WEBINARS

MERCADO EUA AGROALIMENTAR

APPROACHING THE US FOOD MARKET

15.07.2020 – 16H.
WHAT WE KNOW

WHAT WE DON’T KNOW

FOOD PRODUCTS
WHAT WE KNOW

Cases: 3 479 573
Deaths: 138 247
Recovered: 1 549 624

Data as of 14 July 2020
WHAT WE KNOW

Global Economy will shrink by 3% this year

Source: IMF – International Monetary Fund
WHAT WE KNOW

US GDP decreased by 5.0% in 1st quarter 2020

Source: BEA – Bureau of Economic Analysis | US Department of Commerce
WHAT WE KNOW

More than 48 million people have applied for unemployment insurance in the US

Data Compiled from March 20th to July 3rd

Source: US Department of Labor
WHAT WE KNOW

US unemployment rate hit a new record high of 14.7% in April 2020; and decreased to 11.1% in June 2020

Real unemployment estimated to be 14.7 million people.

Source: US Department of Labor
WHAT WE KNOW

Worldwide trade will plummet between 13% to 32% this year

Source: WTO – World Trade Organization
WHAT WE KNOW

US worldwide imports in 1st quarter 2020 decreased 4.3%

Source: Census Bureau
Otherwise-viable businesses are facing bankruptcies.
WHAT WE DON’T KNOW

Path that the virus will take
WHAT WE DON’T KNOW

Effectiveness of policies meant to contain the outbreak and minimize economic damage
WHAT WE DON’T KNOW

Continued self-isolation and depressed spending against a potential resurgence of the virus
WHAT WE DON’T KNOW

Geopolitical environment of increased protectionism
WHAT WE DON’T KNOW

Greater protection of strategic supply chains and less reliance on imports
WHAT WE KNOW

WHAT WE DON’T KNOW

FOOD PRODUCTS
FOOD PRODUCTS

The US is the largest importer of food products

(around 13% of total global imports in 2017)

Source: World Economic Forum
US sales of specialty food products hit $158.4 billions in 2019

Source: Food Business News
US sales of food products online: $5.4 billion in 2019

Source: Food Business News
US sales of organic food products grew 5% in 2019, registering $50 Billion

Source: OTA – Organic Trade Association
FOOD PRODUCTS

Top selling segments of organic food in 2019:

- Fruits and Vegetables
- Organic Dairy
- Organic Meat, Poultry and Fish

Source: OTA – Organic Trade Association
FOOD PRODUCTS

US imports from Portugal increased about 19% in 2019, reaching a total of $87 million.

Source: USITC – United States International Trade Commission
FOOD PRODUCTS

US most imported food products from Portugal:

# 1 - Olive oil: $20,727,359 | +73.24%
# 2 - Prepared or preserved fish: $7,114,436 | +18.63%
# 3 - Bread, pastry, cakes, biscuits: $5,966,750 | +7.78%
# 4 - Mollusks, live, fresh, chilled, dried, salted: $3,465,436 | -33.02%
# 5 - Fruits, nuts, edible plants, prepared, preserved: $2,942,341 | -5.69%

Source: USITC – United States International Trade Commission
FOOD PRODUCTS – DISTRIBUTION CHANNELS

• Natural and Specialty Stores
• Supermarkets
• Mass Merchandisers
• Convenience Stores
• Drugstores
• Clubs
• E-commerce & Marketplaces
FOOD PRODUCTS – TRENDS

1) Health benefits & Sustainability:

- US consumer is growing and prioritizing the connection between eating habits and health
- Concerns with supply chains, food safety, water usage
1) Health benefits & Sustainability:

- Plant-based meals
- Upcycled products
- Protein packed foods
- Dairy-free products
- Fermented beverages
- Prebiotic food
2) Cannabis and CBD products on the rise
3) Growing preference for locally produced products
4) Rise of the online sales | E-Commerce
Obrigado

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