



Post Covid-19 Export Opportunities

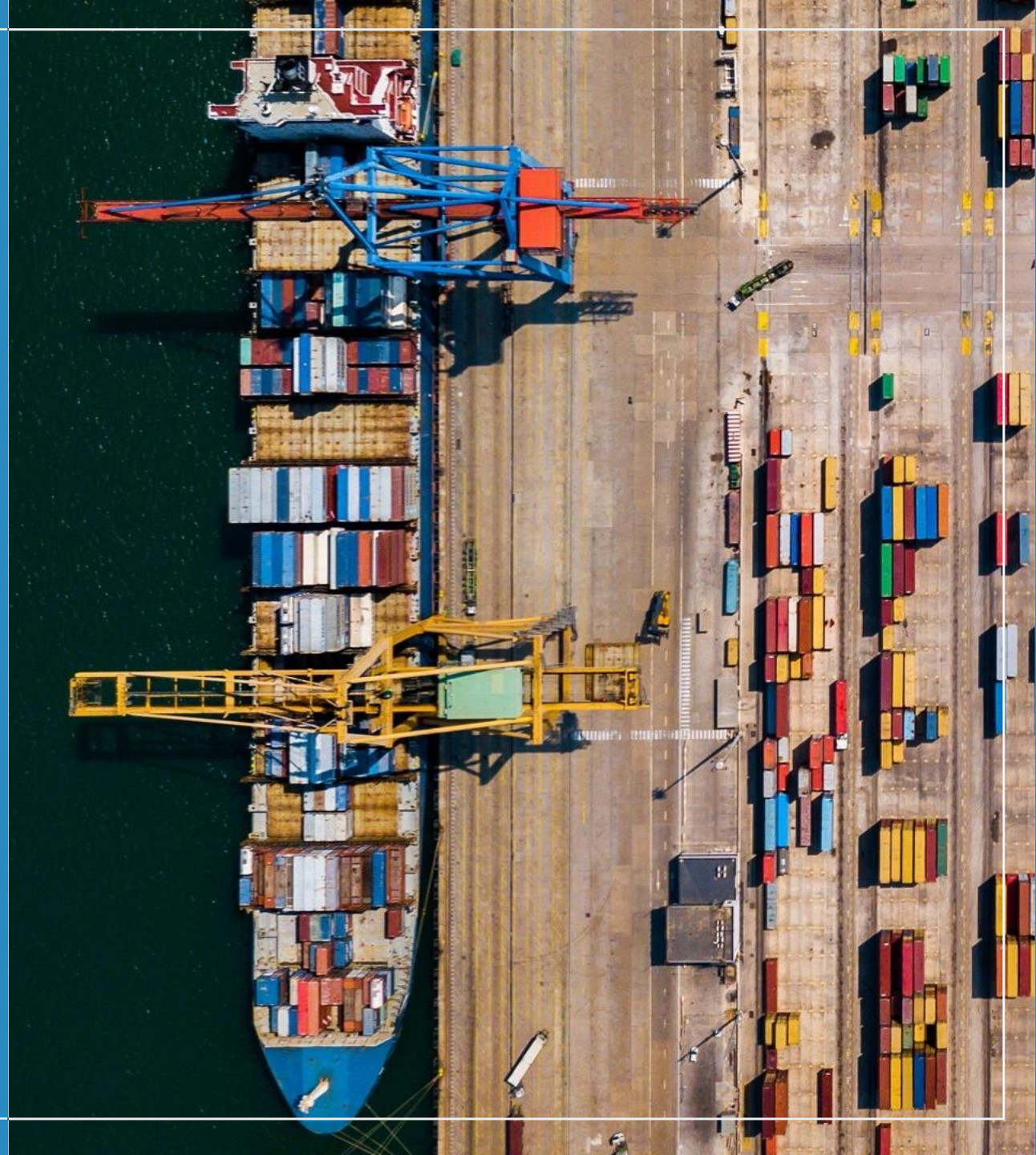
Europe & Sub-Saharan Africa

Mike Kruiniger – Senior Analyst in Consumer and Food & Drink September 30, 2020



Agenda

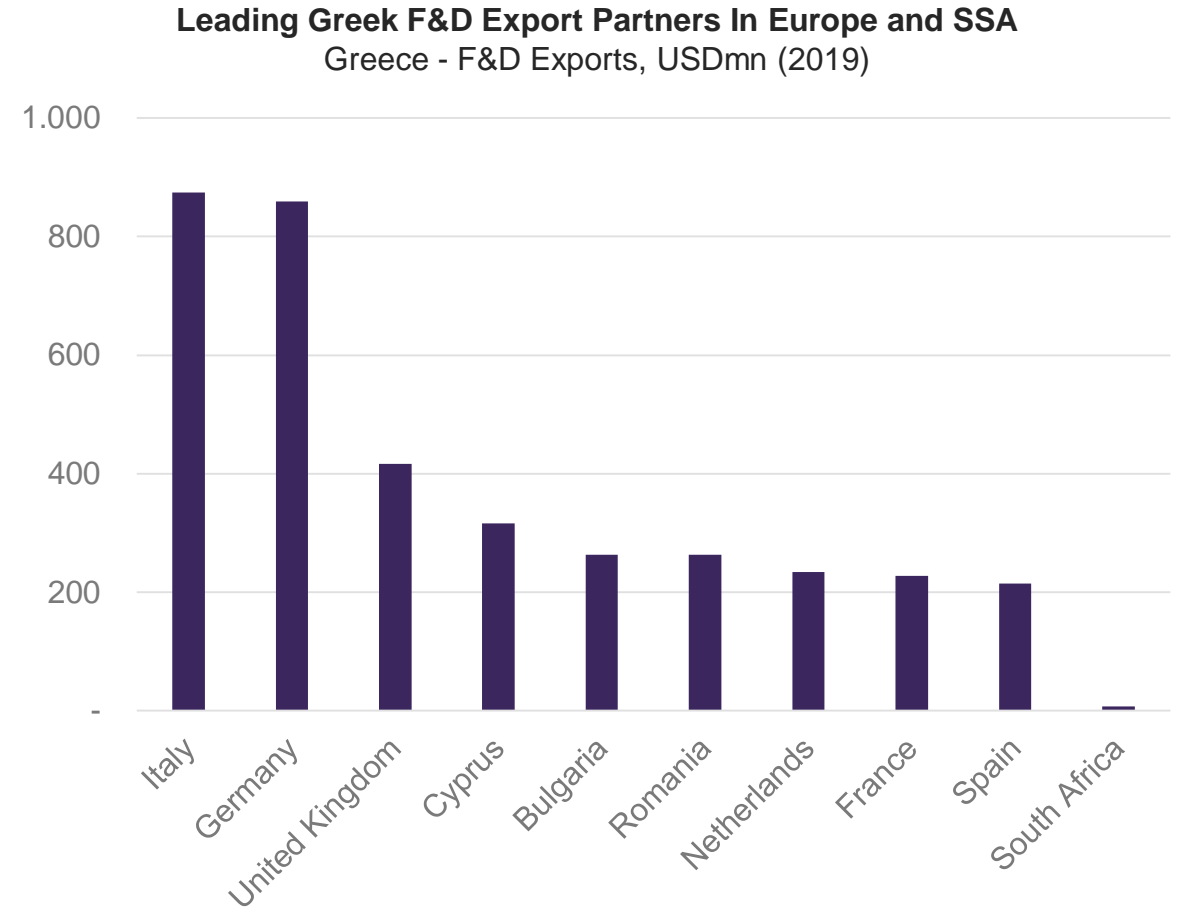
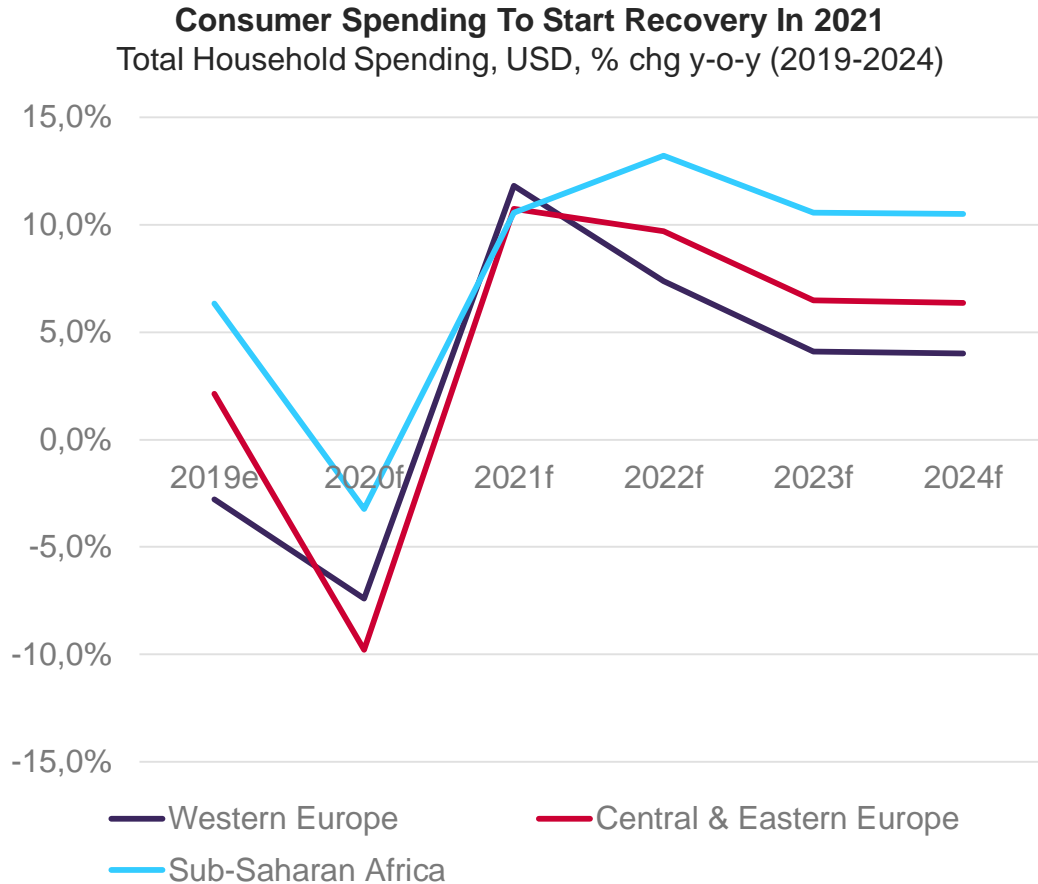
- Consumer Spending Beyond Covid-19
- Identifying Export Opportunities In Europe & Sub-Saharan Africa
- Spotlight: Poland, Kenya & The Netherlands



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Beyond Covid-19: F&D Export Opportunities In Europe And SSA



e/f = Fitch Solutions estimate/forecast. Source: National Statistics, Fitch Solutions

Source: Trade Map, Fitch Solutions

Identifying F&D Export Opportunities

- To identify export opportunities for Greek F&D producers, we look at three pillars:

Trade Dynamics

- Reliance on Greece: the prominence of Greece within a country's import portfolio for key *Greek* F&D products
- CAGR (2015-2019) of imports of key *Greek* F&D products

Rewards

- Part of Fitch Solutions' Risk/Reward Index
- Industry Rewards
- Country Rewards

Risks

- Part of Fitch Solutions' Risk/Reward Index
- Industry Risks
- Country Risks

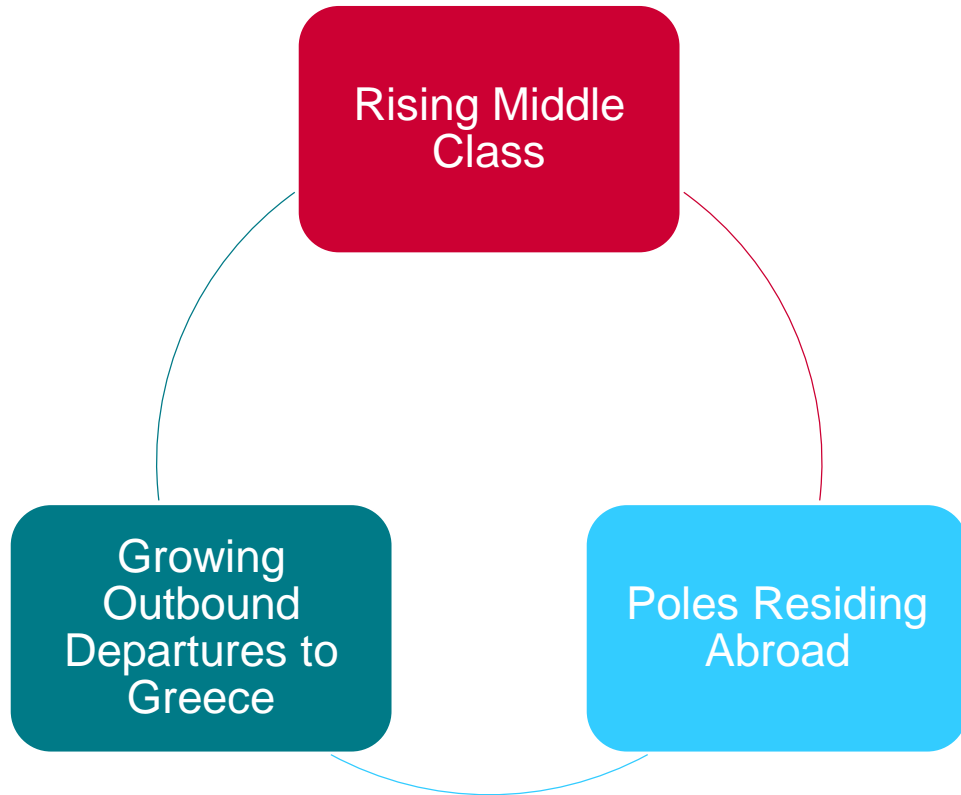
Food & Drink Opportunities Beyond Covid-19 In Europe And SSA

COUNTRY	RELIANCE ON GREECE, % SHARE	KEY GREEK F&D EXPORT PRODUCTS - IMPORT		INDUSTRY REWARDS	COUNTRY REWARDS	INDUSTRY RISKS	COUNTRY RISKS
		CAGR, 2015-2019					
Germany	5.4%	-1.6%		68.9	67.6	79.0	87.2
UK	3.9%	-2.0%		59.7	71.9	84.1	86.2
Netherlands	1.8%	1.5%		64.8	52.6	97.8	93.3
France	3.1%	1.9%		67.3	66.4	78.1	79.3
Sweden	4.0%	-1.9%		64.8	50.2	92.7	95.8
Russia	0.7%	-3.4%		65.1	68.1	46.3	54.0
Poland	6.2%	1.4%		55.6	57.6	67	71.5
Czech	4.8%	1.7%		56.8	41.4	73	81.1
Slovakia	2.7%	-0.7%		60.6	32.1	57.1	70.9
Estonia	1.5%	-0.4%		56.8	21.7	67.6	87.9
Kenya	0.1%	4.1%		68.9	56.2	17.8	29.9
South Africa	3.0%	-4.3%		35.2	71.4	43.5	37.5
Nigeria	0.1%	-31.7%		60.0	60.0	13.3	18.0
Ethiopia	1.7%	-4.6%		60.0	59.3	6.7	12.7
Ghana	0.0%	na		43.2	53.1	34.3	40.3

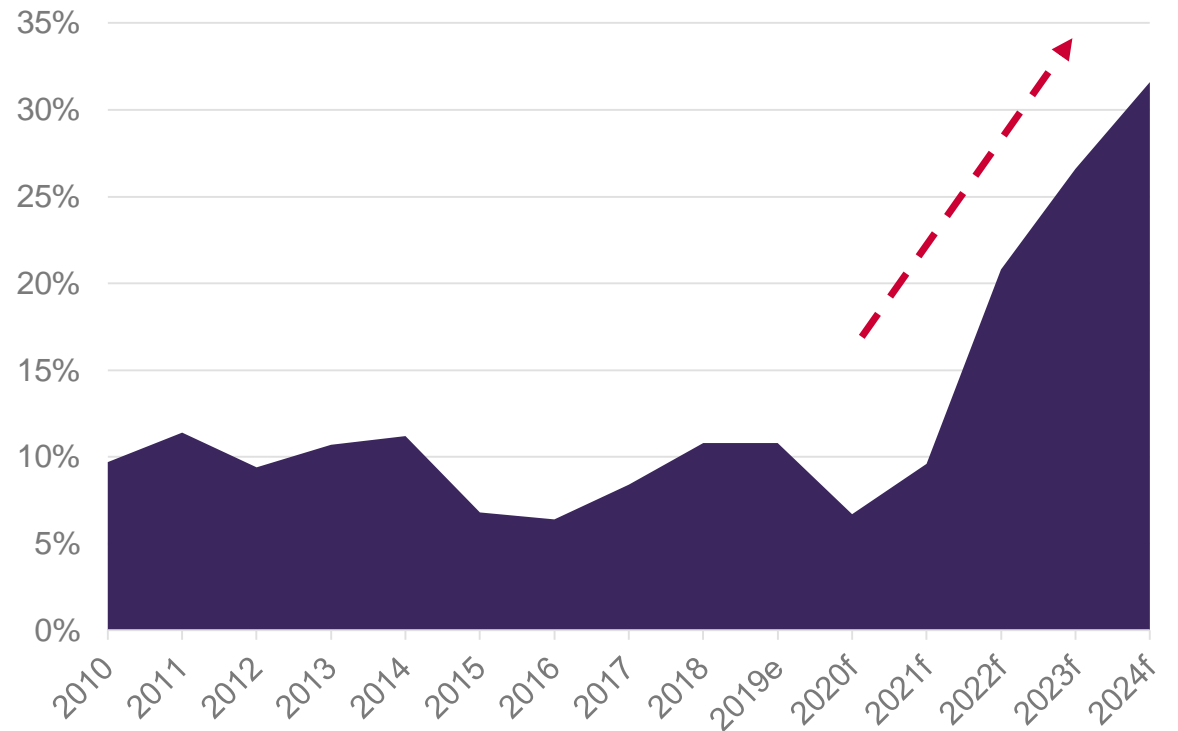
Note: Industry Rewards, Country Rewards, Industry Risks and Country Risks scores are part of Fitch Solutions' Risk/Reward Index. Scores out of 100, with higher scores indicating a more favourable profile.
Source: Trade Map, Fitch Solutions

Poland: Rising Incomes To Fuel Premiumisation Trend

Polish Consumers Demand Drivers For Greek Products



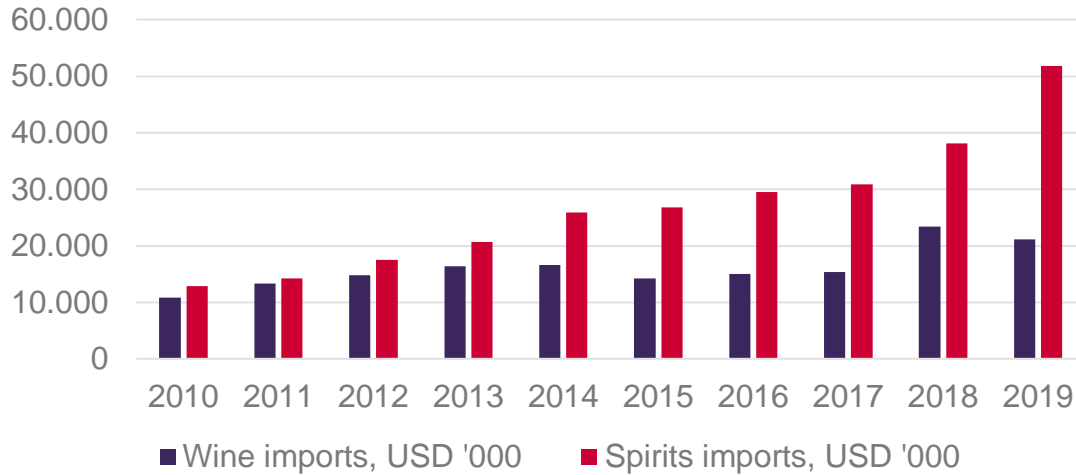
Growing Middle Class To Create F&D Opportunities
Poland - Household Disposable Income USD25,000+, % Total Households (2010-2024)



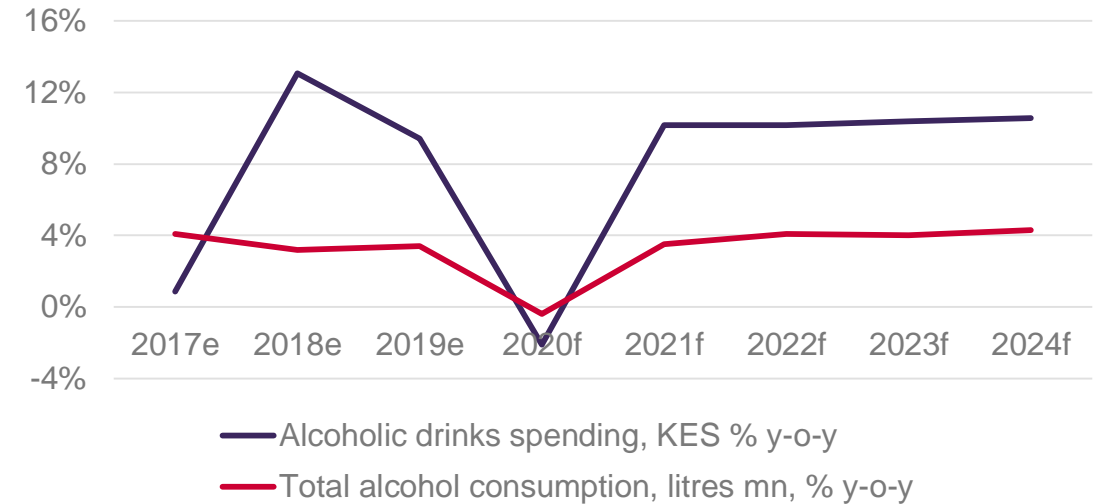
e/f = Fitch Solutions estimate/forecast. Source: Poland Statistical Office, Eurostat, Fitch Solutions

Kenya: Industry Formalisation Offers Opportunities For Wine & Spirits

Growing Demand For Spirits Offers Opportunities
Kenya - Alcoholic Drink Imports (2010-2019)



Alcohol Market To Continue To Formalise Beyond Pandemic
Kenya - Alcoholic Drinks Consumption & Spending (2017 - 2024)



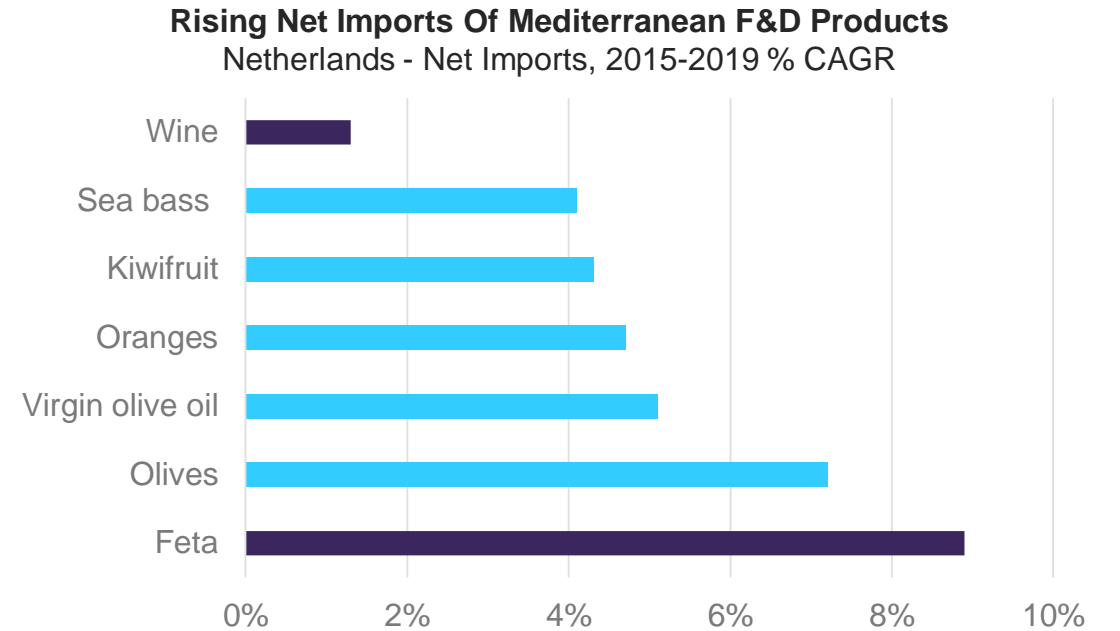
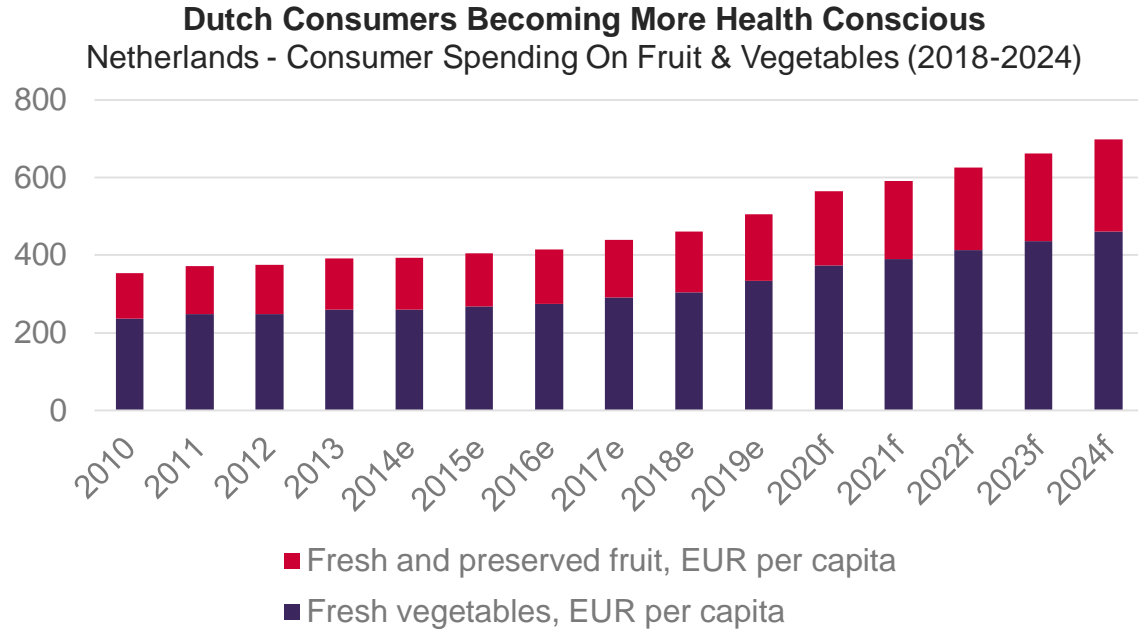
Kenya's attractiveness is supported by:

- **Rising wealth levels:** We forecast the average disposable income per household to expand significantly over the coming years, growing from USD2,500 in 2020 to USD3,200 in 2024 (6.4% CAGR).
- **Kenya as a springboard into larger regional market:** Kenya has access to a free trade area with countries in the EAC, the Southern African Development Community and the Common Market for Eastern and Southern Africa. This is direct tariff-free access to a consumer market with an adult population of 430mn in 2020. By 2050, the adult population will more than double, to 1.2bn people.

Source: Trade Map, Fitch Solutions

e/f = Fitch Solutions estimate/forecast. Source: National Statistics, Fitch Solutions

Netherlands: Healthification Fuels Spending On Fruit, Vegetables & Fish



- Dutch consumers are becoming increasingly health conscious, which translates into growing consumer demand for F&D products that are viewed as key to a healthy diet, such as fruit and vegetables. We project consumer spending on fruit in the Netherlands to grow at an average annual growth rate of 7.1% over 2020-2024, while spending on vegetables is forecast to expand at average growth rate of 6.9% per annum.
- Meat consumption amongst Dutch consumers is declining, with Wageningen University & Research reporting that consumers in the Netherlands ate 77.2kg of meat per capita in 2018, down from 79.0kg in 2010. This creates opportunities for fish exports to the Netherlands.

e/f = Fitch Solutions estimate/forecast. Source: National Sources, Fitch Solutions

Source: Trade Map, Fitch Solutions

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