

**WORLD  
CASHEW  
CONVENTION  
& EXHIBITION**

**JNEC-CI**  
Journées Nationales  
des Exportateurs  
de Cajou  
de Côte d'Ivoire

Jointly organised by  
**CashewInfo.com**<sup>®</sup>  
&  
  
**AEC-CI**  
ASSOCIATION DES EXPORTATEURS  
DE CAJOU COTE D'IVOIRE

12-14 Feb, 2020  
Radisson Blu Hotel  
Abidjan, Cote d'Ivoire

# UK CASHEW MARKET

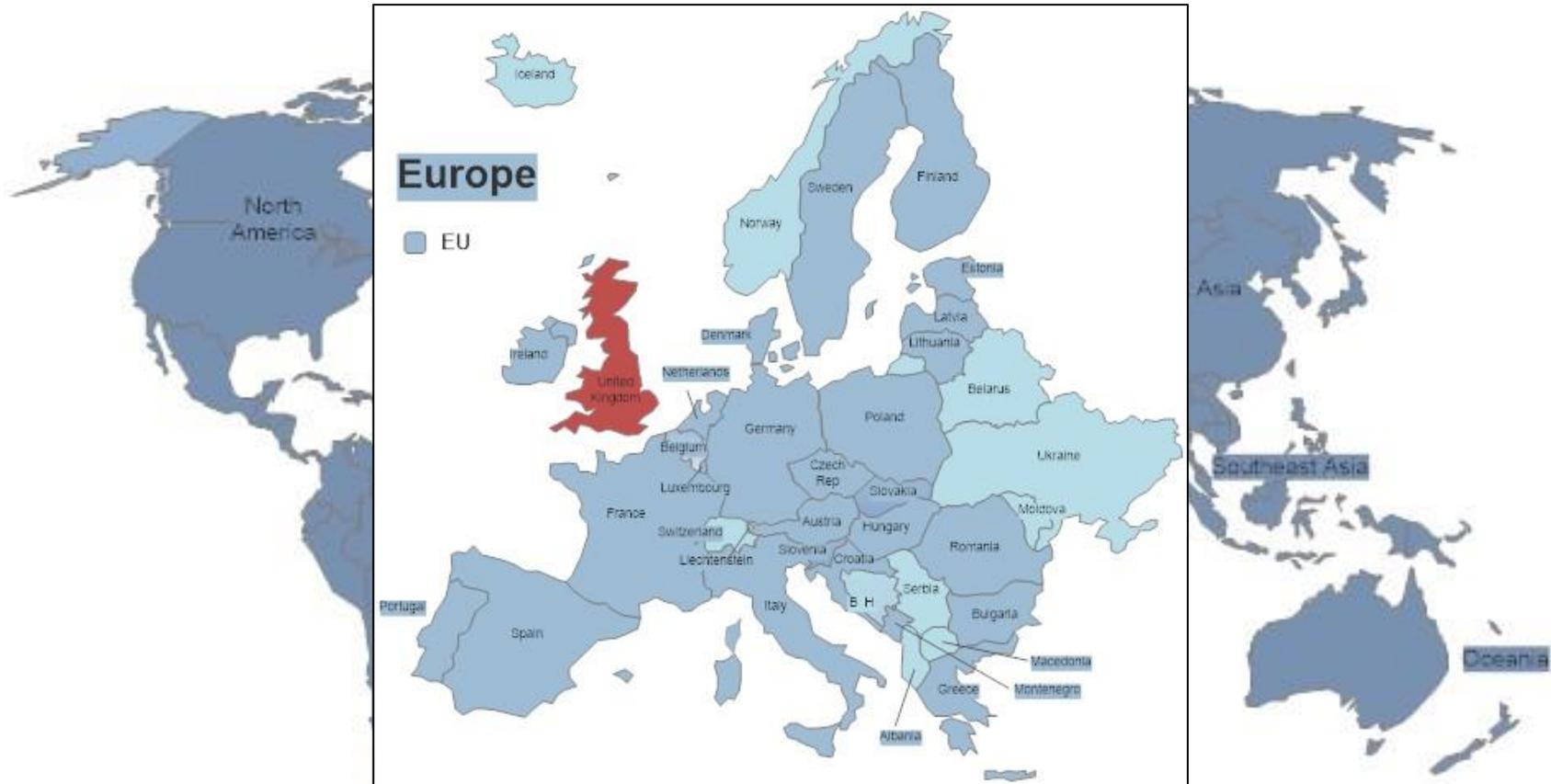
Jim Fitzpatrick

Ingredient Sourcing Solutions

14<sup>th</sup> February 2020



# WHERE IN THE WORLD?



# WHY IS THE UK PRESENTED SEPARATELY?

## BREXIT

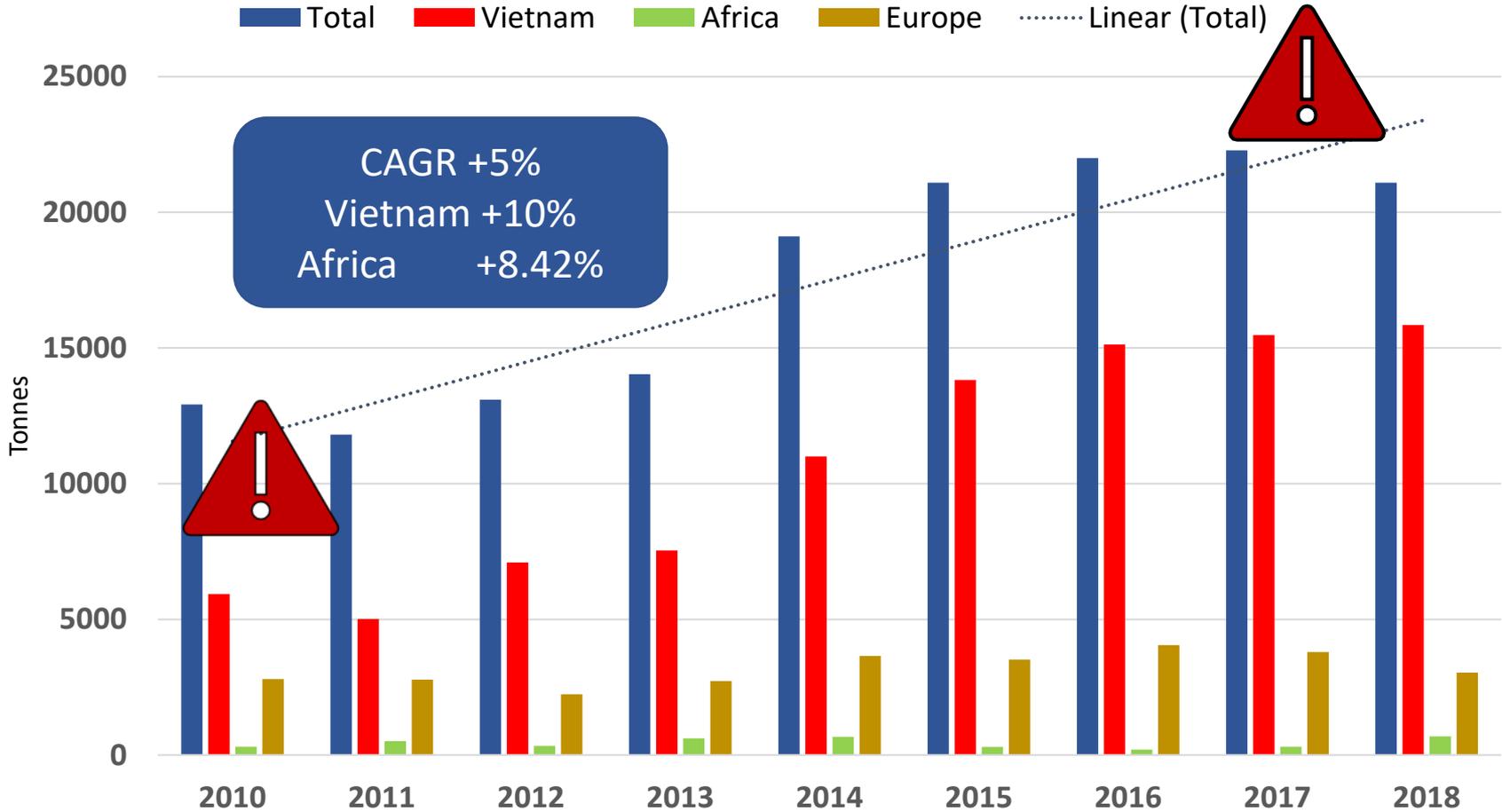


- The UK left the EU on 31<sup>st</sup> January 2020.
- May have far reaching consequences.
- No changes for now.
- Negotiation BREXIT trade terms now beginning.
- Standards and import requirements may change
- UK seeking bilateral trade deals Worldwide.



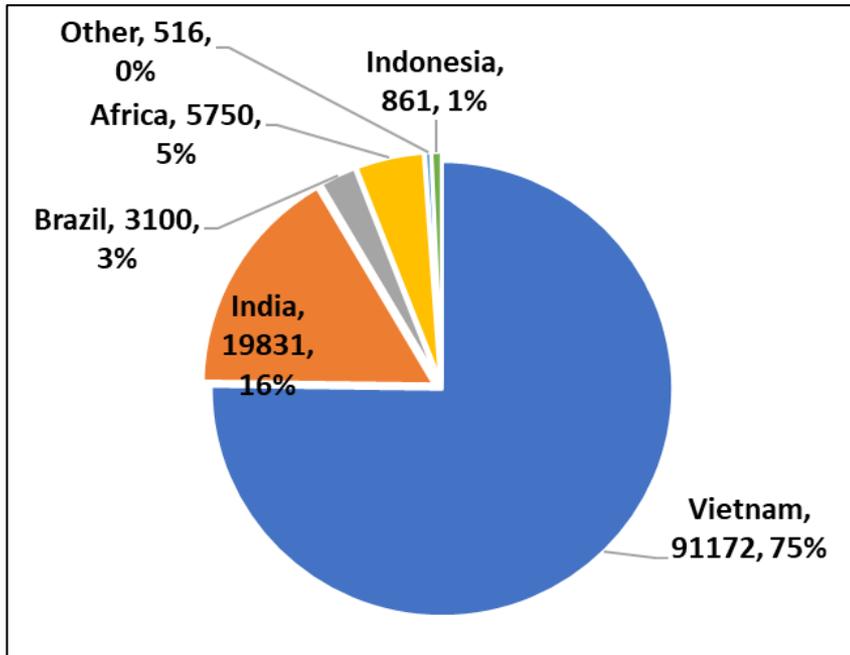
# UK CASHEW KERNELS IMPORTS

## UK IMPORTS CASHEW KERNELS

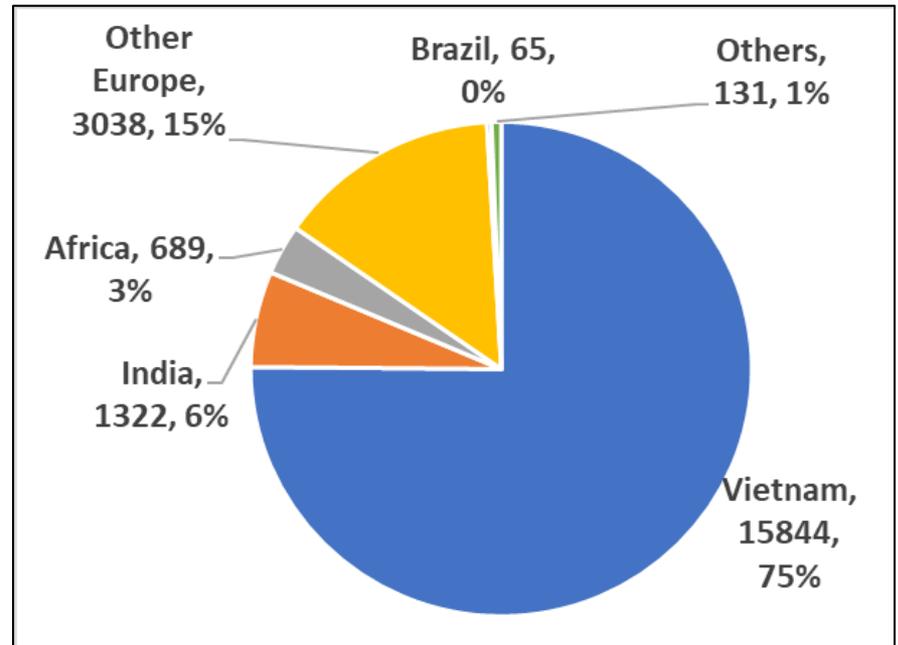


# UK IMPORT SOURCES COMPARED TO EU

EU 2018



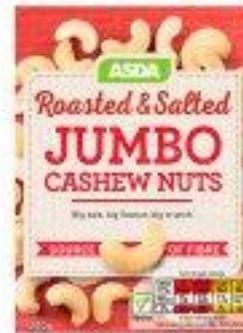
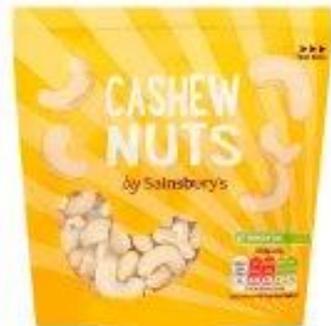
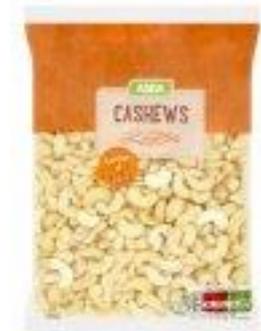
UK 2018



**UK less likely to buy in Africa ; Imports from other European countries.**

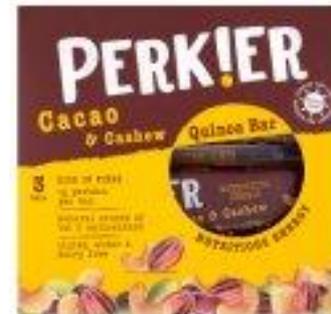
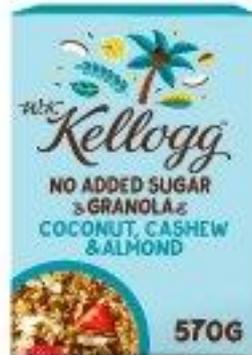
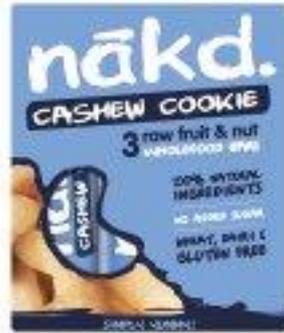
**Will this be an opportunity after Brexit completed ?**

# Developed snack market = WW320



- Private label & strong brands.
- Nut market circa US\$400m.
- Innovation in flavours and textures.
- Better for you plus comfort & taste.

# Innovation & new applications



*Products suitable for broken cashews – buyers often buy wholes and dice them – do not trust food safety of broken from origin*

# UK BIG CONSUMER TRENDS SUIT CASHEWS

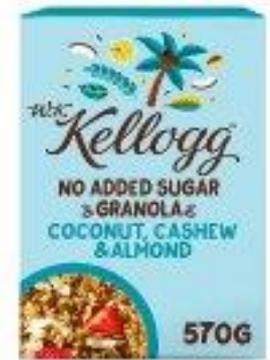
PROTEIN



FREE FROM...



CONVENIENCE



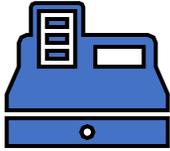
SWEET & SAVOURY



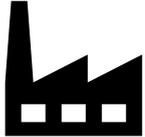
NATURAL , HEALTHY, LOW FAT



# UK CASHEW MARKET PLAYERS – CROWDED MARKET.



SUPERMARKETS RULE.



MAJOR BRANDS AND MANUFACTURERS.



“YOUNG” INNOVATORS.



MANY IMPORTERS. SOME LONG ESTABLISHED



BROKERS.

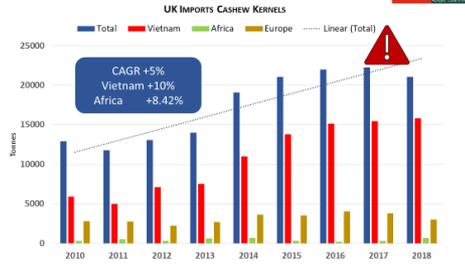
# Summary

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Thank you

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iss@iol.ie