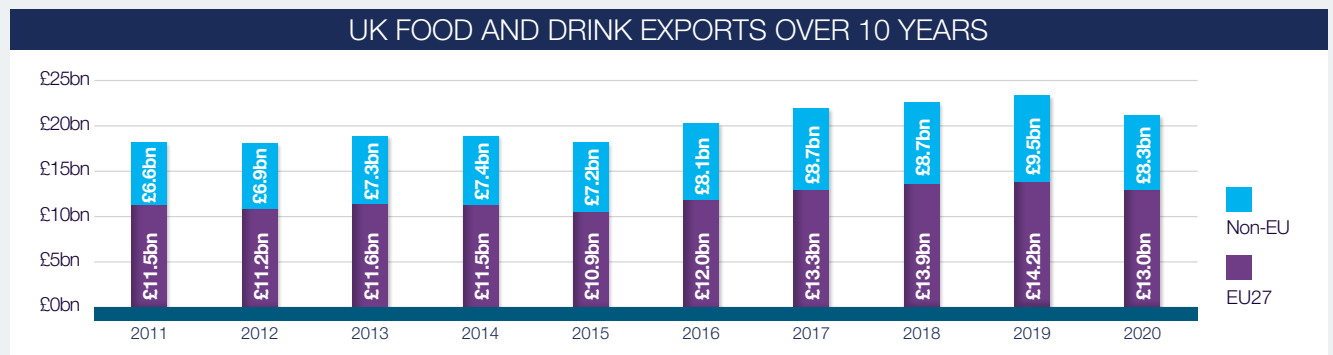
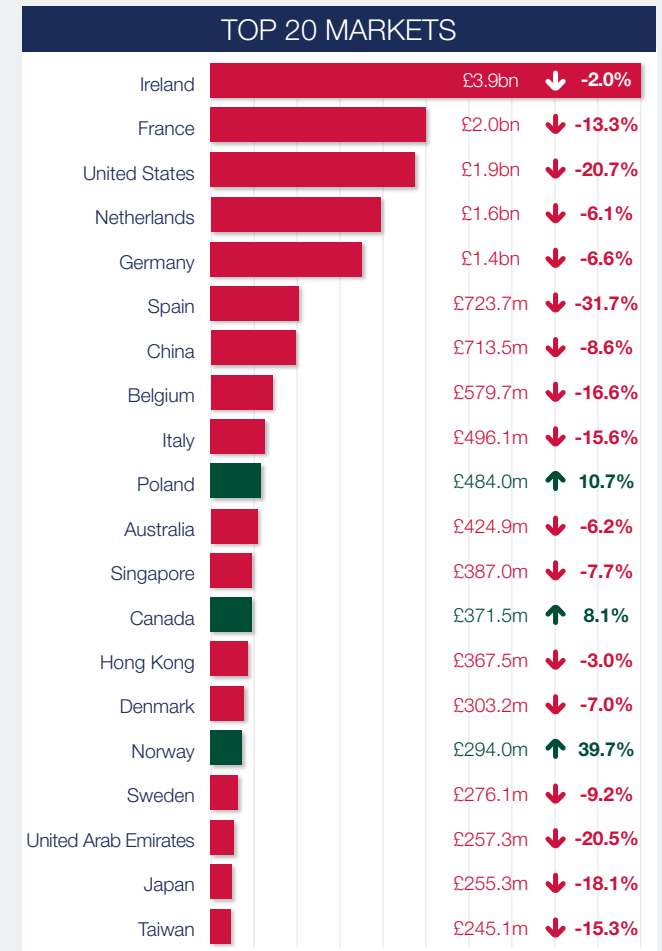


## Executive Summary

- In 2020, the COVID-19 pandemic had a significant impact on businesses operating across the food and drink sector. Exports fell by 9.7% compared to the previous year, with the value amounting to £21.3bn. This fall began early in Q1, when COVID-19 restrictions first had an impact in February and March.
- Despite sporadic re-openings of the hospitality and travel sectors throughout the year, UK food and drink exports declined substantially in all quarters.
- However, an easing of restrictions and the need for businesses to move goods into the EU before the end of the transition period meant that exports only declined by 1.7% in Q4 2020.
- Unfortunately, we expect the partial recovery of exports in Q4 to only be temporary. Early data for January suggests a further reduction in the value of exports to EU markets, with the full data set to be published in the FDF's forthcoming Q1 Exports report.
- A decline in value of exports in 2020 was seen in both EU and non-EU markets, falling by -8% and -12.1% respectively. The trade deficit continued to grow, with the dependence on imports increasing by 9.2% compared to 2019.
- Most of the top 10 food and drink products exported by the UK were negatively impacted by COVID-19 and restrictions of movement. However, branded products demonstrated continued growth.

KEY INDICATORS			
	2019	2020	Change
All food & drink	£23.6bn	£21.3bn	<b>-9.7%</b>
EU	£14.2bn	£13.0bn	<b>-8.0%</b>
Non-EU	£9.5bn	£8.3bn	<b>-12.1%</b>
EU share	59.9%	61.0%	<b>1.1 pp</b>
Non-EU share	40.1%	39.0%	<b>-1.1 pp</b>
Trade balance	-£24.3bn	-£26.5bn	<b>9.2%</b>

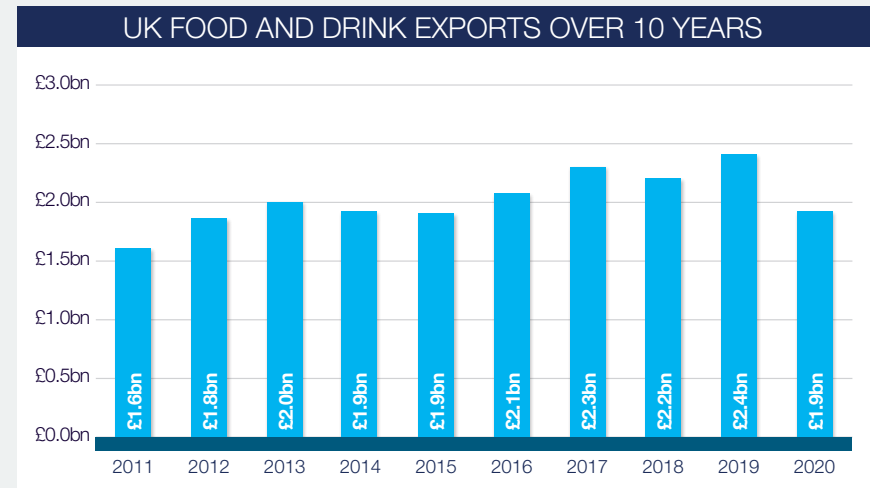
TOP 10 PRODUCTS					
	Top market of destination	2019	2020	Change	
				Value	Volume
Whisky	United States	£5.0bn	£3.9bn	<b>-22.3%</b>	<b>-13.7%</b>
Chocolate	Ireland	£778.1m	£786.3m	<b>1.1%</b>	<b>-2.3%</b>
Cheese	Ireland	£707.9m	£653.6m	<b>-7.7%</b>	<b>-7.5%</b>
Pork	China	£580.0m	£629.7m	<b>8.6%</b>	<b>6.2%</b>
Salmon	France	£833.5m	£617.1m	<b>-26.0%</b>	<b>-21.4%</b>
Gin	United States	£674.9m	£573.5m	<b>-15.0%</b>	<b>-10.7%</b>
Wine	Hong Kong	£662.3m	£534.9m	<b>-19.2%</b>	<b>-8.7%</b>
Breakfast cereals	Ireland	£490.5m	£526.1m	<b>7.3%</b>	<b>12.7%</b>
Beef	Ireland	£588.2m	£509.9m	<b>-13.3%</b>	<b>-9.2%</b>
Soft drinks	Ireland	£462.6m	£471.2m	<b>1.9%</b>	<b>-6.4%</b>



## Exports to the United States

- The United States is the world's largest economy and the third-most important market for UK food and drink exports.
- Over the last decade we've seen UK food and drink exports to the United States increase almost 50% before the COVID-19 pandemic reversed most of these gains in 2020. Whisky and salmon, the UK's two highest value exports in 2019, fell by over 30% and over 40% respectively. Of last year's top 10 products exported, only soft drinks saw an increase of nearly two-thirds in 2020.
- A tough year for the United States' sugar production due to adverse weather conditions has led to increased imports of refined beet sugar, including from the UK. This has led to sugar becoming a new entrant in the top 10 products, growing to £30m from less than £1m in 2019.
- Exporting to the United States can be challenging due to different standards and a variety of market access barriers. Companies interested in exporting to the United States can find further guidance in the February 2021 [Promar reports](#) produced by Defra with support from the FDF.

TOP 10 PRODUCTS			
	2019	2020	Change (%)
Whisky	£1.1bn	£749.8m	-31.1%
Gin	£206.4m	£196.4m	-4.9%
Salmon	£248.0m	£144.8m	-41.6%
Beer	£106.9m	£101.7m	-4.9%
Soft drinks	£47.5m	£78.8m	65.9%
Spirits	£70.1m	£52.6m	-25.0%
Cheese	£54.1m	£44.3m	-18.2%
Wine	£90.1m	£43.8m	-51.5%
Fish	£48.8m	£34.7m	-28.8%
Sugar	£0.2m	£30.2m	14486.9%



Rest of the World United States

## USA - Santander Insight

During our latest Global Food Forum event, we learnt that the UK exports almost £2bn worth of food and drink products to the United States.

There has been significant growth in the health and wellbeing category as people look for healthier and sustainable options. This trend has predominantly been driven by COVID-19, but is also due to people having more time to experiment with new produce whilst working from home. Consumers are also paying more attention to sustainability and how products are sourced. Ethical standards of brands and fair trade policies have all made an impact on consumers in the United States.

However, people do still want to treat themselves, and sales to the United States of British chocolate, ready to eat confectionary and beer all remain strong.

## The Comprehensive and Progressive Agreement of Trans-Pacific Partnership: a focus on Canada

- The UK is seeking to join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the third largest free-trade area in the world by GDP.
- Of its 11 current members, Canada, Australia, New Zealand, Mexico, Singapore and Japan are of particular importance for UK food and drink exporters.
- In 2020, UK food and drink exports to countries in the CPTPP totalled £1.8bn, or 8.5% of all UK exports. Growth had been trending upwards since 2015, peaking at £2bn in 2019 before falling back in 2020.
- Top products exported to countries in the CPTPP included whisky, gin and chocolate. In 2020, exports fell for most of the top 10 products, although they increased for chocolate, beer and gin.
- One of the few CPTPP markets that saw increasing food and drink exports in 2020 is Canada. A key market for UK producers, exports to Canada totalled £371.5m in 2020, up by 8% from the previous year.
- On 9 December 2020, the UK and Canada signed a trade agreement that locks in their existing trading relationship, and committed to negotiate a more ambitious trade deal in 2021.

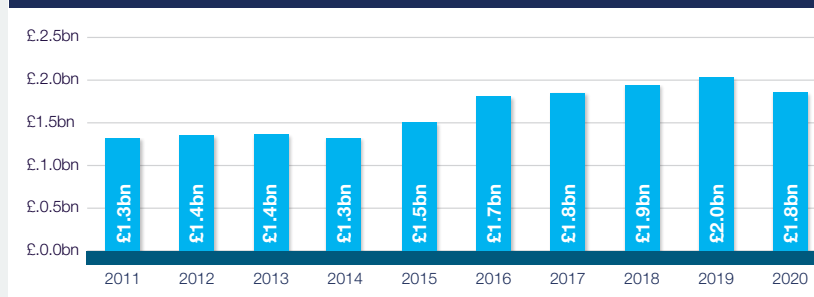
## CPTPP - Santander Insight

It comes as welcome news that the UK Government is in discussions to become a member of CPTPP, which will provide trading opportunities in these regions for the food and drink sector. Specific Santander food and drink ecosystems have been established in many of these member states where we have distributor connections and market partners. Santander is planning connectivity events and ongoing distributor projects in Australia, Canada, Japan, New Zealand, Malaysia, Singapore and LATAM to support UK businesses with their export objectives.

### TOP 5 PRODUCTS EXPORTED TO CPTPP

	2019	2020	Change
Whisky	£889.6m	£731.3m	<b>-17.8%</b>
Gin	£70.1m	£73.5m	<b>4.9%</b>
Chocolate	£59.1m	£65.4m	<b>10.5%</b>
Beer	£52.9m	£53.7m	<b>1.4%</b>
Sweet biscuits	£52.6m	£47.4m	<b>-10.0%</b>

### UK FOOD AND DRINK EXPORTS TO CPTPP



## Canada - Santander Insight

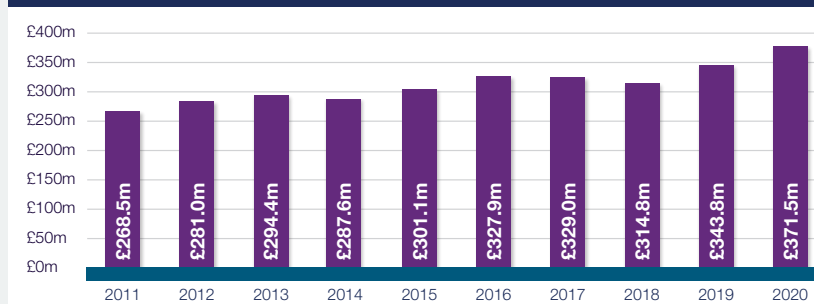
Health and wellbeing products continue to be in demand in Canada, with an increase in sales of plant-based products, free from brands and alcohol-free gins and beers.

We've also seen increased demand for imported frozen foods. With tighter lockdown restrictions in Canada than other parts of the world, Canadians have had fewer opportunities to visit shops and have adapted to buying online. Longer-lasting products and frozen foods have become part of a staple diet, leading to increased demand. Although restrictions have begun to ease in recent months, there has not been a drop-off in demand for frozen goods, as might have been anticipated.

### TOP 5 PRODUCTS EXPORTED TO CANADA

	2019	2020	Change
Whisky	£95.5m	£90.7m	<b>-5.0%</b>
Beer	£29.3m	£32.0m	<b>8.9%</b>
Chocolate	£21.4m	£26.4m	<b>23.2%</b>
Gin	£20.8m	£24.6m	<b>18.4%</b>
Beef	£9.6m	£20.3m	<b>110.1%</b>

### UK FOOD AND DRINK EXPORTS TO CANADA



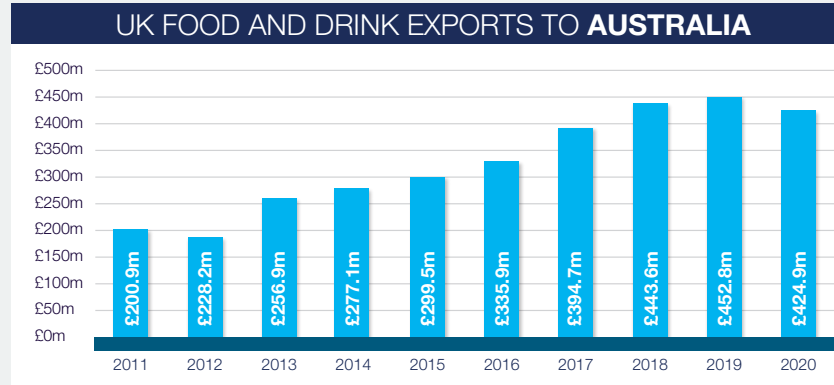
## New opportunities: Exports to Australia and New Zealand

- UK exports to Australia and New Zealand have more than doubled in the last decade. The UK is currently negotiating trade agreements with Australia and New Zealand, which together imported £484m of food and drink from the UK in 2020.
- Australia is the 11th most important destination for UK exports in terms of value, though exports fell by 6% in 2020. This is below the average reduction in UK food and drink exports for 2020.
- Top 5 products exported to Australia in 2020 included whisky, gin and savoury snacks. Despite the reduction in the overall value of food and drink exports, sales of many of the UK's top products exported to Australia increased when compared to 2019.
- Exports to New Zealand continued to grow in 2020, albeit more slowly than recent years. Growth was reflected in sales of top products.
- Australia is the world's 13th largest economy - it has one of the highest levels of per capita GDP in the world and is ranked first for median wealth per adult<sup>1</sup>. Prior to the onset of COVID-19 the Australian economy recorded 29 years of consecutive economic growth.
- The Australian Government implemented strong restrictions in response to COVID-19 and has had one of the lowest rates of infections globally. Underpinning Australia's strong economy is its open and transparent trade and investment environment, and strong trade and economic links.

1 - Mintel opinion: October 2020  
2 - Credit Suisse's 2020 Global Wealth Report.

### Australia - Santander Market Trends

Consumer priorities over the next two years are forecast to be health and wellness, premiumisation – primarily in indulgent categories, sustainability, value, convenience, trust and safety<sup>2</sup>. There will continue to be an increase in consumers buying local and Australian products, especially in staple categories like milk and bread. However, there are still opportunities for imported products, especially if they're unique and not a duplication of a product already available in the market e.g inherently English, Scottish, Irish or Welsh.



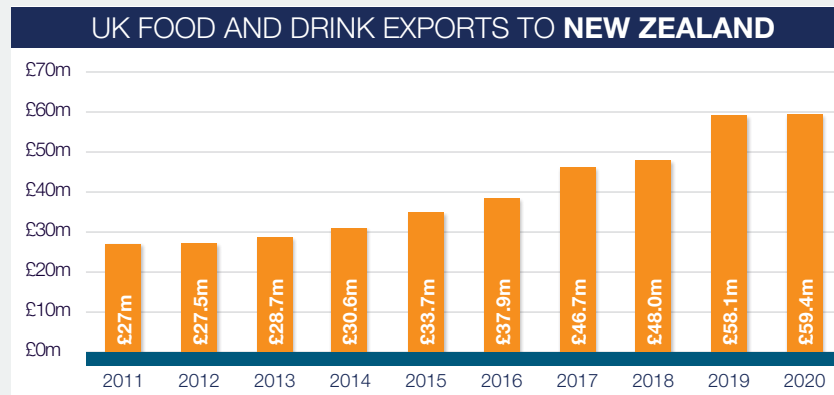
#### TOP 5 PRODUCTS exported to Australia

	Value (2019)	Value (2020)	Change (%)
Whisky	£119.7m	£115.7m	-3.3%
Gin	£23.6m	£27.6m	16.8%
Savoury snacks	£29.2m	£26.8m	-8.1%
Spirits	£22.6m	£26.4m	17.0%
Chocolate	£20.8m	£16.7m	-19.9%

### New Zealand - Santander Market Trends

Future preferential agreements with Australia and New Zealand should aim to secure improved market access to level the playing field with other competitors that already benefit from preferential access with these markets.

Santander has developed a partnership with a global distributor network, the association is represented both in Australia and New Zealand. Alongside this we have an established ecosystem of trade facilitation partners who can support businesses with a range of tailored solutions aimed at helping simplify their international trade journeys.



#### TOP 5 PRODUCTS exported to New Zealand

	Value (2019)	Value (2020)	Change (%)
Whisky	£7.7m	£9.7m	26.4%
Whey	£6.2m	£5.1m	-16.8%
Gin	£2.8m	£3.6m	26.1%
Soft drinks	£2.4m	£2.9m	19.7%
Chocolate	£4.1m	£2.8m	-31.3%

## UK national and regional exports

- The fall in exports throughout 2020 translated into a reduction in trade at the national and regional level.
- FDF's analysis of national data reveals that Scotland remains the largest exporter of food and drink out of all UK nations and regions. Scotland's food and drink businesses make up 10% of all UK businesses in the sector, but they accounted for 25% of all UK exports.
- The value of Scotland's exports totalled £5.2bn in 2020, down 16% compared to the previous year. A fall in exports of whisky and salmon, meant that Scotland saw the largest percentage fall in exports in 2020, followed by South East England and London.
- Welsh food and drink businesses represent almost 5% of our sector, but only account for 3% of exports.
- Welsh exports were down by 4% in 2020, totalling £0.5bn. Welsh businesses are particularly specialised in exports of lamb, red meat and dairy. Despite a fall in exports of both red meat and dairy, UK lamb and mutton exports increased by 10% in 2020.

Footnotes: Data for this section includes the export of tobacco and live animals  
 Not all trade can be assigned to one of the 9 English Regions, Wales, Scotland or Northern Ireland. This is classified as "Unallocated Trade"

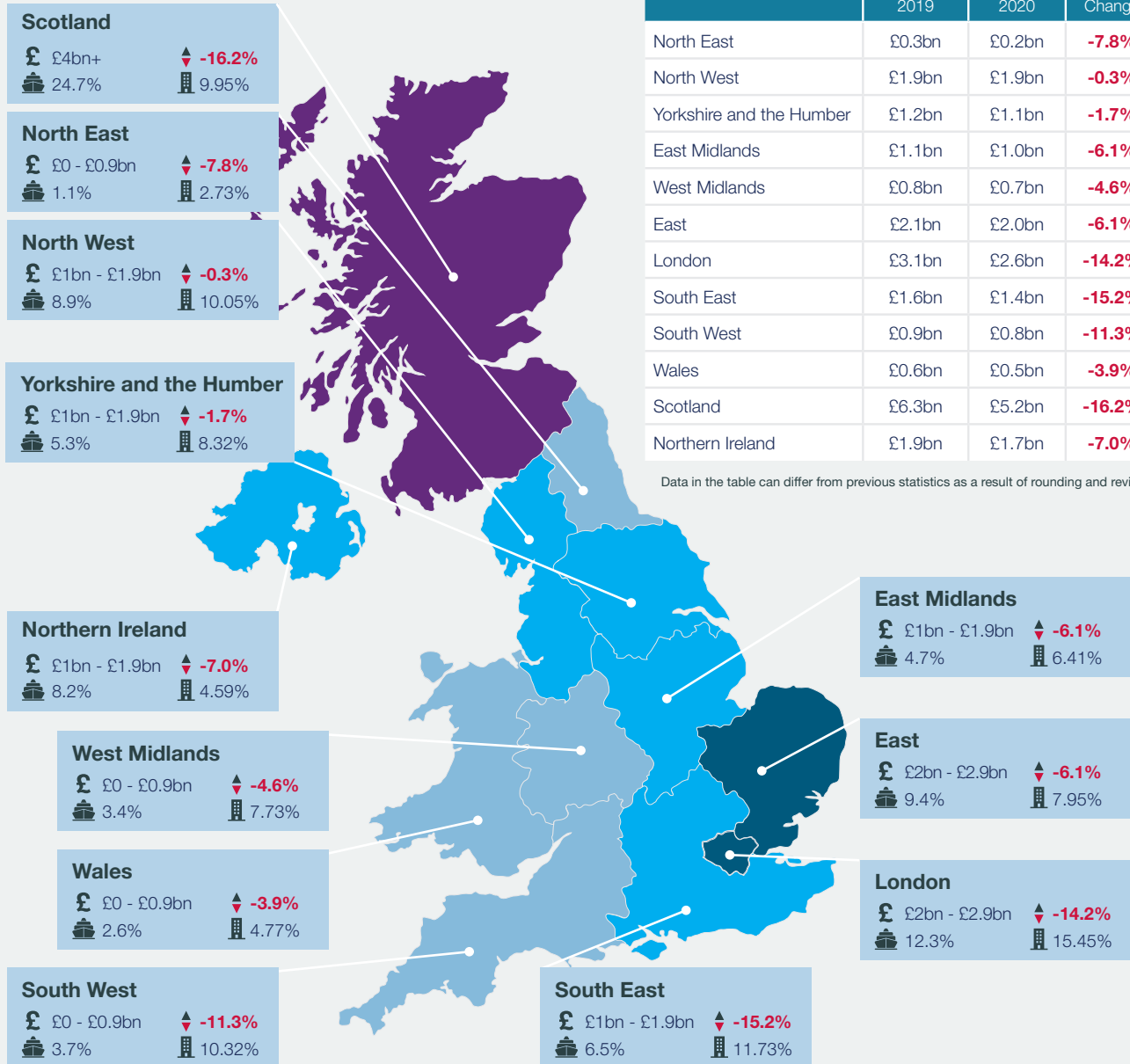
### Exports Value

- Below £0.9bn
- £1 - 1.9bn
- £2 - 2.9bn
- £3.0 - 3.9bn
- Above £4bn

### Symbols

- Value of exports (range)
- Change from previous year
- Percentage of UK exports
- Percentage of businesses

## EXPORTS HEAT MAP



## FOOD AND DRINK EXPORTS FROM DIFFERENT UK NATIONS AND REGIONS

	2019	2020	Change
North East	£0.3bn	£0.2bn	-7.8%
North West	£1.9bn	£1.9bn	-0.3%
Yorkshire and the Humber	£1.2bn	£1.1bn	-1.7%
East Midlands	£1.1bn	£1.0bn	-6.1%
West Midlands	£0.8bn	£0.7bn	-4.6%
East	£2.1bn	£2.0bn	-6.1%
London	£3.1bn	£2.6bn	-14.2%
South East	£1.6bn	£1.4bn	-15.2%
South West	£0.9bn	£0.8bn	-11.3%
Wales	£0.6bn	£0.5bn	-3.9%
Scotland	£6.3bn	£5.2bn	-16.2%
Northern Ireland	£1.9bn	£1.7bn	-7.0%

Data in the table can differ from previous statistics as a result of rounding and revision.