



Welsh Food and Drink Annual Exports Bulletin 2019

Highlights



THE TOP DESTINATIONS FOR EXPORTS WERE

IRELAND,
FRANCE AND THE
NETHERLANDS







FOOD AND DRINK GOODS EXPORTS INCREASED BY

£26M

BETWEEN 2018 AND '19, AN IMPROVEMENT ON THE

INCREASE BETWEEN 2017 AND '18

THE HIGHEST VALUE EXPORT CATEGORIES IN 2019 WERE MEAT AND MEAT PRODUCTS

(MP612)

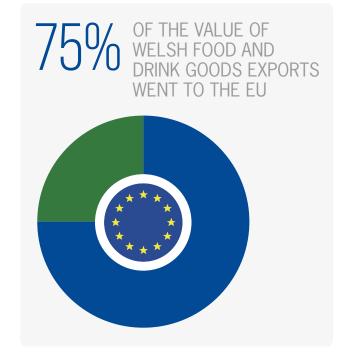


AND

DAIRY PRODUCTS AND BIRDS' EGGS

(£132_M)







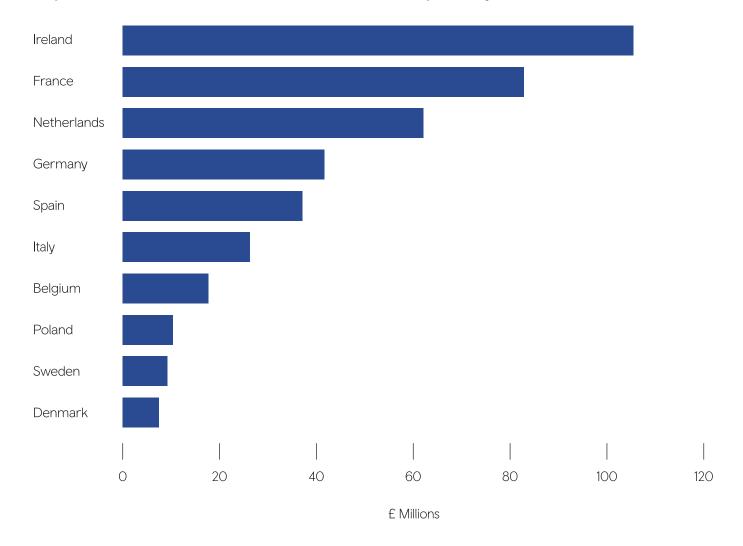
Export destinations in the EU

Welsh exports of food and drink to countries in the EU were worth £426 million in 2019, a £32 million increase from the previous year. This represents 75% of food and drink goods exports in 2019, which is higher than the UK figure which stands at just under 60%. This shows that Welsh food and drink exports are more reliant on the EU. The Republic of Ireland continued to be the highest value destination at £105 million, making up 19% of the total figure. The other top 5 destinations for food and drink goods exports were France (£83 million), the Netherlands (£62 million), Germany (£42 million), and Spain (£37 million).

The highest value exports to EU destinations in 2019 were Meat and Meat Products (£131 million), Dairy Products and Birds Eggs (£105 million), and Cereals and Cereal Preparations (£45 million).

Across all food categories, the majority of export destinations are within the EU. Vegetables and fruit are the most dependent on EU trade, with 91% of exports (£17 million) going to destinations in the EU. Meanwhile, exports of Miscellaneous Edible Products and Preparations are the least dependent on EU exports, with only 58% of exports (£45 million) going to destinations in the EU.

Top EU destinations for Welsh food and drink exports by value, 2019



Export destinations outside the EU

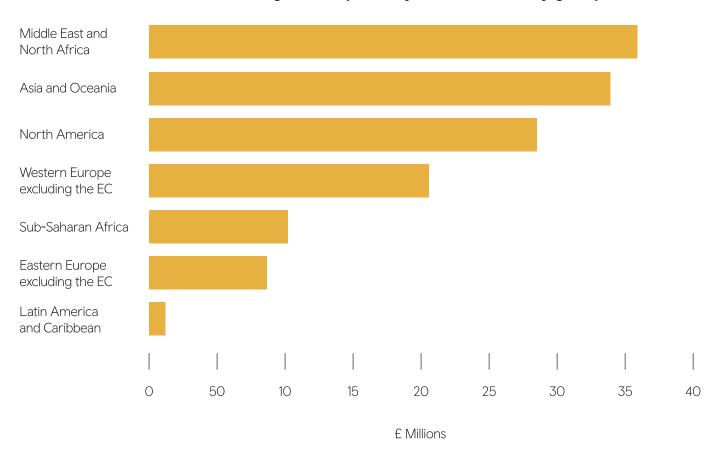
Welsh food and drink exports to destinations outside the EU were worth £139 million in 2019. This was £6 million less than in 2018, however the figure has increased by £19 million since 2017 and by £83 million since 2014. The top non-EU destinations for Welsh food and drink goods exports were the USA (£20 million), Turkey (£11 million), Australia (£9 million), Saudi Arabia (£9 million), and Canada (£8 million).

The top 3 exports to Non-EU destinations were Meat and Meat Products (£38 million),

Miscellaneous Edible Products and Preparations (£32 million), and Dairy Products & Birds Eggs (£27 million).

Between 2014 and 2019, the largest value increases in good exports to Non-EU destinations went to Turkey (+£11 million), USA (+£9 million), and Saudi Arabia (+£9 million). The largest increases between 2018 and 2019 were in Egypt (+£3 million), Jordan (+£2 million), and Russia (+£2 million).

Value of Welsh food and drink goods exports by non-EU country group, 2019



Beyond Brexit: Key markets for Welsh exports

USA

The USA is an important destination for Welsh food and drink exports and is the highest value consumer market in the world. Exports to the USA were worth £20 million in 2019, up from £18 million in 2018 and £11 million in 2014. The largest value Welsh food and drink export to the USA was Miscellaneous Edible Products and Preparations. UK food and drink exports to the USA were worth £2.4 billion in 2019.

New Zealand

Like Australia, the
New Zealand market has
good brand awareness of
Welsh products. Welsh food
and drink exports to New Zealand were
worth £1 million in 2019, double the
figure in 2018. Exports of animal feed were
the highest value food and drink export,
worth £0.9 million.

Canada

Canada is a key route into the North American market and trade between the EU and Canada has been boosted by the CETA. Welsh food and drink goods exports to Canada were worth £8 million in 2019, a £3 million decrease from 2018. The largest value export was Cereals & Cereal Preparations, worth £5 million. UK food and drink exports to Canada were worth £346 million in 2019.

Japan

With its ban on British red meat lifted and good opportunities for raising brand awareness, Japan is a key market for Welsh food and drink. Exports of food and drink to Japan were worth £4 million in 2019, more than double the 2017 figure. The largest exports were live animals excluding seafood (£2 million) and Dairy Products and Birds Eggs (£1 million).

Australia

The Australian market has positive brand awareness of Welsh food and drink. Exports to Australia were worth £9 million in 2019, a £2 million increase from 2018. Miscellaneous Edible Products and Preparations were the highest value Welsh export, worth £4 million.

Middle East

Food and drink exports to destinations in the Middle East have grown significantly since 2014. The highest value countries for Welsh food and drink exports in the Middle East were Saudi Arabia (£9 million), Jordan (£7 million), and the United Arab Emirates (£5 million).

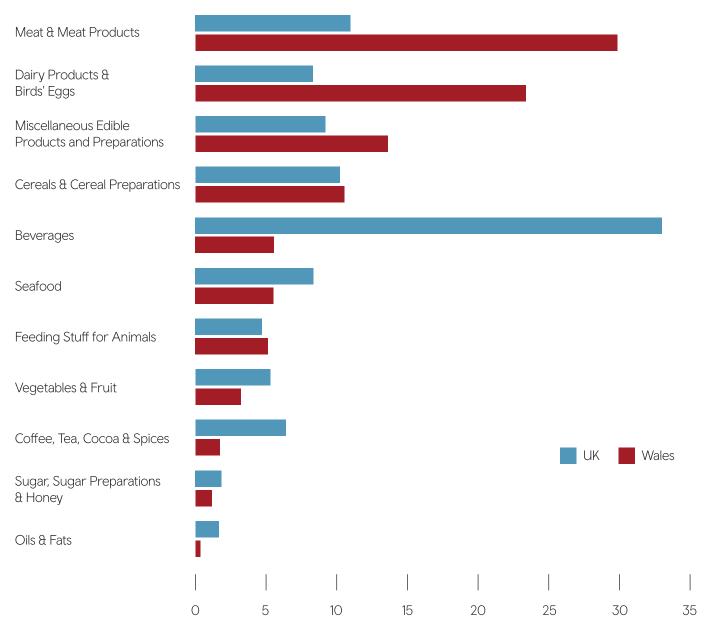
Products exported

In 2019, the highest value Welsh food and drink goods exports were Meat and Meat Products (£169 million), Dairy Products and Birds Eggs (£132 million), and Miscellaneous Edible Products and Preparations (£77 million). The largest percent increase between 2018 and 2019 was in Beverage exports which increased by 22%, increasing from £26 million to £31 million. Exports of Cereals and Cereal Preparations saw the largest percent decrease at -28%, decreasing from £82 million to £59 million.

Comparing UK and Wales exports

Compared to the UK, the relative contribution of individual food categories to total food and drink goods exports in Wales has a number of noticeable differences. Meat and Meat Products are the highest value food and drink export in Wales, representing 30% of total exports, while at the UK they only represent 11% of total exports. The highest value food and drink goods export at the UK level is Beverages, representing 33% of exports, while in Wales they represent only 6%.

Proportion of food and drink exports by category, 2019 (UK and Wales)



Annex A. Data tables

Value of food & drink exports and total exports, Wales and the UK (£ millions), 2015–2019

	Wales				UK	Wales as a % of UK		
Year	Food & Drinks	All Exports	% of Wales Total	Food & Drinks	All Exports	% of UK Total	Food & Drinks	All Exports
2015	404	13253	3	18361	275420	6.7%	2.2%	4.8%
2016	436	14630	3	20289	290946	7%	2.1%	5%
2017	529	16479	3.2	22201	328302	6.8%	2.4%	5%
2018	539	17190	3.1	22897	339506	6.7%	2.4%	5.1%
2019	565	17706	3.2	23945	346499	6.9%	2.4%	5.1%

Source: Welsh Government analysis of HM Revenue & Customs Regional Trade in Goods statistics

Volume of food & drink exports and total exports, Wales and the UK (Tonnes), 2015-2019

	Wales				UK	Wales as a % of UK		
Year	Food & Drinks	All Exports	% of Wales Total	Food & Drinks	All Exports	% of UK Total	Food & Drinks	All Exports
2015	223600	8525600	2.6%	14468100	153716000	9.4%	1.5%	5.5%
2016	203000	7846600	2.6%	15668200	154477400	10.1%	1.3%	5.1%
2017	201400	7515100	2.7%	13016200	160839100	8.1%	1.5%	4.7%
2018	228300	8309900	2.7%	13393300	160337600	8.4%	1.7%	5.2%
2019	268700	8581000	3.1%	15029700	154251500	9.7%	1.8%	5.6%

Source: Welsh Government analysis of HM Revenue ${\mathfrak A}$ Customs Regional Trade in Goods statistics

Value of Welsh food & drink exports by destination (£ millions), 2015–2019

Year	2015	2016	2017	2018	2019
EU	333	360	409	395	426
Middle East and North Africa	10	14	35	46	36
Asia and Oceania	19	20	25	33	34
North America	28	20	26	30	29
Western Europe excluding the EU	8	8	19	19	21
Sub-Saharan Africa	3	7	6	9	10
Eastern Europe excluding the EU	2	6	7	6	9
Latin America and the Caribbean	1	1	1	2	1
Total	404	436	529	539	565

2019 compared to:					
2015 % change	2018 % change				
↑ 28%	↑ 8%				
↑ 263%	↓ 23%				
↑ 82%	1 4%				
↑ 0%	↓ 4%				
↑ 145%	↑ 9%				
1 99%	↑ 12%				
↑ 380%	↑ 38%				
↑ 116%	¥ 24%				
1 40	1 5				

Source: Welsh Government analysis of HM Revenue & Customs Regional Trade in Goods Statistics

Percentage value of Welsh food & drink exports by destination, 2015-2019

Year	2015	2016	2017	2018	2019
EU	82%	83%	77%	73%	75%
Middle East and North Africa	2%	3%	7%	9%	6%
Asia and Oceania	5%	5%	5%	6%	6%
North America	7%	5%	5%	6%	5%
Western Europe excluding the EU	2%	2%	4%	3%	4%
Sub-Saharan Africa	1%	1%	1%	2%	2%
Eastern Europe excluding the EU	-	1%	1%	1%	2%
Latin America and the Caribbean	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Source: Welsh Government analysis of HM Revenue & Customs Regional Trade in Goods Statistics

Value of Welsh food & drink exports by product (£ millions), 2015–2019

						2019 com	pared to:
Year	2015	2016	2017	2018	2019	2015 % change	2018 % change
Meat & Meat Products	94	122	147	142	169	↑ 79%	1 19%
Dairy Products & Birds' Eggs	91	89	120	110	132	1 46%	↑ 20%
Miscellaneous Edible Products & Preparations	46	61	73	78	77	↑ 68%	↓ 1%
Cereals and Cereal Preparation	61	56	67	82	59	↓ 3%	↓ 28%
Seafood	25	27	32	31	31	↑ 24%	↑ 0%
Beverages	39	32	29	26	31	↑ 19%	↑ 22%
Feeding Stuff for Animals	22	21	28	32	29	↑ 35%	↓ 10%
Vegetables & Fruit	6	7	8	16	18	↑ 215%	1 14%
Coffee, Tea, Cocoa & Spices	10	9	13	12	10	↑ 1%	↓ 16%
Sugar, Sugar Preparations & Honey	10	9	8	9	7	↓ 32%	↓ 23%
Oils & Fats	1	2	2	3	2	↑ 54%	↓ 23%
Total	404	436	529	539	565	1 40%	↑ 5%

Source: Welsh Government analysis of HM Revenue & Custom Regional Trade Statistics

Percentage value of Welsh food & drink exports by product, 2015–2019

Year	2015	2016	2017	2018	2019
Meat & Meat Products	23%	28%	28%	26%	30%
Dairy Products & Birds' Eggs	22%	20%	23%	20%	23%
Miscellaneous Edible Products & Preparations	11%	14%	14%	14%	14%
Cereals and Cereal Preparation	15%	13%	13%	15%	11%
Seafood	6%	6%	6%	6%	6%
Beverages	10%	7%	6%	5%	6%
Feeding Stuff for Animals	5%	5%	5%	6%	5%
Vegetables & Fruit	1%	2%	1%	3%	3%
Coffee, Tea, Cocoa & Spices	2%	2%	2%	2%	2%
Sugar, Sugar Preparations & Honey	2%	2%	2%	2%	1%
Oils & Fats	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Source: Welsh Government analysis of HM Revenue & Custom Regional Trade Statistics

Volume of Welsh food & drink exports by product (tonnes), 2014-2018

2019 compared to: 2015 % 2018 % 2016 Year 2015 2017 2018 2019 change change Meat & Meat Products 37,000 39,700 40,600 43,500 49,500 **1**34% **1**14% Dairy Products & 48,300 41,400 37,100 35,600 57,400 **↑**19% **↑**61% Birds' Eggs Miscellaneous Edible 15,400 17,000 16,300 14,500 13,900 **¥**10% **¥**4% Products & Preparations Cereals and Cereal Preparation 24,400 20,500 25,200 43,700 60,300 **↑**147% **↑**38% Seafood 8,700 7,300 9,600 5,500 7,600 **¥**13% **1**39% Beverages 41,900 39,100 36,500 34,500 42,200 1% **1**22% Feeding Stuff for Animals 26,800 20,200 20,700 31,000 20,200 **¥**25% **¥**35% Vegetables & Fruit 4,700 3,900 3,900 6,700 8,100 **↑**75% **↑**21% Coffee, Tea, Cocoa & Spices 2,200 1,800 2,300 2,400 1,900 **¥**15% **₩**21% Sugar, Sugar Preparations 13,500 10,800 8,200 9,900 6,800 **↓**50% **¥**32% & Honey 700 **↑**7% Oils & Fats 1,200 1,000 900 700 **¥**19% 228,200 Total 223,600 203,000 201,400 268,700 **1**20% **1**8%

Source: Welsh Government analysis of HM Revenue & Custom Regional Trade Statistics

Top 5 Welsh food & drink products by top 5 destinations (value in £ millions, volume in tonnes), 2015–2019

	2015		20	016	2017		20	018	2019	
Meat & Meat Products	Value	Volume								
France	26	7,400	31	8,500	32	7,600	33	8,400	39	9,200
Ireland	23	10,100	25	10,300	25	9,600	24	8,700	23	9,400
Germany	6	1,800	14	3,700	15	3,800	14	4,800	16	7,300
Netherlands	8	9,900	9	4,500	13	8,400	12	10,900	14	9,700
Italy	7	1,500	7	1,400	9	1,500	8	1,200	12	2,000
	20	015	20	016	20	D17	20	018	2019	
Dairy Products and Birds' Eggs	Value	Volume								
Republic of Ireland	17	10,100	18	8,600	20	7,700	25	10,400	25	20,300
Netherlands	10	10,700	9	6,300	13	6,500	10	5,300	23	12,900
France	16	7,400	14	7,400	15	4,700	17	5,300	17	5,800
Germany	9	4,200	6	3,200	8	2,700	11	3,000	10	3,400
Turkey	1	200	1	200	6	600	6	600	8	600
Miscellaneous Edible	2015		2016		2017		2018		2019	
Products and Preparations	Value	Volume								
USA (including Puerto Rico)	4	200	7	400	8	200	12	300	11	300
Republic of Ireland	5	2,000	8	3,000	10	3,500	8	2,800	8	2,700
Germany	5	900	8	1,600	9	1,500	8	1,400	8	1,200
France	6	3,100	5	2,300	7	2,300	7	1,700	7	1,500
Netherlands	5	900	5	1,000	4	900	5	1,300	5	1,300
Cereals and Cereal	2015		2016		2017		2018		2019	
Preparations	Value	Volume								
Republic of Ireland	21	9,400	21	9,300	20	10,500	24	16600	24	14,900
France	12	4,800	10	3,000	10	2,700	10	2700	9	2,500
Netherlands	3	1,700	3	1,700	3	1,700	5	8400	5	13,600
Canada	4	600	3	600	4	800	4	700	5	700
Spain	1	600	1	300	1	400	1	2100	3	13,800
	20	015	20	016	20	D17	20	018	20	019
Seafood	Value	Volume								
Spain	13	3,400	16	3,800	15	3,000	15	2,600	15	2,600
	3	3,500	2	1,700	4	2,200	3	1,200	5	3,400
France	3	900	3	800	4	2,900	4	600	3	600
South Korea	4	500	4	600	4	500	5	500	3	300
China	0	0	0	0	2	300	2	300	2	300

Value of Welsh food & drink exports by UK country / English region (£ millions), 2015–2019

						2019 com	pared to:
Year	2015	2016	2017	2018	2019	2015 % change	2018 % change
Wales	404	436	529	539	565	1 40%	↑ 5%
Scotland	4,747	5,235	5,726	5,890	6,269	↑ 32%	1 6%
Northern Ireland	1,426	1,436	1,721	1,899	1,888	↑ 32%	↓ 1%
North East	242	241	245	243	257	↑ 6%	↑ 5%
North West	1,508	1,736	1,923	1,841	1,938	↑ 28%	↑ 5%
Yorkshire and the Humber	932	1,010	1,125	1,166	1,236	↑ 33%	↑ 5%
East Midlands	855	927	951	993	1,079	1 26%	1 9%
West Midlands	643	694	771	816	775	↑ 21%	↓ 5%
East	1,690	1,844	1,989	1,988	2,126	1 26%	↑ 7%
London	2,333	2,625	2,882	2,984	3,027	↑ 30%	1 %
South East	1,282	1,488	1,610	1,532	1,621	↑ 27%	↑ 6%
South West	635	729	809	814	886	1 40%	↑ 9%
Total	18,363	20,342	22,280	22,856	23,945	↑ 30%	↑ 5%

Source: Welsh Government analysis of HM Revenue & Customs Regional Trade in Goods Statistics

Key Quality Information

Relevance

This bulletin contains analysis of **HMRC** (HM Revenue & Customs) Regional Trade in Goods Statistics (RTS). All figures are in British pounds at current prices, they have not been adjusted for inflation or currency exchange rates.

All data used in this briefing are for the calendar years from 1st January to 31st December. Please note that data for the most recent year are provisional and subject to revision.

The following eleven SITC rev.4 (Standard International Trade Classification) divisions were used to give the best approximation of the whole Food & Drink Exports sector:

00

Live animals other than animals of division 03



01

Meat and meat preparations

(Divisions 00 and 01 were merged in a super-division: "Meat and meat products")



02

Dairy products and birds' eggs



03

Fish (not marine

mammals), crustaceans, molluscs and aquatic invertebrates and preparations thereof



Cereals and cereal preparations



05

Vegetables and fruit





06

Sugars, sugar preparations and honey



07

Coffee, tea, cocoa, spices, and manufactures thereof



08

Feeding stuff for animals (not including

unmilled cereals)



09

Miscellaneous edible products and preparations



11

Beverages



41

Animals oils and fats

42

Fixed vegetable fats and oils, crude, refined or fractioned

(Divisions 41 and 42 were merged in a super-division: "Oils and fats")

NB: division 43 ("Animal or vegetable fats and oils, processed; waxes of animal or vegetable origin; inedible mixtures or preparations of animal or vegetable fats or oils, n.e.s.") was not included because it contains inedible food.

From these 13 divisions, 11 products categories were defined, as divisions 00 and 01 were gathered together in one Meat and meat products category, while divisions 41 and 42 were clustered in one Oils and fats category.

"Non European Stores and Provisions" were included among the destination export areas to maintain consistency with what published by HMRC at national level (www.uktradeinfo.com).

Accuracy

The data in this bulletin are the Regional Trade Statistics (RTS) published by HMRC. These statistics refer to goods that have crossed UK frontier. This means that exports from Wales to other parts of the UK are not included and there is no element included for components produced in Wales when the final product is completed in and then exported from another part of the UK. HMRC do not receive information in respect of goods that move wholly within the UK.

If a business has branches in more than one region, that business' trade is allocated to each region based on the proportion of their total employees in that region. This is regardless of what is being exported.