestival.com/">https://galvestonislandwinefestival.com/</a>
<b>West Virginia Italian Heritage Festival 2023</b>	1 <sup>st</sup> – 3 <sup>rd</sup>	Annual	The West Virginia Italian Heritage Festival, Clarksburg, USA	☎ +1 304-622-7314 ✉ <a href="mailto:wvihf@wvihf.com">wvihf@wvihf.com</a> 🌐 <a href="http://www.wvihf.com/">http://www.wvihf.com/</a>
<b>Fair at New Boston</b>	2 <sup>nd</sup> – 3 <sup>rd</sup>	Annual	George Rogers Clark Park, Springfield, USA	☎ +1 937-882-9216 ✉ <a href="mailto:crabill.grcha@gmail.com">crabill.grcha@gmail.com</a> 🌐 <a href="https://grcha.org/fair-new-boston/">https://grcha.org/fair-new-boston/</a>
<b>Key West BrewFest</b>	31 <sup>st</sup> – 4 <sup>th</sup>	Annual	Southernmost Beach Resort, Key West, USA	✉ <a href="#">Contact via website</a> 🌐 <a href="https://keywestbrewfest.com/">https://keywestbrewfest.com/</a>
<b>Cleveland Oktoberfest</b>	1 <sup>st</sup> – 4 <sup>th</sup>	Annual	Cuyahoga County Fairgrounds, Middleburg Heights, USA	☎ +1 216-832-7758 ✉ <a href="mailto:info@clevelandoktoberfest.com">info@clevelandoktoberfest.com</a> 🌐 <a href="https://www.clevelandoktoberfest.com/">https://www.clevelandoktoberfest.com/</a>
<b>Taste of Atlanta</b>	7 <sup>th</sup>	Annual	The Hotel at Avalon, Alpharetta, USA	✉ <a href="mailto:Info@TasteOfAtlanta.com">Info@TasteOfAtlanta.com</a> 🌐 <a href="https://tasteofatlanta.com/">https://tasteofatlanta.com/</a>
<b>October 2023</b>				
<b>World Beef Expo</b>	28 <sup>th</sup> -1 <sup>st</sup>	Annual	Wisconsin State Fair Park, Milwaukee, USA	☎ +1 (920) 479-0658 ✉ <a href="mailto:info@worldbeefexpo.com">info@worldbeefexpo.com</a>

				<a href="https://www.worldbeefexpo.com/">https://www.worldbeefexpo.com/</a>
<b>Nashville Whiskey Festival</b>	29 <sup>th</sup> – 1 <sup>st</sup>	Annual	Omni Nashville Hotel, Nashville, USA	✉ <a href="mailto:info@nashvillewhiskeyfestival.com">info@nashvillewhiskeyfestival.com</a> 🌐 <a href="https://www.nashvillewhiskeyfestival.com/">https://www.nashvillewhiskeyfestival.com/</a>
<b>National Frozen &amp; Refrigerated Foods Convention</b>	7 <sup>th</sup> – 10 <sup>th</sup>	Biennial	Marriott Marquis San Diego Marina, San Diego, USA	☎ +1 717-657-8601 ✉ <a href="mailto:nfra@nfraweb.org">nfra@nfraweb.org</a> 🌐 <a href="https://nfraweb.org/events/nfra-convention/">https://nfraweb.org/events/nfra-convention/</a>
<b>The Food and Beverage Exchange</b>	9 <sup>th</sup> – 10 <sup>th</sup>	11 <sup>th</sup> edition	The Metropolitan Club, Chicago, USA	🌐 <a href="https://momentumevents.com/foodbevexchange/">https://momentumevents.com/foodbevexchange/</a>
<b>November 2023</b>				
<b>Big Sur Food And Wine Festival</b>	2 <sup>nd</sup> – 4 <sup>th</sup>	Annual	Big Sur, USA	☎ +1 (831) 596-8105 ✉ <a href="mailto:elsa@bigsurfoodandwine.org">elsa@bigsurfoodandwine.org</a> 🌐 <a href="https://www.bigsurfoodandwine.org/">https://www.bigsurfoodandwine.org/</a>
<b>Annual Tampa Bay Veg Fest</b>	4 <sup>th</sup>	Annual	Perry Harvey Sr. Park, Tampa, USA	✉ contact via website 🌐 <a href="http://www.tampabayvegfest.com/">http://www.tampabayvegfest.com/</a>
<b>Greek Food Festival of Dallas</b>	3 <sup>rd</sup> – 5 <sup>th</sup>	Annual	Dallas, USA	☎ +1 972-233-4880 ✉ <a href="mailto:GFF@holyltrinitydallas.org">GFF@holyltrinitydallas.org</a> 🌐 <a href="https://greekfestivalofdallas.com/">https://greekfestivalofdallas.com/</a>
<b>December 2023</b>				
<b>Colorado Springs Holiday Food &amp; Gift Festival</b>	1 <sup>st</sup> – 3 <sup>rd</sup>	Annual	Norris Penrose Event Center, Colorado Springs, USA	☎ +1 503.643.8299 ✉ <a href="mailto:info@hfgf.com">info@hfgf.com</a> 🌐 <a href="https://hfgf.com/project/colorado-springs-holiday-festival-show/">https://hfgf.com/project/colorado-springs-holiday-festival-show/</a>
<b>HEALTHTAC Food &amp; Beverage</b>	3 <sup>rd</sup> – 5 <sup>th</sup>	Annual	Disney's Grand Floridian Resort & Spa, Orlando, USA	☎ +1 (631) 333-1999 ✉ contact via website 🌐 <a href="https://www.healthtac.com/">https://www.healthtac.com/</a>

<b>Great Lakes Expo</b>	5 <sup>th</sup> – 7 <sup>th</sup>	Annual	DeVos Place, Grand Rapids, USA	☎ +1 734-239-8027 🌐 <a href="https://glexpo.com/">https://glexpo.com/</a>
<b>January 2024</b>				
<b>Big Beers Belgians And Barleywines Festival</b>	4 <sup>th</sup> – 6 <sup>th</sup>	Annual	Breckenridge, USA	☎ +1 970-977-0100 ✉ Contact via website 🌐 <a href="https://bigbeersfestival.com/">https://bigbeersfestival.com/</a>
<b>Annual Beer Industry Summit</b>	14 <sup>th</sup> – 15 <sup>th</sup>	Annual	Hotel del Coronado, Coronado, USA	🌐 <a href="https://beernet.com/beer-summit/">https://beernet.com/beer-summit/</a>
<b>Southwest Florida Wine &amp; Food Fest</b>	19 <sup>th</sup> – 20 <sup>th</sup>	Annual	Florida Southwestern State College - Lee Campus, Fort Myers, USA	✉ Contact via website 🌐 <a href="https://swflwinefest.org/">https://swflwinefest.org/</a>
<b>February 2024</b>				
<b>Wine and Spirits Wholesalers of America Annual Convention and Exposition</b>	29 <sup>th</sup> – 1 <sup>st</sup>	Quadrennial	The Forum Shops at Caesars, Las Vegas, USA	☎ +1 202.371.9792 🌐 <a href="https://accesslive.wswa.org/">https://accesslive.wswa.org/</a>
<b>New England Food Show</b>	4 <sup>th</sup> – 5 <sup>th</sup>	Annual	Boston Convention and Exhibition Center, Boston, USAG	☎ +1-404-334-4581 ✉ <a href="mailto:Karen.Everett@ExpoDevCo.com">Karen.Everett@ExpoDevCo.com</a> 🌐 <a href="https://www.newenglandrestaurantbarshow.com/">https://www.newenglandrestaurantbarshow.com/</a>
<b>American Frozen Food Institute Convention</b>	24 <sup>th</sup> – 27 <sup>th</sup>	Annual	Manchester Grand Hyatt San Diego, San Diego, USA	☎ +1 (703) 821-0770 ✉ <a href="mailto:events@affi.com">events@affi.com</a> 🌐 <a href="https://affi.org/affi-con/">https://affi.org/affi-con/</a>
<b>March 2024</b>				
<b>Virginia Wine Expo</b>	23 <sup>rd</sup> – 3 <sup>rd</sup>	Annual	Main Street Station, Richmond, USA	☎ +1 804-349-6909 ✉ <a href="mailto:wguthrie@richmondhabitat.org">wguthrie@richmondhabitat.org</a>

				<a href="https://www.virginiawineexpo.com/">https://www.virginiawineexpo.com/</a>
<b>International Restaurant &amp; Foodservice Show of New York</b>	3 <sup>rd</sup> – 5 <sup>th</sup>	Annual	Jacob K. Javits Convention Center, New York, USA	☎ +1 484-823-9608 ✉ <a href="mailto:mack@therestaurantevents.com">mack@therestaurantevents.com</a> 🌐 <a href="https://www.internationalrestaurantny.com/">https://www.internationalrestaurantny.com/</a>
<b>The Chocolate Expo</b>	9 <sup>th</sup> – 10 <sup>th</sup>	Annual	The New Jersey Convention and Exposition Center, Edison, USA	✉ <a href="mailto:INFO@THECHOCOLATEEXPO.COM">INFO@THECHOCOLATEEXPO.COM</a> 🌐 <a href="https://www.thechocolateexpo.com/">https://www.thechocolateexpo.com/</a>

## 8.5 Database of professionals' contacts

### 8.5.1 List of relevant buyers, importers, and distributors

Company name	Type	Area of interest	Contact information
<b>7-Eleven</b>	Import/Distribution	F&B	☎ (+1) 800 255 0711 ✉ Contact through website 🌐 <a href="https://www.7-eleven.com/">https://www.7-eleven.com/</a>
<b>Albertsons</b>	Import/Distribution	F&B	☎ (+1) 877 258 2799 ✉ Contact through website 🌐 <a href="https://www.albertsons.com/">https://www.albertsons.com/</a>
<b>Aldi US</b>	Import/ Distribution	F&B	✉ Contact through website 🌐 <a href="https://www.aldi.us/">https://www.aldi.us/</a>
<b>Ahold Delhaize</b>	Import/Distribution	F&B	☎ (+31) 88 659 9111 ✉ Cphillip-brown@retailbusinessservices.com 🌐 <a href="https://www.aholddelhaize.com/">https://www.aholddelhaize.com/</a>
<b>AmazonGo</b>	Distribution	F&B	✉ Contact through website 🌐 <a href="https://www.amazon.com/">https://www.amazon.com/</a>
<b>Amigo foods</b>	Import/ Distribution	Spanish F&B	☎ (+1) 800 627 2544 ✉ customerservice@amigofoods.com

Company name	Type	Area of interest	Contact information
			<a href="https://www.amigofoods.com/">https://www.amigofoods.com/</a>
<b>Atlantic distributors Inc</b>	Import/ Distribution	Fresh processed meat, F&V	<p>(+1) 1 423 624 3066</p> <p>info@aditn.com</p> <p><a href="http://www.aditn.com/">http://www.aditn.com/</a></p>
<b>Authentic Wine Selections</b>	Import/ Distribution	Wine	<p>(+1) 510 486 8347</p> <p>romo@authenticws.com</p> <p><a href="https://www.authenticws.com/">https://www.authenticws.com/</a></p>
<b>Bandi Foods</b>	Import/Distribution	F&B	<p>(+1) 888-201-0733</p> <p>info@bandifoods.com</p> <p><a href="http://bandifoods.com/">http://bandifoods.com/</a></p>
<b>Balkan fresh</b>	Import/ Distribution	Foods from the Balkan nations	<p>(+1) (718) 710-0516</p> <p>Info@BalkanFresh.com</p> <p><a href="https://balkanfresh.com/">https://balkanfresh.com/</a></p>
<b>Baltic Foods US</b>	Import/Distribution	Foods from the Baltic nations	<p>(+1) 708 582 6683</p> <p>info@balticfood.us</p> <p><a href="http://www.balticfood.us/">http://www.balticfood.us/</a></p>
<b>Balt Trade</b>	Import/Distribution	Foods from Eastern Europe	<p>(+1) 253 922 7435</p> <p>Contact through website</p> <p><a href="http://www.balttradeusa.com/">http://www.balttradeusa.com/</a></p>
<b>Bella Italia</b>	Import/ Distribution	Italian F&B	<p>info@bellaitaliafoodstore.com</p> <p><a href="https://www.bellaitaliafoodstore.com">https://www.bellaitaliafoodstore.com</a></p>
<b>Buon Italia</b>	Import/ Distribution	Italian Food and Beverages	<p>(+1) 212 633 9090</p> <p>Contact through website</p> <p><a href="https://buonitalia.com/">https://buonitalia.com/</a></p>
<b>Candy Warehouse</b>	Import/Distribution	F&B	<p>(+1)310 343 4099</p> <p>customer@candywarehouse.com</p> <p><a href="https://www.candywarehouse.com/">https://www.candywarehouse.com/</a></p>
<b>Circle K</b>	Import/Distribution	F&B	(+1) 330 630 6300

Company name	Type	Area of interest	Contact information
			 Contact through website  <a href="https://www.circlek.com/">https://www.circlek.com/</a>
<b>Circo Vino</b>	Import/ Distribution	Wine	 (+1) 719 418 3493  <a href="https://www.circovino.com/">https://www.circovino.com/</a>
<b>Commerce International</b>	Import/Distribution	F&B	 (+1) 407 4267098  Contact through website  <a href="https://www.commercefoods.com/">https://www.commercefoods.com/</a>
<b>Costco</b>	Import/Distribution	F&B	 (+1) 888 426 7826  Contact through website  <a href="https://www.costco.com/">https://www.costco.com/</a>
<b>Cote d'or Imports</b>	Import/ Distribution	Wine	 (+1) 503 469 8557  Contact through website  <a href="https://www.cotedorpx.com/">https://www.cotedorpx.com/</a>
<b>Danam Foods</b>	Import/Distribution	F&B	 (+1) 905 842 9797  sales@danamfoods.com  <a href="https://www.danamfoods.com/">https://www.danamfoods.com/</a>
<b>Deutsch Family Wine &amp; Spirits</b>	Import/ Distribution	Wine & Spirits	 Contact via website  <a href="https://www.deutschfamily.com/">https://www.deutschfamily.com/</a>
<b>Dimitri Wine &amp; Spirits</b>	Import/ Distribution	Wine & Spirits	 (+1) 563 322 1411  Contact through website  <a href="http://www.dimitriwine.com/">http://www.dimitriwine.com/</a>
<b>Dollar general</b>	Import/Distribution	F&B	 (+1) 877 463 1553  Contact through website  <a href="https://www.dollargeneral.com/">https://www.dollargeneral.com/</a>
<b>Dollar Tree</b>	Import/ Distribution	F&B	 (+1) 877 530 4833  Contact through website  <a href="https://www.dollartree.com/">https://www.dollartree.com/</a>
<b>Eataly</b>	Import/Distribution	Italian F&B	 (+1) 212 539 0833

Company name	Type	Area of interest	Contact information
			 Contact through website  <a href="https://www.eataly.com/">https://www.eataly.com/</a>
<b>Eco Valley</b>	Import/ Distribution	Wine	 (+1) 704 638 0004  Contact through website  <a href="https://www.ecovalleyimports.com/">https://www.ecovalleyimports.com/</a>
<b>Efoodsdepot</b>	Import/ Distribution	F&B	 (+1) 888 553 5650  Contact through website  <a href="http://www.efooddepot.com/">http://www.efooddepot.com/</a>
<b>European Cellars</b>	Import/Distribution	Wine	 (+1) 704 358 1565  info@europeancellars.com  <a href="https://www.europeancellars.com/">https://www.europeancellars.com/</a>
<b>European Wine Imports</b>	Import Distribution	Wine	 (+1) 216 426 0979  Contact through website  <a href="https://www.europeanwineimports.com/">https://www.europeanwineimports.com/</a>
<b>European Imports Inc</b>	Import/Distribution	F&B	 (+1) 800 323 3464  Contact through website  <a href="http://www.eiltd.com/index.php">http://www.eiltd.com/index.php</a>
<b>Eurozone Foods</b>	Import/Distribution	F&B	 (+1) 5059802648  Contact through website  <a href="http://www.eurozonefoodsnm.com">http://www.eurozonefoodsnm.com</a>
<b>Euro-American Brands</b>	Import/Distribution	F&B	 (+1) 201 368 2512  Contact through website  <a href="http://euroamericanbrands.com/">http://euroamericanbrands.com/</a>
<b>Folio Wine Partners</b>	Import/ Distribution	Wine	 (+1) 707 256 2700  info@foliowine.com  <a href="https://www.foliowine.com/">https://www.foliowine.com/</a>
<b>Frederick Wildman</b>	Import/ Distribution	Wine	 info@frederickwildman.com  <a href="https://www.frederickwildman.com/">https://www.frederickwildman.com/</a>

Company name	Type	Area of interest	Contact information
<b>Ideal Wine &amp; Spirits</b>	Import/ Distribution	Wine & Spirits	☎ (+1) 781 395 3300 ✉ info@idealwine.us 🌐 <a href="https://www.idealwine.us/">https://www.idealwine.us/</a>
<b>Indo-European</b>	Import/ Distribution	Mediterranean foods	☎ (+1) 818-247--1000 ✉ info@indo-euro.com 🌐 <a href="http://www.indo-euro.com/">http://www.indo-euro.com/</a>
<b>Gelen Foods</b>	Import/Distribution	Eastern European Foods	☎ (+1) 718 314 6116 ✉ Leonid0025@gmail.com 🌐 <a href="http://www.gelenu.com/">http://www.gelenu.com/</a>
<b>German shop 24 US</b>	Import/ Distribution	German F&B	☎ (+1) 916 273 6029 ✉ Contact through website 🌐 <a href="https://www.germanshop24.com/">https://www.germanshop24.com/</a>
<b>Giant foods</b>	Import/ Distribution	F&B	☎ (+1) 888 263 1605 ✉ Contact through website 🌐 <a href="https://giantfood.com/">https://giantfood.com/</a>
<b>Global Importing Group</b>	Import/ Distribution	F&B	☎ (+1) 503 655 3000 ✉ Contact through website 🌐 <a href="http://globalimportinggroup.com/">http://globalimportinggroup.com/</a>
<b>Global Food Corp</b>	Import/ Distribution	All F&B but notably meat	☎ (+1) 305 777 3514 🌐 <a href="https://globalfoodinternational.com/">https://globalfoodinternational.com/</a>
<b>Grape Expectations</b>	Import/ Distribution	Wine	☎ (+1) 510 412 5969 ✉ info@grapex.com 🌐 <a href="https://www.grapex.com/">https://www.grapex.com/</a>
<b>Gustiamo</b>	Import/Distribution	F&B	☎ (+1) 718 860 2949 ✉ Gustiteam@gustiamo.com 🌐 <a href="https://www.gustiamo.com/">https://www.gustiamo.com/</a>
<b>Heb food grocery</b>	Import/ Distribution	F&B	☎ (+1) 800 432 3113 ✉ Contact Through website



Company name	Type	Area of interest	Contact information
			<a href="https://newsroom.heb.com/">https://newsroom.heb.com/</a>
<b>Harycia</b>	Import/Distribution	F&B	☎ (+1) 786 457 90009 ✉ ar@harycia.com 🌐 <a href="https://harycia.com/">https://harycia.com/</a>
<b>I Gourmet</b>	Import/ Distribution	Italian F&B	☎ (+1) 570 620 3800 ✉ cservice@igourmet.com 🌐 <a href="https://www.igourmet.com/">https://www.igourmet.com/</a>
<b>IPO Wines</b>	Import/ Distribution	Wine	☎ (+1) 212 243 9463 ✉ INFO@IPOWINES.COM 🌐 <a href="https://www.ipowines.com/">https://www.ipowines.com/</a>
<b>Italian food online</b>	Import/ Distribution	Italian F&B	☎ (+1) 954 440-2917 ✉ Contact through website 🌐 <a href="https://italianfoodonlinestore.com/">https://italianfoodonlinestore.com/</a>
<b>JJ&amp;K Distributors</b>	Import/ Distribution	F&B	☎ (+1) 201 939 4234 ✉ info@JJKFoods.com 🌐 <a href="https://jjkfoods.com/">https://jjkfoods.com/</a>
<b>Kermit Lynch Wine Merchant</b>	Import/ Distribution	Wine	☎ (+1) 510 524 1524 ✉ INFO@KERMITLYNCH.COM 🌐 <a href="https://kermitlynch.com/">https://kermitlynch.com/</a>
<b>Kroger</b>	Import/Distribution	F&B	☎ (+1) 800 576 4377 ✉ Contact through website 🌐 <a href="https://www.kroger.com/">https://www.kroger.com/</a>
<b>La Tienda</b>	Import/ Distribution	Spanish F&B	☎ (+1) 800-710-4304 ✉ support@latienda.com 🌐 <a href="https://www.tienda.com/">https://www.tienda.com/</a>
<b>Le panier Francais</b>	Import/ Distribution	French F&B	☎ (+1) 800 215 2140 ✉ Contact through website 🌐 <a href="https://lepanierfrancais.com/">https://lepanierfrancais.com/</a>

Company name	Type	Area of interest	Contact information
<b>Lidl US</b>	Import/Distribution	F&B	<p>☎ (+1) 844 747 5435</p> <p>✉ Contact through website</p> <p>🌐 <a href="https://www.lidl.com/">https://www.lidl.com/</a></p>
<b>Lowell Foods International</b>	Import/Distribution	F&B	<p>☎ (+1) 847 349 1002</p> <p>✉ Contact through website</p> <p>🌐 <a href="http://www.lowellfoods.com/">http://www.lowellfoods.com/</a></p>
<b>Malincho</b>	Import/Distribution	Bulgarian F&B	<p>☎ (+1) 866 203 3525</p> <p>✉ Contact through website</p> <p>🌐 <a href="https://malincho.com/">https://malincho.com/</a></p>
<b>Maniachetti</b>	Import/Distribution	F&B	<p>☎ (+1) 800 799 9830</p> <p>✉ Contact through website</p> <p>🌐 <a href="https://www.manicaretti.com/">https://www.manicaretti.com/</a></p>
<b>Markpol</b>	Import/ Distribution	Distribution of European F&B	<p>☎ (+1) 847 801 5050</p> <p>✉ Contact through website</p> <p>🌐 <a href="https://markpoldistributors.com/">https://markpoldistributors.com/</a></p>
<b>Mega Food International</b>	Import/Distribution	F&B	<p>☎ (+1) 212 464 6917</p> <p>✉ megafood09@gmail.com</p> <p>🌐 <a href="https://www.megafoodpa.com/">https://www.megafoodpa.com/</a></p>
<b>Market basket</b>	Import/ Distribution	F&B	<p>✉ Contact through website</p> <p>🌐 <a href="https://www.shopmarketbasket.com">https://www.shopmarketbasket.com</a></p>
<b>Mediterranean foods US</b>	Import/ Distribution	F&B from Greece	<p>☎ (+1) 718 728 6166</p> <p>✉ orders@mediterraneanfoodsny.com</p> <p>🌐 <a href="https://mediterraneanfoodsny.com/">https://mediterraneanfoodsny.com/</a></p>
<b>Meijer</b>	Import/ Distribution	F&B	<p>☎ (+1) 877 363 4537</p> <p>✉ Contact through website</p> <p>🌐 <a href="https://www.meijer.com/">https://www.meijer.com/</a></p>
<b>New seasons market</b>	Import/ Distribution	F&B	<p>☎ (+1) 503 224 7522</p> <p>✉ Contact through website</p>

Company name	Type	Area of interest	Contact information
			<a href="https://www.newseasonsmarket.com">https://www.newseasonsmarket.com</a>
<b>Nordic Expat shop</b>	Import/Distribution	F&B from the Nordic nations	✉ Contact through website <a href="https://nordicexpatshop.com/">https://nordicexpatshop.com/</a>
<b>Northwestern Meat Inc</b>	Import/Distribution	Fresh processed meat	☎ (+1) 305 633 8112 ✉ northwesternmeat@numeat.com <a href="http://www.numeat.com/">http://www.numeat.com/</a>
<b>Omegafoods</b>	Import/Distribution	F&B	☎ (+1) 877 690 2827 ✉ info@omega-foods.com <a href="http://www.omega-foods.com/">http://www.omega-foods.com/</a>
<b>Opici Wine</b>	Import/ Distribution	Wine & Spirits	☎ (+1) 201 689 3256 ✉ info@opici.com <a href="https://opicifamilydistributing.com/">https://opicifamilydistributing.com/</a>
<b>Ottos Hungarian Deli</b>	Import/ Distribution	Hungarian Meats	☎ (+1) 818 845 0433 ✉ info@HungarianDeli.com <a href="http://www.hungariandeli.com/">http://www.hungariandeli.com/</a>
<b>Palm Bay International</b>	Import/ Distribution	Wine	☎ (+1) 561 893 9998 ✉ Contact via website <a href="https://www.palmbay.com/">https://www.palmbay.com/</a>
<b>Parthenon Foods</b>	Import/ Distribution	Greek Foods	☎ (+1) 414 204 8804 ✉ sales@partheonfoods.com <a href="https://www.parthenonfoods.com/">https://www.parthenonfoods.com/</a>
<b>Pasternak Wine Imports</b>	Import/ Distribution	Wine	<a href="http://pasternakwine.com/">http://pasternakwine.com/</a>
<b>Polish Online Deli</b>	Import/Distribution	Polish F&B	☎ (+1) 908 867 8232 ✉ Contact through website <a href="https://www.polishdelionline.com/">https://www.polishdelionline.com/</a>
<b>Publix</b>	Import/Distribution	F&B	☎ (+1) 800 242 1227 ✉ Contact through website

Company name	Type	Area of interest	Contact information
			<a href="https://www.publix.com/">https://www.publix.com/</a>
<b>PV Market Euro</b>	Import/Distribution	F&B	<p>(+1) 4408880264</p> <p>Contact through website</p> <p><a href="https://www.pveuromarket.com/">https://www.pveuromarket.com/</a></p>
<b>Quintessentia I</b>	Import/ Distribution	Wine	<p>(+1) 707 226 8300</p> <p>Contact through website</p> <p><a href="https://www.quintessentialwines.com/">https://www.quintessentialwines.com/</a></p>
<b>Republic National</b>	Distribution	Wine, spirits	<p>Contact through website</p> <p><a href="https://www.rndc-usa.com/">https://www.rndc-usa.com/</a></p>
<b>SaveaLot</b>	Import/ Distribution	F&B	<p>(+1) 888 725 4537</p> <p>Contact through website</p> <p><a href="https://savealot.com/">https://savealot.com/</a></p>
<b>Scandinavian food store</b>	Import/ Distribution	F&B from the Nordic nations	<p>(+1) 954 316 1360</p> <p>Contact through website</p> <p><a href="https://www.scandinavianfoodstore.com">https://www.scandinavianfoodstore.com</a></p>
<b>Slovak-Czech Varieties</b>	Import/ Wholesaler	F&B from the Czech Republic and Slovakia	<p>(+1) 718 752 2093</p> <p>Contact through website</p> <p><a href="https://www.slovczechvar.com/">https://www.slovczechvar.com/</a></p>
<b>Southern Glazer</b>	Distribution	Wine, spirits	<p>(+1) 972 392 8399</p> <p>newproducts@sgws.com</p> <p><a href="http://www.southernglazers.com/">http://www.southernglazers.com/</a></p>
<b>Stark foods</b>	Import/Distribution	F&B	<p>(+1) 516 626 3704</p> <p>info@starkfoods.com</p> <p><a href="http://www.starkfoods.com">www.starkfoods.com</a></p>
<b>Stop&amp;Shop</b>	Import/ Distribution	F&B	<p>(+1) 800 767 7772</p> <p>Contact through website</p> <p><a href="https://stopandshop.com/">https://stopandshop.com/</a></p>

Company name	Type	Area of interest	Contact information
<b>Supermarket Italy</b>	Food service (Italian chain)	Italian F&B	 (+1) 201 729 0739  orders@supermarketitaly.com  <a href="https://www.supermarketitaly.com">https://www.supermarketitaly.com</a>
<b>Sysco</b>	Distribution (national)	All F&B	 (+1) 281 584-1390  <a href="https://www.sysco.com/">https://www.sysco.com/</a>
<b>Target</b>	Importer/Distribution	F&B	 (+1) 800 440 0680  Contact through website  <a href="https://www.target.com/">https://www.target.com/</a>
<b>The Dutch Store</b>	Importer/Distribution	F&B from the Benelux nations	 (+1) 260 638 8241  Contact through website  <a href="https://thedutchshop.com/">https://thedutchshop.com/</a>
<b>The Taste of Germany</b>	Import/Distribution	German Foods	 (+1) 800 881 6419  Contact through website  <a href="https://www.thetasteofgermany.com">https://www.thetasteofgermany.com</a>
<b>Trader Joes</b>	Import/ Distribution	F & B	 Contact through website  <a href="https://www.traderjoes.com/">https://www.traderjoes.com/</a>
<b>UNFI</b>	Import/ Distribution	F&B	 Contact through website  <a href="https://www.unfi.com/">https://www.unfi.com/</a>
<b>US foods</b>	Distribution (national)	All F&B	 (+1) 877 583 9659  <a href="https://www.usfoods.com/">https://www.usfoods.com/</a>
<b>Vine Imports St.</b>	Import/ Distribution	Wine	 (+1) 856 840 8388  info@vsimports.com  <a href="https://vsimports.com/">https://vsimports.com/</a>
<b>Walmart</b>	Import/ Distribution	F&B	 (+1) 800 925 6278  Contact through website  <a href="https://www.walmart.com/">https://www.walmart.com/</a>
<b>Walgreens</b>	Import/Distribution	F&B	 (+1) 800 925 4733  Contact through website

Company name	Type	Area of interest	Contact information
			<a href="https://www.walgreens.com/">https://www.walgreens.com/</a>
<b>Wakefern</b>	Import/ Distribution	F&B	<p>(+1) 908 527-3300</p> <p>Contact through website</p> <p><a href="https://www2.wakefern.com/">https://www2.wakefern.com/</a></p>
<b>Wegmans</b>	Import/ Distribution	F&B	<p>(+1) 800 934 6267</p> <p>Contact through website</p> <p><a href="https://www.wegmans.com/">https://www.wegmans.com/</a></p>
<b>Wholefoods</b>	Distribution	F&B	<p>(+1) 844 936 8255</p> <p>Contact through website</p> <p><a href="https://www.wholefoodsmarket.com">https://www.wholefoodsmarket.com</a></p>
<b>William H Kopke Inc</b>	Import/Distribution	Fruit and vegetables	<p>(+1) 516 328 6800</p> <p>Contact through website</p> <p><a href="http://kopkefruit.com/">http://kopkefruit.com/</a></p>
<b>Winesellers Limited</b>	Import/ Distribution	Wine	<p>(+1) 847 647 1100</p> <p>INFO@WINESELLERSLTD.COM</p> <p><a href="https://www.winesellersltd.com/">https://www.winesellersltd.com/</a></p>
<b>WinCo</b>	Import/Distribution	F&B	<p>(+1) 800 824 1706</p> <p>Contact through website</p> <p><a href="https://www.wincofoods.com">https://www.wincofoods.com</a></p>
<b>Yum Foods</b>	Import/ Distribution (Fast food sector)	F&B	<p>(+1) 888 298 6986</p> <p>yum.investor@yum.com</p> <p><a href="https://www.yum.com/">https://www.yum.com/</a></p>

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- at the following standard number: +32 22999696, or
- by email via: [https://europa.eu/european-union/contact\\_en](https://europa.eu/european-union/contact_en)

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