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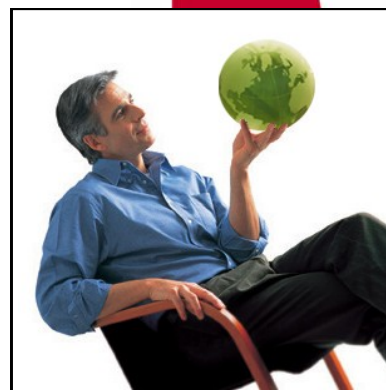
**International
Markets
Bureau**

MARKET INDICATOR REPORT | DECEMBER 2011

Soy-Based Products in Western Europe



Source: Shutterstock





▶ MARKET SNAPSHOT

- ▶ In 2010, Belgium was the largest Western European market in terms of per-capita value consumption of soy-based products with US\$7.8, followed by Norway (US\$6.7) and Spain (US\$6.5).
- ▶ Spaniards consumed the most soy-based products in volume terms in 2010 (142.8 million litres of soy-based dairy products and 13 300 tonnes of other soy-based products). However, France was the largest market for soy-based products in terms of value sales, and is forecast to remain as such. The French market for soy-based products is expected to reach US\$445 million in value in 2015.
- ▶ From 2005 to 2010, overall volume sales for soy-based products in Western Europe grew throughout 2005 to 2010. For the soy drinks and soy milk sectors, countries such as Germany, the Netherlands and the United Kingdom have seen slightly decreasing volume sales. Another slight decrease over this period was seen in French volume sales of soy-based yogurt.
- ▶ The sales value of soy-based products in Western Europe grew by 46.4% from 2005 to 2010, Spain being the fastest-growing market for that period with 152.1%. The Western European market is forecast to grow by 19.2% for the total 2011-2015 period.
- ▶ “Free from additives and preservatives,” “vegetarian,” “microwaveable,” “environmentally friendly package,” and “no/low/reduced allergen,” were common claims for new soy products in Western Europe.
- ▶ The preferred flavour for new products launched on the Western European market was unflavoured/plain, followed by chocolate, caramel and hazelnut.
- ▶ Private label accounted for approximately 11% of soy-based product company shares in 2009, due mainly to the increasing popularity of discount grocery retailers in Western Europe.
- ▶ The main distribution channels for soy-based products in Western Europe were supermarkets and hypermarkets, mostly through retailers such as Carrefour, Auchan, Tesco, Metro Group and Schwarz Group.
- ▶ All soy-based products, with the exception of soy sauce, are part of the broader health and wellness market.

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► HEALTH AND WELLNESS SOY-BASED PRODUCTS

Market Sizes of Soy-Based Products in Western Europe Retail Value in US\$ millions - Current Prices

Categories	2005	2006	2007	2008	2009	2010
NH Soy-Based Chilled and Shelf Stable Desserts	106.9	115.1	124.0	125.1	124.9	125.1
Organic Soy-Based Chilled and Shelf Stable Desserts	27.2	27.8	28.5	29.2	29.5	30.1
NH Soy Drinks	32.0	35.9	44.5	49.8	53.6	41.2
Organic Soy Drinks	0.6	0.6	0.6	1.2	1.6	1.7
NH Soy Milk	461.7	527.7	586.7	639.7	672.7	709.0
Organic Soy Milk	100.0	117.2	132.1	141.9	156.8	168.5
NH Soy-Based Yogurt	205.0	254.3	279.8	301.5	312.5	332.8
Organic Soy-Based Yogurt	24.1	27.6	32.9	36.9	39.0	41.1
Other NH Soy-Based Dairy Alternatives	1.9	2.2	2.4	2.9	3.2	3.4
NH Soy-Based Frozen Meat Substitutes	59.2	60.4	61.9	62.3	62.3	63.3
Other NH Soy-Based Meat Substitutes	20.2	21.5	22.0	22.6	29.3	30.0
NH Soy-Based Ready Meals	43.1	47.2	51.0	54.5	58.0	61.6
Soy-Based Sauces	151.3	161.6	171.5	181.5	189.9	197.0
Western Europe	1,233.0	1,399.2	1,538.1	1,649.2	1,733.4	1,804.8

Source: Euromonitor 2011

Note: NH = Naturally Healthy

- Soy-based products all fall into the health and wellness market, with the exception of soy-based sauces.
- The health and wellness soy-based products market combines both naturally healthy (NH) and organic soy products.
- Soy is perceived as a quality protein that is mostly used to produce milk, tofu and nuts and acts as an ingredient in meat substitutes.
- Soy is becoming increasingly recognized for its health benefits, as well as its convenience for vegetarians and people with lactose allergies or intolerances.
- New formulations are improving soy products' taste and texture, which contributes to its increasing popularity in Western Europe.





► RETAIL SALES

Market Sizes of Soy-Based Products in Western Europe by Country Forecast Retail Value in US\$ millions - Current Prices

Country	2011	2012	2013	2014	2015	2011-2015 % Total Growth
Western Europe	1,890.3	1,979.3	2,071.8	2,163.1	2,252.3	19.2
France	388.6	399.2	412.9	428.3	445.2	14.6
Spain	326.2	353.4	380.2	407.6	428.9	31.5
United Kingdom	299.4	303.9	309.7	316.3	325.4	8.7
Italy	213.1	229.6	245.0	257.4	269.5	26.5
Germany	231.6	237.2	242.4	244.3	246.3	6.3
Netherlands	79.7	86.4	93.8	102.2	111.6	40.0
Belgium	86.3	89.3	92.1	95.2	98.1	13.6
Switzerland	30.4	33.2	36.2	39.4	42.9	41.3
Norway	34.1	35.9	37.7	39.7	41.7	22.4
Finland	28.8	30.8	33.0	35.3	37.8	31.2
Sweden	33.0	34.1	35.3	36.5	37.7	14.1
Denmark	29.8	31.2	32.5	33.8	35.1	17.7
Austria	26.6	27.9	29.0	29.9	30.8	15.7
Ireland	24.7	25.8	27.0	28.2	29.4	19.0
Turkey	4.2	4.4	4.6	4.9	5.2	24.3
Portugal	3.1	3.2	3.3	3.4	3.5	12.0
Greece	2.0	2.1	2.2	2.3	2.4	16.0

Source: Euromonitor 2011

- France is expected to be the largest Western market for soy-based products with US\$445 million in retail sales in 2015, while Switzerland is expected to be the fastest growing market with a 41.3% growth rate for the 2011-2015 period.
- Spain also offers opportunity for soy-based products, forecast as both a large and fast-growing market for the next five years.

► COMPANY AND BRAND SHARES

Top 10 Company Shares (by Global Brand Owner) in the Western Europe Soy-Based Products Market Retail Sales Value % Breakdown

Companies	2005	2006	2007	2008	2009
Dean Foods Co	-	-	0.1	0.1	21.8
Triballat-Noyal SAS	9.1	8.3	8.0	8.1	7.7
Koninklijke Wessanen NV	7.1	6.9	6.8	7.0	7.1
Grupo Leche Pascual SAU	4.9	5.2	5.5	5.8	6.0
Valsoia SpA	5.0	4.8	4.8	5.0	5.1
Kikkoman Corp	4.1	3.9	3.9	3.8	3.7
Hain Celestial Group Inc, The	-	2.7	2.5	2.1	1.8
Otsuka Pharmaceutical Co Ltd	-	-	-	-	1.7
Danone, Groupe	2.0	1.3	1.3	1.3	1.2
Australasian Conference Association Ltd	1.6	1.6	1.3	1.1	0.9
Private Label	8.4	8.5	9.0	10.0	11.1
Others	21.8	21.4	21.8	21.4	21.8

Source: Euromonitor 2011



► COMPANY AND BRAND SHARES (continued)

Top 10 Brand Shares (by Global Brand Name) in the Western Europe Soy-Based Products Market - Retail Sales Value % Breakdown

Brand	Company name (GBO)	2005	2006	2007	2008	2009
Alpro	Dean Foods Co	-	-	-	-	21.7
Bjorg	Koninklijke Wessanen NV	8.1	7.7	7.6	7.8	8.0
Sojasun	Triballat-Noyal SAS	9.6	8.7	8.3	8.4	7.9
Vive Soy	Grupo Leche Pascual SAU	5.5	5.9	6.1	6.5	6.7
Valsoia	Valsoia SpA	3.5	3.4	3.3	3.5	3.6
Provamel	Dean Foods Co	-	-	0.1	0.1	2.6
Linda McCartney	Hain Celestial Group Inc, The	-	3.0	2.8	2.3	2.0
Yosoi	Valsoia SpA	1.9	1.7	1.7	1.7	1.7
Savia	Danone, Groupe	1.0	0.9	1.0	1.1	1.1
So Good	Australasian Conference Association Ltd	1.9	1.8	1.5	1.3	1.1
Private Label	Private Label	8.0	8.1	8.6	9.7	11.0
Others	Others	22.6	22.2	22.7	22.0	22.4

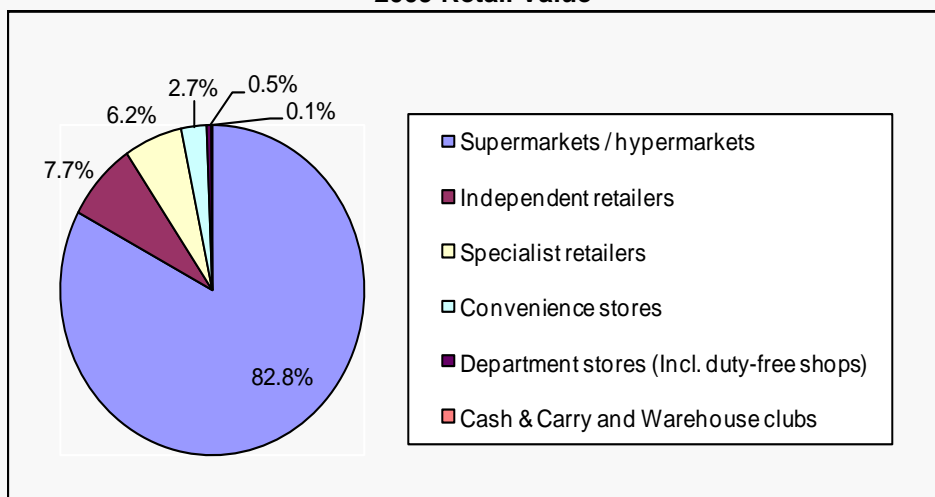
Source: Euromonitor 2011

- In 2009, private label held around 11% of the total soy products market in Western Europe, which demonstrates an opportunity for foreign companies to sell their products in this market.
- According to Datamonitor, Dean Foods Company held 23.4% of the dairy soy products market in Western Europe in 2009.

► DISTRIBUTION CHANNELS

- Supermarkets and hypermarkets are the most popular distribution channels in Western Europe. This category accounted for 82.8% of distribution shares and consists of retailers such as Carrefour, Auchan, Tesco, Metro Group and Schwarz Group.

Distribution Shares of Soy-Bases Products in Western Europe - 2009 Retail Value



Source: Datamonitor, 2011.

Note: Distribution shares only include dairy soy-based products (drinks, milk and desserts).

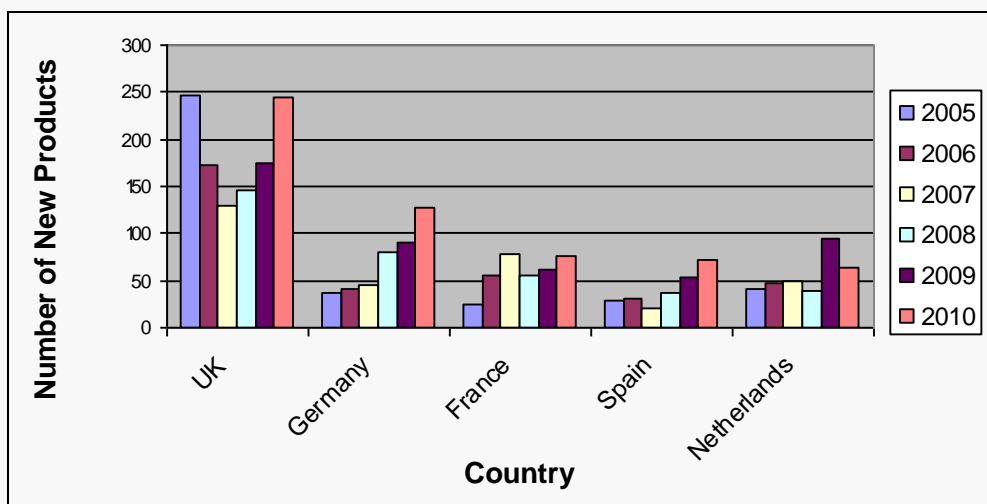
Information on distribution channels for soy-based meat substitutes, ready-meals and sauces is not available.



▶ NEW PRODUCT LAUNCHES

- ▶ Between February 2011 and August 2011, 467 new soy-based food and drink products were launched on the Western European market.
- ▶ The sub-category split for new soy-based products was: prepared meals (12%), sweet biscuits/cookies (10%), bread and bread products (10%), cakes, pastries and sweet goods (8%), and hors d'oeuvres/canapés (5%).
- ▶ The top claims were mainly based on ethical, natural, convenient and allergen-free features, including: no additives/preservatives (23%), vegetarian (19%), microwaveable (18%), environmentally friendly package (14%), no/low/reduced allergen (11%), ease of use(8%), and gluten-free, time/speed, and organic (each with 7%).
- ▶ The United Kingdom was the most active country in Western Europe, accounting for over a quarter (26%) of all new soy-based product launches, followed by Germany (14%), France (12%), Spain (10%), and the Netherlands (8%).

Number of New Product Launches in the Top 5 Countries from 2005 to 2010



Source: Mintel 2011

- ▶ The following are two examples of innovative new soy-based products launched on the Western European market within the past six months, from Mintel Global New Products Database (2011). A product that is considered innovative is either novel, has innovative ingredients and/or has interesting or convenient packaging.



Protein Diet Cappuccino and Chocolate Drink

Company: Rossmann (private label)

Country: Germany

Claims: Convenient packaging, functional-bone health, high protein, vitamin/mineral fortified and weight control.

Price: US\$7.56



Hundreds and Thousands

Company: Lotus Bakeries

Country: The Netherlands

Claims: Convenient packaging and no additives/preservatives, gluten-free, no/low/reduced allergen

Price: US\$3.16

Note: Ingredients selected in Mintel for new products included: soybean meal, soy sauce, soybean oil, soybean flour, soybean juice, soybean milk, soybean milk powder, soybean yogurt and soybean cheese.



EU27 (External Trade) Imports from the World Commodity 1201: Soya Beans, Whether Or Not Broken						
Partner Country	CAD \$			% Share		
	2008	2009	2010	2008	2009	2010
World	7,974,353,178	6,321,592,096	5,949,707,866	100	100	100
Brazil	4,734,170,818	4,498,430,764	2,559,362,039	59.37	71.16	43.02
United States	1,954,701,736	947,509,337	1,410,896,037	24.51	14.99	23.71
Paraguay	500,434,501	350,461,540	1,028,629,086	6.28	5.54	17.29
Canada	389,646,769	293,639,903	579,590,097	4.89	4.65	9.74
Uruguay	120,392,567	72,268,463	210,595,015	1.51	1.14	3.54
Ukraine	77,841,486	85,603,429	65,006,614	0.98	1.35	1.09
Argentina	161,760,846	37,661,195	48,068,015	2.03	0.6	0.81
China	23,668,420	18,378,259	13,862,484	0.3	0.29	0.23
Serbia	247,070	1,402,047	8,364,906	0	0.02	0.14
Antigua & Barbuda	0	0	6,068,921	0	0	0.1

Source: Global Trade Atlas 2011

EU27 (External Trade) Exports to the World Commodity 1201: Soya Beans, Whether Or Not Broken						
Partner Country	CAD \$			% Share		
	2008	2009	2010	2008	2009	2010
World	28,074,357	24,390,211	16,285,734	100	100	100
Switzerland	7,239,093	7,351,394	9,673,374	25.79	30.14	59.4
Gabon	1,128,891	1,410,411	1,412,738	4.02	5.78	8.67
Syria	0	0	1,331,776	0	0	8.18
Turkey	34,061	9,381,352	1,232,805	0.12	38.46	7.57
Bosnia & Herzegovina	1,430,688	3,966,727	812,938	5.1	16.26	4.99
Russia	14,398,362	163,300	335,899	51.29	0.67	2.06
Norway	519,098	329,065	227,011	1.85	1.35	1.39
Lebanon	10,267	695	204,130	0.04	0	1.25
Ukraine	341,735	748,359	191,430	1.22	3.07	1.18
Tunisia	10,885	0	176,453	0.04	0	1.08
Canada (15th)	84,673	198,358	42,460	0.3	0.81	0.26

Source: Global Trade Atlas 2011



EU27 (External Trade) Imports from the World Commodity 1507: Soya-Bean Oil And Its Fractions, W/N Refined, But Not Chemically Modified						
Partner Country	CAD \$			% Share		
	2008	2009	2010	2008	2009	2010
World	1,377,844,582	546,810,835	659,793,357	100	100	100
Argentina	555,401,382	128,683,916	305,323,848	40.31	23.53	46.28
Russia	34,752,310	70,761,768	128,463,510	2.52	12.94	19.47
Norway	88,798,804	53,377,856	64,610,704	6.44	9.76	9.79
Brazil	633,628,039	225,340,718	48,159,851	45.99	41.21	7.3
Serbia	48,007,456	30,797,311	38,519,353	3.48	5.63	5.84
Ukraine	5,576,406	27,529,560	34,433,559	0.4	5.03	5.22
Venezuela	0	0	12,574,434	0	0	1.91
Paraguay	2,479,589	3,393,727	9,999,572	0.18	0.62	1.52
Croatia	0	16	6,378,366	0	0	0.97
Moldova	1,093,461	1,532,342	4,162,435	0.08	0.28	0.63
Canada (29th)	0	385	1,356	0	0	0

Source: Global Trade Atlas 2011

EU27 (External Trade) Exports to the World Commodity 1507: Soya-Bean Oil And Its Fractions, W/N Refined, But Not Chemically Modified						
Partner Country	CAD \$			% Share		
	2008	2009	2010	2008	2009	2010
World	480,859,441	418,422,640	408,195,944	100	100	100
South Africa	20,642,431	10,862,553	188,990,702	4.29	2.6	46.3
Algeria	109,908,718	148,882,471	74,342,836	22.86	35.58	18.21
Angola	59,570,555	39,855,184	44,694,439	12.39	9.53	10.95
Russia	36,723,386	3,005,704	13,343,246	7.64	0.72	3.27
Norway	17,935,916	14,284,966	8,857,039	3.73	3.41	2.17
Suriname	8,069,520	6,300,870	8,140,299	1.68	1.51	1.99
Cape Verde	6,858,398	5,510,189	7,952,270	1.43	1.32	1.95
Israel	2,697,362	5,525,767	6,255,397	0.56	1.32	1.53
Morocco	5,431,732	84,733,305	5,387,763	1.13	20.25	1.32
Tunisia	37,958,169	12,874,653	5,082,261	7.89	3.08	1.25
Canada (40th)	69,552	431,555	317,869	0.01	0.1	0.08

Source: Global Trade Atlas 2011

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada assumes no liability for any actions taken based on the information contained herein.

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