

Quinoa Products on the market in Sweden

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The research has been based primarily on the major Swedish web shops, and not on visits to physical shops. Due to the large distances in Sweden, web shops are much used, and their importance has grown considerably through 2020 due to the corona.

General observations:

Shop Prices:

The price interval for white quinoa grains in mainstream brands are from USD 9,30 per kilo to USD 14,00. The typical sales price per kg for organic white quinoa seems to be USD 12 per kilo.

There is a general tendency that food prices are lower in Sweden than in Denmark. Part of this is due to the fact that VAT on food is in Sweden 12% while it is 25% in Denmark.

Prices mentioned in this document are primarily web shop prices.

Origin:

The origin of quinoa is for mainstream brands never displayed on the front of the products, and seldomly elsewhere. On non-mainstream brands, the origin is always displayed on the front. In the databases, Saltå Kvarn has registered the origin of their quinoa as Bolivia. GoGreen as Sweden, and Risenta as Peru.

There was in 2020 (As per Nov. 2020) no direct export from Bolivia to Sweden. There was one container exported directly to Denmark.

Quinoa farmed in Sweden and Denmark is becoming increasingly important. Of course, not in the global picture, but on each national market, like in UK, France, Germany and Netherlands. The Swedish quinoa seems to be price competitive, and since Danish quinoa is found in the Swedish market, this will probably also become price competitive. However, the price seem to be average 15-20% higher than the average mainstream product price.

The total production quantity of quinoa in Denmark and Sweden is not published, but we can probably find out if so wished. It may still be a minor production, but with yields of 3000-4000 kg per hectare per year, only a small number of farms can soon obtain a 50 % market share of the quinoa consumption in the Scandinavia countries.

Quinoa from India has not yet been seen in the market, but for the first time we have seen quinoa from Turkey in the Scandinavian market.



KRAV:

KRAV is a Swedish CSR & Environmental standard, much used in Sweden, and seemingly important in the competition.

In an earlier stage of the project, it was discussed whether the products of the project should be KRAV compliant (KRAV is a Swedish CSR & Environmental standard). When now looking at the *dominating* products on the Swedish market, there seem to be only one KRAV compliant brand among the dominating products and brands, **Saltå Kvarn**.

The **Risenta** quinoa products are classified as KRAV in a major web shops, however checking the producer's webpage and web shop, there is no sign or mentioning of a KRAV compliance.













All or almost all quinoa products from the more marginal distributors are KRAV certified.




The conclusion could be that established brands can sell their products without the KRAV certification on the basis of the confidence around their brand in general, while newcomers need a KRAV certification to be trusted in the competition with other newcomers and with already KRAV certified products.

If so wished, we can research the cost of a KRAV certification for a producer like the participants.

The dominating products and brands:

The dominating products/brands in Sweden are:

 <p>Quinoa GUARANTEE ECO 500G \$ 10,50</p>	 <p>Quinoa Red Eco GUARANTEE ECO 500G \$ 12,00</p>	 <p>White Quinoa Eco KRAV Favorite \$ 12,00</p>	 <p>Tricolore Quinoa Favorite \$ 9,50</p>
 <p>Black Quinoa, KRAV Saltå Kvarn \$ 12,50</p>	 <p>White Quinoa, KRAV Saltå Kvarn \$ 13,50</p>	 <p>Red Quinoa, KRAV Saltå Kvarn \$ 14,00</p>	 <p>www.Axfood.se Quinoa Tricolore GARANT, 500g \$ 10,80</p>
 <p>White Quinoa Eco Risenta, 500g \$ 10,50</p>	 <p>Red Quinoa Eco Risenta, 500g \$ 13,00</p>	 <p>Red Quinoa ICA Gott Liv \$ 11,00</p>	 <p>Quinoa Tricolore ICA Gott Liv \$ 11,00</p>


 <p>White quinoa (No other ingredients) GoGreen, 400 g \$ 9,30</p>	 <p>Quinoa GOGREEN, 400g 11,00 (This seems to be just an older design of the other GoGreen product)</p>	<p>Urtekram's (Midsona) quinoa products:</p> <p>White Red Black Flour Flakes</p> <p>Urtekram's products are also on the market in Sweden. It is not found in the large web shops, and we guess that the sale is only limited, because the price is high compared to its competitors. Price per kg: Around \$ 20</p> 
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All of these products are found both in major web shops and in the physical shops of major supermarket chains.

Observation: COOP Sweden is selling the products from Saltå Kvarn.

It could be a good guess that the above-mentioned products cover more than 80 % of the market for quinoa grains in Sweden.

The distributors of the dominating products:

Garant:	Garant is mainly owned by Axfood (10 000 employees). (www.garantskafferiet.se)
Favorit:	Favorit is part of Bergendahls with 3700 employees and a yearly sale of app. 1.000 million USD. (https://bergendahls.se/)
Salta Kvårn:	Established 1964. Focus on organic products and sustainability. The background is unclear – “Owned by a number of fundaciones”. App. 120 different products. https://www.saltakvarn.se/
Axfood:	Production of hundreds of own products. Distribution to 300 own stores + 900 other stores. 10 000 employees. 20 % market share of the total food market via supermarkets.
Risenta:	Established 1940. Focus on products and on the climate. Part of Paulig Group. (pauliggroup.com) Sales app. 1.000 million USD. www.risenta.se
ICA Gott liv:	The ICA Group: 23 000 employees. www.icagruppen.se
GoGreen:	www.gogreen.se . Part of Lanntmännen.
Urtekram:	Part of Midsona: Sales app. 350 million USD. www.midsona.se 

Examples of Products with less market penetration:



Farmed in Sweden
USD 15



Farmed in Bolivia
USD 13



Farmed in Sweden
USD 17



Farmed in Peru



Farmed in Sweden
USD 13,50



Farmed in Denmark
USD 8-16








The products mentioned in this section are all KRAV compliant. KRAV focusses on sustainability, fairness, and CSR values.

A good guess would be that there are a further 3-6 brands selling quinoa grain in Sweden. We can find them if so wished, but it will take more time.

TENDENCY:

There seems to be many baked and combined products containing quinoa

A few examples:

<p>ORGANIC PORRIDGE OATS & QUINOA</p> <p>Weight: 750 g</p> <p>Organic Porridge Oats & Quinoa is a completely organic whole grain product, made from only natural ingredients. It is rich in dietary fiber and contains many nutrients that make the body feel good. The oats with their well-known health-promoting properties come, of course, from the local area, the fertile Västgöta plain. The quinoa seed is one of the most nutritious seeds known to man and is grown on the slopes of the Andes. The combination of oats and quinoa gives a good and healthy porridge with an exciting taste. Perfect for a good start to the day or as a snack.</p> <p>Enjoy our Oatmeal and Quinoa Porridge together with a little milk, a dollop of jam, some berries or other fruit that further enhances the taste. Ingredients: 95 % Oat flakes Swedish-cultured, steam-prepared and rolled, whole grain. 5 % quinoa flakes</p>			
<p>Sandwiches Oats Quinoa & Sweet Potatoes</p> <p>320 g</p> <p>Gluten-free Oatmeal, Quinoa & Sweet Potatoes! We think we have the tastiest gluten-free bread on the market. All our customers agree! Easy storage in the freezer where you thaw just as much as needed for your serving. Always fresh.</p> <p>Ingredients: OAT flour (34%), water, potato starch, rapeseed oil, quinoa groats (4%), sugar, sweet potatoes (2.9%), thickeners (E415, E464, E466), rice flour, baking powder (E575, E500), yeast, salt, mineral salt (potassium chloride), emulsifier (E471). Allergy advice: None.</p>			
 <p>Quinoa Mix Red ICA Gott Liv \$ 7,20 – 8,40</p>	 <p>White Dinner Booster ICA Gott Liv \$ 7,20 – 8,40</p>	 <p>GLUTEN FREE SUNFLOWER SEEDS & QUINOA</p>	 <p>Whole Grain Bulgur and Quinoa 300g ZETA \$ 14,50</p>
<p>Red quinoa 34%, Millet 22%, Buckwheat 22%, Amaranth 22%. Country of origin Italy</p>	<p>White quinoa 52% Millet 16% Buckwheat 16% Amaranth 16% Country of origin Italy</p>	<p>This is a delicious gluten free crispbread with sunflower seeds and quinoa. Perfect for a healthy breakfast or snack.</p>	<p>Whole grain bulgur 80%, red quinoa 20% (No other ingredients!) This is a cereal mixture that is ready to enjoy in 10 mins.</p>

The Profile of one Market Operator

Of the brands mentioned, Axfood is one of the largest market operators:

Axfood is a leading group in the grocery trade in Sweden. Axfood consist of distinctive and successful food concepts that rest on a clear collaboration. The mission is to enable a better everyday life where everyone can share the joy of affordable, good and sustainable food. Axfood's mission is to be leader in affordable, good and sustainable food for everyone.

The Axfood Group consists of a family of brands and is unique in its kind in the Swedish market. This includes the Willys and Hemköp store chains, as well as Tempo and Handlar'n. Wholesale sales take place through Snabbgross and our support company Dagab is responsible for the Group's product development, purchasing and logistics. Axfood also includes Mat.se, Middagsfrid and Urban Deli as well as partly owned Apohem and Eurocash.

Key figures

- Axfood is number two in the Swedish market with a market share of about 20 percent.
- Axfood has about 300 own stores, e-commerce and collaborates with another 900 stores.
- Axfood will be climate-neutral by 2020. The climate impact from its own operations will decrease by 75 percent by 2020 (base year 2009).
- In 2019, Axfood's operating profit was SEK 2,288 million. Over 10,000 employees
- Axfood has a long line of own products representing a total of 30% of their total sale.

Axfood's strategy for sustainable development

Axfood's sustainability work is an integral part of the business model and governance. Axfood's goal is to become the best in the industry in terms of sustainability and we have ambitious goals that take us in the right direction.

Sustainable development is an important part of our business strategy. We work to drive the grocery trade towards becoming more sustainable, with the goal of being the best in the industry ourselves.

To us, acting sustainably is about looking at the whole. Therefore, we consider how our business and the decisions we make affect both food, the environment, and the people. The ambition is to meet the needs of today's consumers without jeopardizing the future for future generations.

Reducing our climate impact is a central part of Axfood's strategy. The goal is to make as small an impression on the environment as possible - by 2020 we will be climate neutral when it comes to our own operations.

The Axfood Group must both work actively with proven measures and be a pioneer when it comes to testing new technical solutions. To increase material recycling, all stores, warehouses, and offices source many different fractions. All warehouses and wholly owned stores work with far-reaching source sorting and improve their profitability when it comes to selling waste fractions for material recycling.

Our social responsibility is partly about promoting good conditions for those who produce or otherwise work with the goods we sell, and partly about having control over that suppliers meet our requirements for care for people, animals, and the environment. We place high demands on our suppliers and carry out extensive control work in countries with high sustainability risks.

In collaboration with the Swedish edtech company Quizrr , we also work to increase the knowledge among the employees of our suppliers in Asia and educate them about their rights in the workplace.

Active and responsible social actor: Together with non-profit organizations and other actors in the business community, Axfood works long-term with issues concerning the environment, health, vulnerability, and food. As one of the founders of the climate network

The Haga Initiative , we work to reduce business emissions, raise the climate issue and influence policy. Within the industry organization Swedish Grocery Trade, we pursue issues related to the entire grocery industry, such as standards and how EU legislation is to be implemented in Sweden.

We are also part of the Sustainable Food Chain and has a formal collaboration with WWF to strengthen the work with more sustainable fish counters in our stores. We have an ongoing dialogue with various interest organizations within sustainability issues, for example the Swedish Society for Nature Conservation, Greenpeace, Fair Trade Center, Swedish Consumers, Animal Welfare in Sweden and Animal Rights.

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