

Apparent Consumption of Quinoa in Europe, 2013

2013	Imports into Europe from all over the world (MT)	Extra EU 28 exports	Apparent consumption in Europe (MT)
January	789.20	53	736.20
February	617.20	8.3	608.90
March	896.90	33.8	863.10
April	638.10	27.1	611.00
May	534.10	19.5	514.60
June	966.70	17.5	949.20
July	924.10	39.6	884.50
August	912.10	51.6	860.50
September	1,064.00	36.6	1,027.40
October	968.30	36.1	932.20
November	869.80	20.7	849.10
December	723.10	37.2	685.90
Total	9,903.60	381	9,522.60

In 2012:

Total	5,828.10	172	5,656.10
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Apparent consumption per country:

2013			
	Import (in MT)	Export (in MT)	Apparent consumption per country
Austria	0	6.7	-6.7
Belgium	0	2.1	-2.1
Germany	1,173.80	45.7	1,128.1
Spain	394.4	11.1	383.3
Denmark	121.5	28.7	92.8
France	3,413.50	149.1	3,264.4
UK	1,423.70	21.8	1,401.9
Italy	533.3	43.3	490.0
Netherlands	2,679.30	57.7	2,621.6
Sweden	152	9.7	142.3
Slovenia	0	4	-4.0

Data retrieved from Eurostat, March 2014. Elaborated by Mercadero, March 2014.

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When interpreting the given data of apparent consumption, this has to be done carefully.

We are doubting that there is really no consumption of quinoa in Belgium and Austria? As well as we are wondering if the Netherlands is really such a big quinoa consumer as the figures suggest, having a much smaller population than Germany and France?

The measure above reflects total (economic) consumption, including both use by consumer as well as by the industry. If the quinoa is transformed into manufactured products (shakes, energy bars, etc.) which are then exported, they will be registered under a different custom's code than quinoa.

In addition, the measure has some limitations: Changes in stock level are usually not known, so they cannot be taken into consideration. Changes in stock level can lead to variations in the calculated apparent consumption.

Trade within the EU is not fully recorded, especially the smaller shipments are exempt from the duty of registration. This means that some internal trade is not recorded, if is done in small quantities.

So even when these data give an additional indication of the importance of certain markets, we should be careful in drawing conclusions.