



PERU: INDUSTRY NEWSBRIEF

December 2021 | No. 12 Vol. 2



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Peru's Exports of Preserved Peppers to the United Kingdom Grow by 182%

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Fresh grapes from Peru increasingly demanded across British markets

Peru's exports of preserved peppers to the United Kingdom grow by 182%

From January to September 2021, Peruvian exports to the UK of preserved "other" vegetables, primarily capsicum and sweet peppers, have increased by a staggering 182%. During this period, Peruvian exports of these products reached \$3.96M, which showed not only an improvement from 2020 but also on 2019 figures (36%), highlighting the impressive increase in shipments to the UK in this category. Peru, with a share of slightly over 10%, consistently ranks among the top three suppliers of preserved peppers in the market after Turkey (45%) and Mexico (12.5%). Therefore, Peru's high-quality products present an opportunity to continue diversifying the supply, which is still very concentrated in one country. As such, the development of Peruvian preserved peppers is an important display of this country's ability to compete in international markets and the continuing trend toward a more complete and value-added agribusiness offer. (Source: Promperu)

In 2020, Peru was the world's eighth-largest exporter of turmeric, with over \$6M exports. By September 2021, Peru exported a total of \$4.1M, an 83% and 6.5% increase from the same period in 2019 and 2020. The country is now the second-largest supplier of turmeric to European markets, with its main destinations being the Netherlands (78%) followed by Spain (14%) and Germany (6%). The United Kingdom on the other hand received just over 1% of Peru's total exports to Europe. UK imports of turmeric have been increasing over the past few years, going from \$11.5M in 2017 to \$17.3M in 2020, as the ingredient becomes more popular among health-conscious consumers and followers of exotic cuisine. The majority of imports originate from India (over 70%), followed by Germany (4.5%), and France (4.4%). Increasing demand for turmeric and better positioning of Peru as a reliable supplier means that there could be an interesting opportunity to bypass EU countries to source ingredients directly from producing regions. And at the same time, diversify the origins of suppliers. (Source: Promperu, ITC Trade Map, CBI Europe)

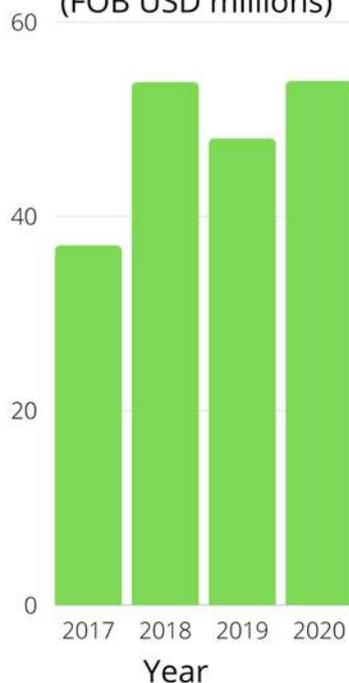
Peruvian turmeric sees global demand hike, with potential growth in the UK



INFOGRAPHIC:

Fresh grapes from Peru increasingly demanded across British markets

Total exports of Peruvian fresh grapes in the UK (FOB USD millions)



Peru is the **second-largest supplier** of fresh grapes in the world



Increasingly **diverse varieties** in white seedless: **Ivory, Sweet Globe, Sugar Crisp** and **Autumn Crisp**



Year-on-year growth of grape exports to UK (Jan-Sep 2021):

26% **higher** than 2020

79% **higher** than 2019



Peru has now fully vaccinated 16 million of its citizens, reaching 70% of the eligible population. This figure was achievable through campaigns in which local health officials vaccinated residents in the comfort of their homes. Other campaigns include Vacunafest, where vaccination centres remain open for 36 hours, providing jabs to Peruvians non-stop throughout this period. These measures will help Peru's goals and strategy to resume and propel tourism into the country, which is vital for the economy of the regions and many small businesses and entrepreneurs. The country has been dedicating extensive efforts to ensure that tourists can travel safely inside its borders. In fact, Peru was awarded Safe Travel stamps to several of its most important destinations, including Cusco and Machu Picchu in the south, many beaches from Tumbes and Piura, in the north, and several destinations in the Amazon rainforest such as San Martin and Loreto. (Source: Andina)

Peru's vaccination campaign accelerates, creating a safer environment for tourists



Peru Moda highlights the finest textiles in the country



The annual trade and fashion show, Peru Moda, was an overwhelming success and came to a close on November 12th. This year was the second time the annual event was conducted virtually, incorporating advanced technologies to produce a virtual fashion show and one-on-one meetings between buyers and suppliers. A total of 738 companies participated, 375 of which were exporters, including fashion designers and manufacturers of interior decor, and alpaca and cotton garments. There were over 363 buyers present, 10 of which were from the UK. Peru is a well-established exporter of high-quality garments and textiles and, even though the sector experienced many difficulties during 2020, this year's exports to the UK have seen a very strong rebound of 38%. Some of the fastest growing categories in the market include women and girls cotton dresses (24%) and blouses (15%), as well as cotton t-shirts (15%). (Source: Promperu)

Updates on Peru's economy

Peru Leads in Value Added Exports Growth in the Region | In the last five years, Peru has led the growth of value added exports in Latin America, surpassing neighbouring countries such as Brazil, Colombia, Chile, and even Mexico. These exports reached an all-time high of more than \$1.5 billion in September of this year. (Source: Andina)

GDP Growth Forecasted to Reach 12.6% by EOY | Peru's economy is bouncing back to pre-pandemic levels, increasing its GDP by 0.2% compared to 2019 figures. Sectors of the economy recovering steadily include construction, manufacturing, and agriculture. (Source: Andina)

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A government agency working to boost international trade, investment and tourism creating commercial opportunities through research, networking and business matchmaking.