



PERU: INDUSTRY NEWSBRIEF

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Peruvian cotton continues conquering the world

et another example of the quality and prestige of Peruvian cotton that is famous throughout the world came as UK-based Matchesfashion.com, one of the fashion industry's most important luxury brands, reported that it had sold out of the eye-catching dress worn by Katy Perry in her recent music video "Electric" in less than 24 hours. Designed by Peruvian brand Escvdo and using high-quality Pima cotton, the £715 product surpassed all selling expectations of Matchesfashion.com. There are frequent opportunities throughout the year for UK companies to establish relationships with sought-after Peruvian businesses that sell luxurious products made of alpaca or Pima cotton. Indeed, one such event that focused on those companies certified in Fair Trade and Sustainability is taking place at the end of June 2021 and there will be further opportunities in the months to come (Sources: PromPeru, Matchesfashion.com)

A recent article in National Geographic UK drew awareness to ceviche, the iconic raw fish dish that today embodies Peruvian cuisine. Ceviche has a long history and its form today is the result of centuries of different influences. The origins of the emblematic dish date back roughly 3,000 years where evidence suggests anglers on the northern coast of Peru ate their catch raw. The Moche people were the first to eat cured raw fish and the additions of lemons and limes came after 1492. It was then the influence of Japanese immigrants in the 1800s that transformed the way it was eaten – namely shortening the time it was cured before serving. The nutritious dish – high in omega-3 and vitamins - fits in perfectly with the current trend for healthy eating amongst UK consumers. (Source: National Geographic, Suviche)

National Geographic highlights rich history of Ceviche



INFOGRAPHIC:

Opening for dates in the UK market

Exports of Peruvian dates **rose 77%** y-o-y in volume and **34%** y-o-y in value on 2020



Total UK imports of dates **rose from £49m in 2010 to 59.2m in 2020.**



Benefit from **trend towards healthy snacking** in the UK, especially amongst young consumers



Dates are a **superfood** due to their high nutritional value



Four main companies in Peru that export the product

Kuelap Fortress – the most iconic destination in the Amazonas region in Peru – recently received the internationally recognised Safe Travels Stamp from the Peruvian Ministry of Foreign Trade and Tourism. Gocta waterfall and the canyons at Cachapoyas-Huancas also recently received this seal. All these destinations are renowned for their cultural, archaeological and natural importance. A high total of twenty-two destinations in Peru have now received the Safe Travels stamp, a fact that highlights the desire to support the reactivation of the tourism industry in Peru whilst establishing safe and secure guidelines to protect travellers. Meanwhile, Peru has received a raft of nominations in the 2021 World Travel Awards in the South American category. This includes Lima for Leading City Destination, Cusco and Leading Cultural City Destination and as well as Peru as a whole for the Leading Green Destination. (Source: Andina)

Twenty-two Peruvian destinations have now received the Safe Travels Stamp



Dried fruits an opportunity for growth in the UK



The UK is the largest European importer of dried fruit, and dried mango is one of the most popular products demanded by UK consumers. This popularity is driven by the trend for healthier snacking options in the UK market, the strong perception of dried fruits as healthy and the exotic and attractive taste of the product. Overall, dried fruits constitute an exciting addition to breakfast or lunch or as a convenient snack and also feature in cereal bars or mixed fruit bags. Research shows there is room for Peruvian exports of the product to grow to the country. Another popular dried fruit for UK producers from Peru is goldenberries. The product – considered a superfood - is a native fruit to Peru and is often grown by small family farmers in the mountain regions of the country. (Source: Agraria.)

Updates on Peru's economy

Increase in private investment: In the first 3 months of 2021, total private investment in Peru was 36.9% greater than the same period in 2020, and 16.8% greater than that seen in 2019. This is down to the increase in construction projects and greater investment into non-mining sectors. (Source: BCRP)

GDP in Peru increases in March 2021: The National Institute of Statistics and Informatics (INEI) reported that Peruvian GDP increased 18.2% in March 2021. In addition, INEI informed that the fishing sector saw a 33.6% increase in production, whilst the mining and hydrocarbons sector grew 15.4%. (Source: Andina)

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