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Swiss Import Promotion Programme

 **SWITZERLAND
GLOBAL
ENTERPRISE**

THE MARKET FOR NATURAL INGREDIENTS IN EUROPE



Content

- **Market potential**
- **Market access**
- **Market success**



PERÚ
BIODIVERSO

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MARKET POTENTIAL



Global consumer trends for the next five years

- **The chemical backlash**

- There is growing demand for products that are all-natural or free of artificial additives
- Ingredients suppliers are affected as manufacturers seek natural substances such as botanical extracts to replace chemicals or highly-processed ingredients in the food and beauty and personal care industries

- **The raise of social conscience**

- Items such as Fairtrade certified products, free-range meats and eggs, vegetarian foods, organic and locally-sourced products and eco-friendly products are becoming more mainstream

Demand in Europe

- **Western Europe and North America hold best immediate prospects for more natural ingredients**
- To date, consumer interest in natural ingredients has been most marked in the Western markets of the developed world where consumers are more likely to show interest in the contents of their FMCG products and to question the need or efficacy of specific chemical additives.

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MARKET ACCESS



Market access

CODEX ALIMENTARIUS

EU Law

Treaty

Regulations

Directive

National Laws

Novel food

- **Novel food Regulation (EC) No 258/97**
 - Novel Foods are foods or food ingredients, which have not hitherto been used for human consumption to a significant degree within the Community
 - Reference date 15 May 1997



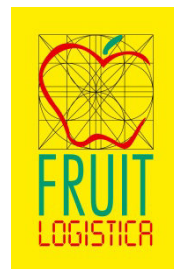
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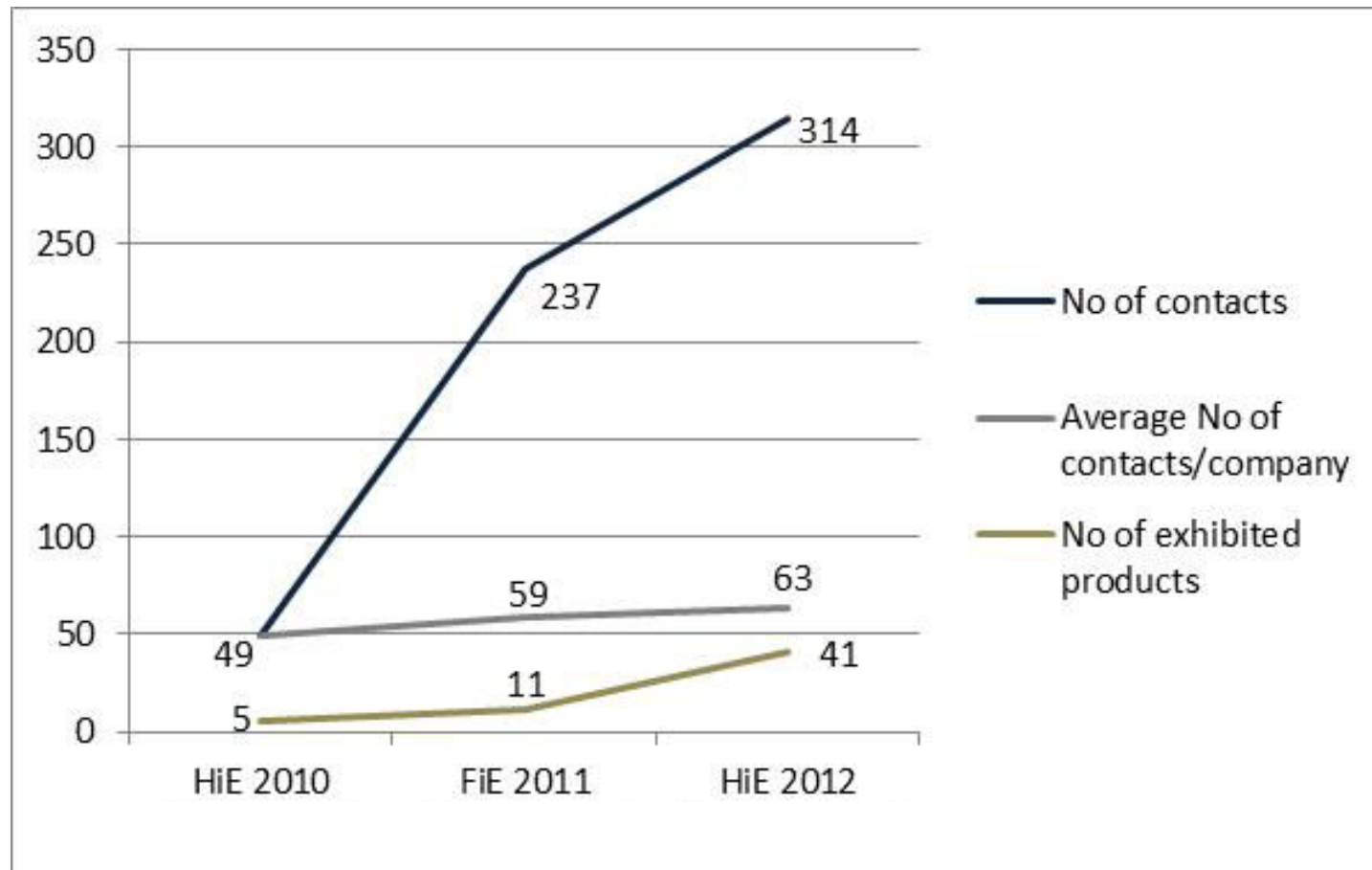
MARKET SUCCESS



Trade fairs



Trade fair results



Trade fair results

