

# MMO Economic Board

## Meeting of 11 December 2020

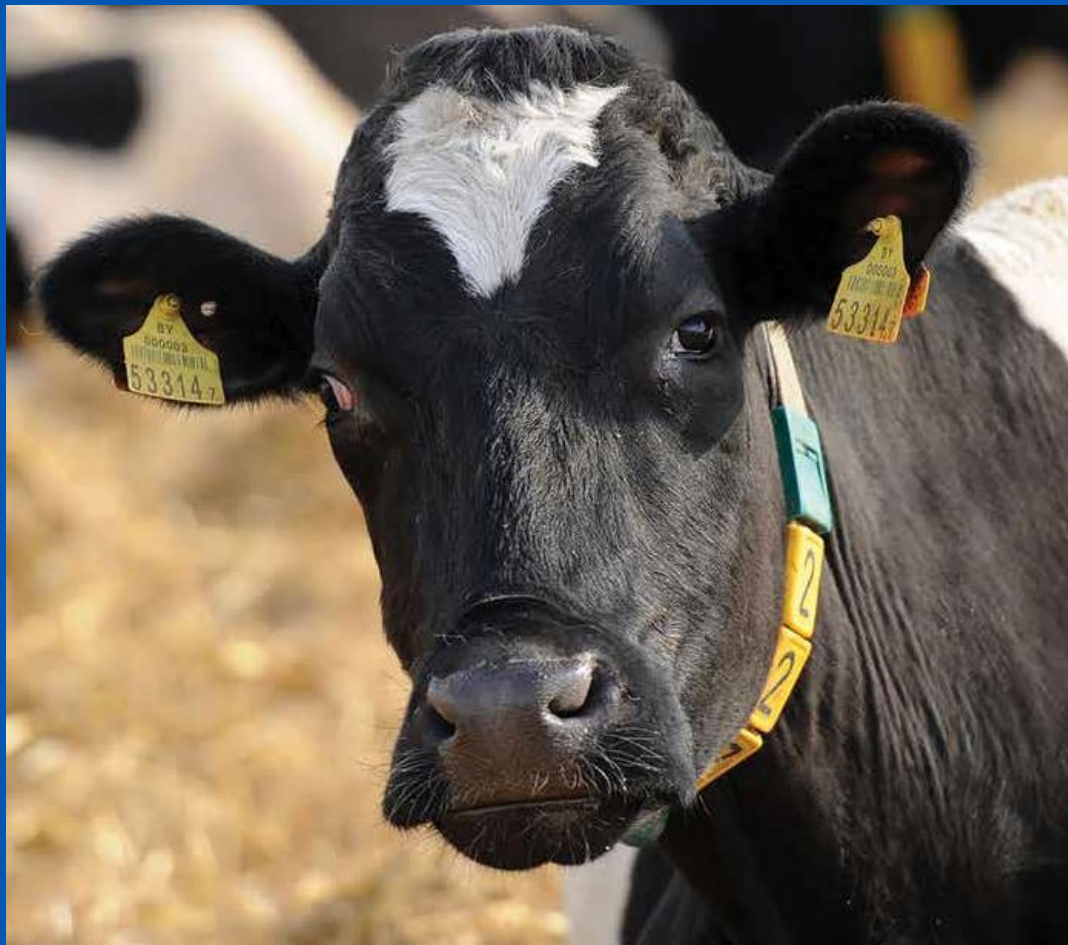
The 36th meeting of the MMO Economic Board took place on 11/12/2020 by video-conference, with the participation of experts from the milk supply chain: COPA-COGECA (producers and cooperatives), CEJA (young farmers), EMB (European Milk Board), ECVC (Via Campesina), EDA (dairy industry), Eucolait (dairy trade) and Eurocommerce (retail). Presentations and information exchanged during the meeting highlighted the following:

- o Based on provisional data, EU-27 cow's milk collection increased in October 2020 by 1.4% (+163 000 t) compared to the same month of 2019 resulting in a cumulative increase in 2020 by +1.8% (+2.17 million t). Only in HR production was lower than in January-October 2019 (-0.8%). 10 EU MS reported production growth above 3%. The increase of milk collection in the first 9 months of 2020 translates into production growth for all dairy products: drinking milk (+3.5%), SMP (+3%), WMP and butter (+2.4%) and cheese (+2%).
- o The EU average farm gate milk price is reported at 35 c/kg in October 2020 which is the highest price since February. This price is 0.6% lower than in October 2019 but 3.2% above the last 5 years' average. MS' estimates for November 2020 show rather stable milk prices around 35 c/kg.
- o Dairy prices (SMP, WMP, butter) have been rather stable since summer, although lower than in October last year. EU cheese prices are fluctuating slightly above (Emmental and cheddar) or below (Edam) last year's levels.
- o The assessment of EU-27+UK stock levels based on a residual approach (EU+UK production + EU+UK imports - EU+UK internal consumption - EU+UK exports) shows that private SMP stocks have decreased seasonally since mid-2020 and are now at a low level of around 150 000 t. At the end of September 2020, butter stocks were at a normal level for this time of the year (200 000 t). Higher exports to third countries and retail sales supported market-balance. Cheese stocks are at normal level (400 000 t) compared to the same period in previous years. Domestic and world demand was healthy. The market sentiment is different depending on the type of cheese.
- o PSA for dairy: 3 020 t cheeses, 24 617 t butter and 4566 t SMP were removed from private storage in October. Remaining EU+UK PSA stocks at the end of October: 12 567 t SMP, 28 964 t butter and 24 832 t cheese.
- o Global milk supply is strong and exceeding expectations. In the first 9 months of 2020 in the main exporting countries/regions (EU-27, UK, USA, NZ, AUS, ARG, URG), production increased by 2%, with negative figures only for the UK (-0.6%). NZ milk collection growth slowed down due to dry weather conditions. Strong milk collection was registered in the US (+1.9%) due to increase in the herd size and higher yields per cow. Also big expansion in Argentina (+7.8%) despite tighter profitability because of rising costs.
- o Global trade remained stronger than anticipated in Q3. EU cheese and butter exports to Ukraine have increased by 130% and 1012% respectively in January-September 2020. China is increasing its weight in global dairy trade, representing more than three times the market share of the next importing country (Mexico). Impressive demand for whey in China, showing they are rebuilding their pig herd. EU exports in milk equivalent to China are slightly above those to the UK (15 and 14% respectively).
- o Retail sales of dairy products in the EU rose by 8% between 2009 and 2019, mainly driven by hard and soft cheeses and butter. EU citizens' spending on dairy products vary according to their purchasing power, preferences for origin (e.g. organic) and cultural differences. Among dairy products, spending on cheese and drinking milk were the highest in almost all MS in 2019. Modern grocery retailers dominate sales of dairy products, but sales via e-commerce have increased by 219% between 2009 and 2019 and boomed in 2020 due to COVID-19.
- o In the EU, households remain relatively pessimistic and tend to favour savings over consumption. Level of consumer confidence is low. Due to lockdowns, home consumption of all categories of milk products increased, in particular for butter, cream, cheeses but also for UHT milk. In some MS, there is a visible shift towards non-PDO/PGI cheeses. Sales of organic dairy products continue to grow but at a slower pace.
- o The dairy market has been resilient to Covid-19 pandemic but there is still a lot of uncertainty. The announcement of vaccines against Covid-19 has boosted sentiment and hope to come back to normal life. Nevertheless poor macroeconomic indicators and trade disputes keep impacting dairy exports. Retail sales and exports are good but the second round of full or partial lockdowns put pressure on the HoReCa sector. A no-deal Brexit would disrupt trade between the EU and the UK and would impact on dairy market balance in the EU and globally.

# **ANNEX 1**

## **Milk Market Situation**

***European Commission***



# Milk Market Situation

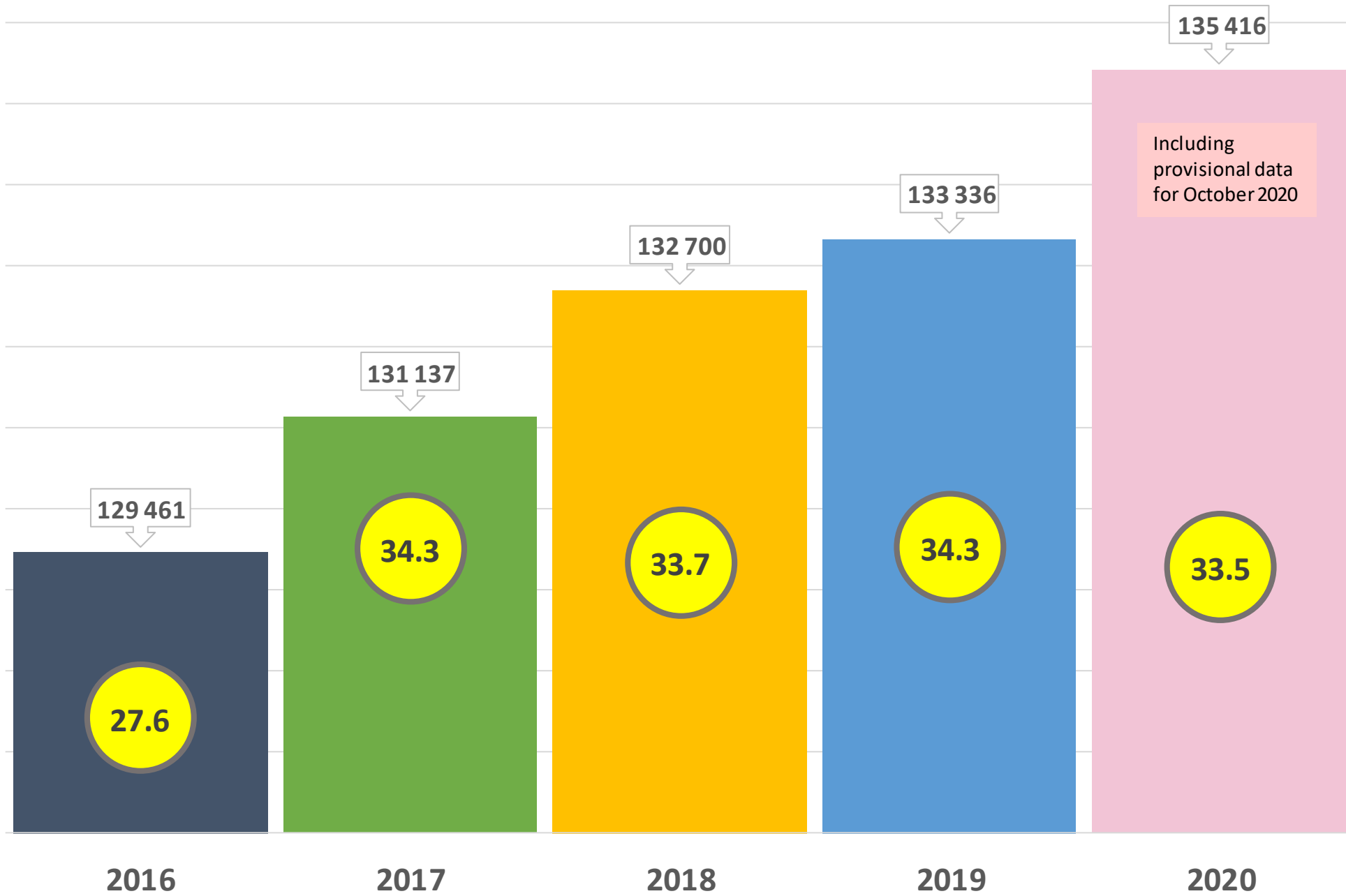
MMO meeting

Brussels, 11 December 2020

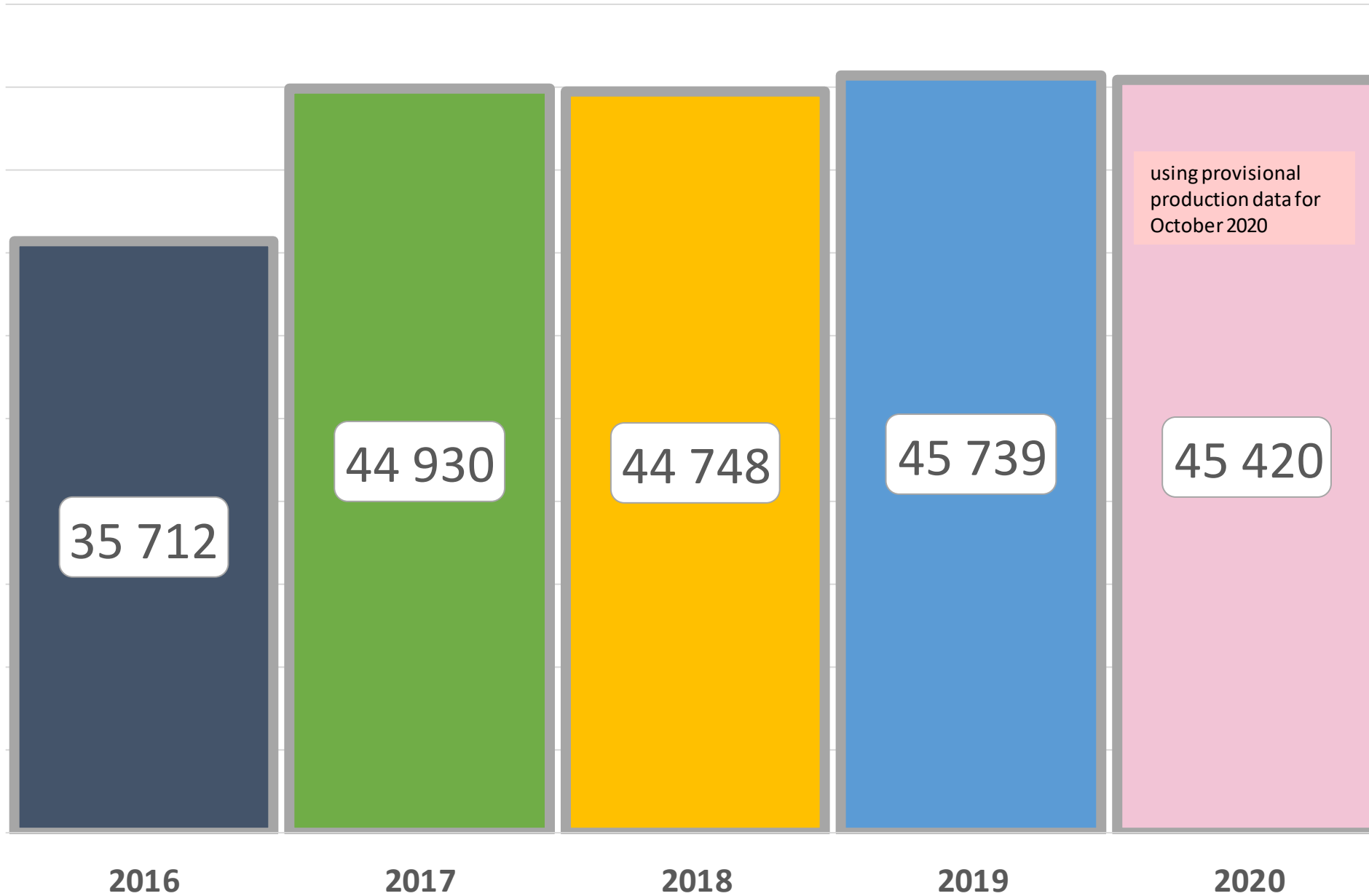
# Outline

- EU milk and dairy products production
- PSA - update
- EU milk prices
- EU gross margin index
- EU and world dairy quotations
- Indicators

# EU+UK milk deliveries and price Jan-Oct. 2016-20 (x1000 t, c/kg)

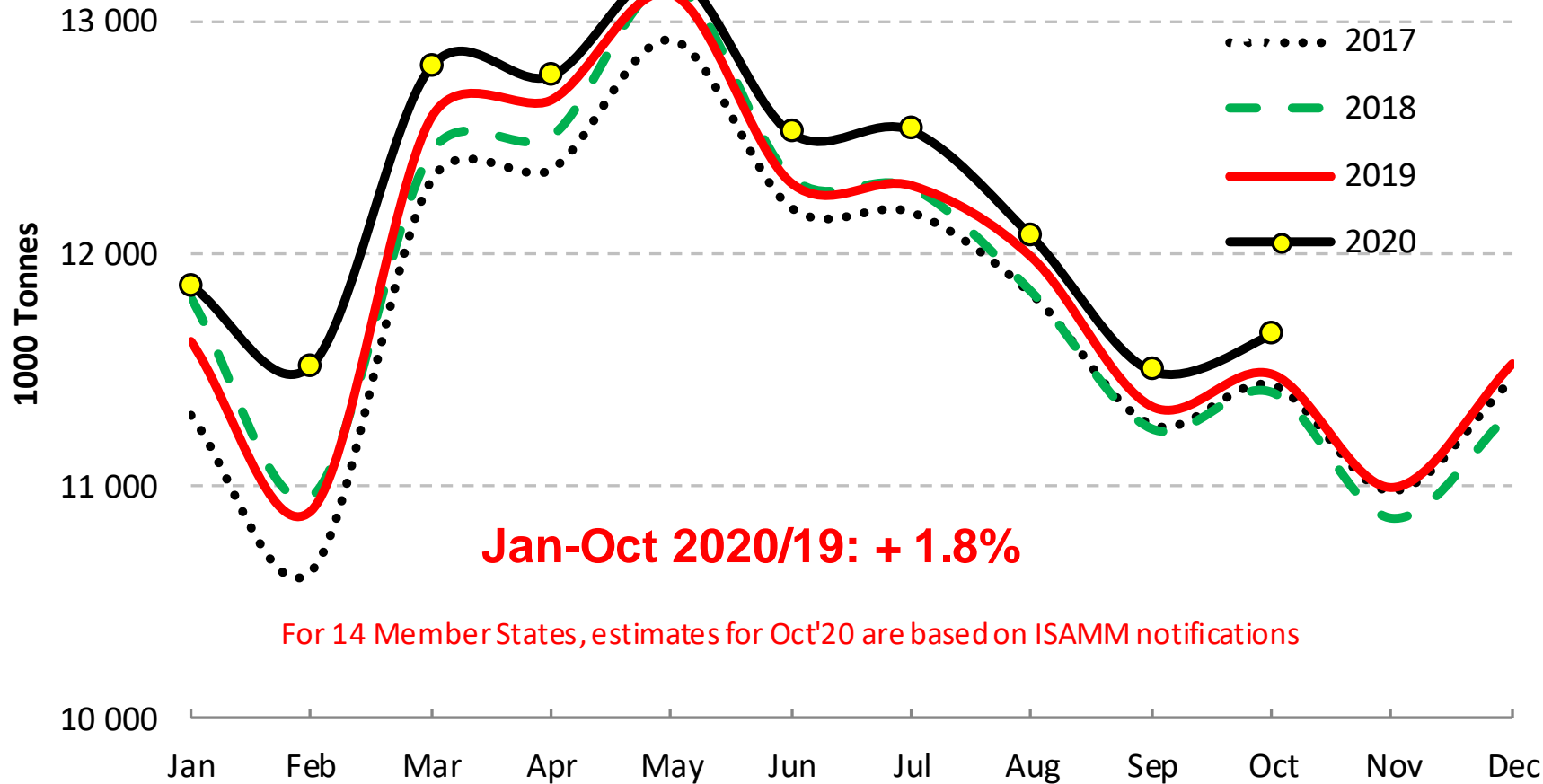


EU+UK value milk production  
Jan-Oct. 2016-20 (x million €)



# EU milk production

## EU\* - Cows' milk collected



Source: Estat (Newcronos) - MS notifications

## Oct 20 compared to Oct 19

Rank	evolution in %		evolution in 1000 Tons	
	MS	%	MS	Tons
1.	RO°	+ 22.8%	IE°	+ 53
2.	CY°	+ 11.4%	IT°	+ 31
3.	MT	+ 9.4%	RO°	+ 20
4.	IE°	+ 8.6%	PL	+ 18
5.	PT°	+ 7.5%	SE°	+ 11
6.	SE°	+ 5.2%	PT°	+ 11
7.	LT	+ 4.5%	CZ	+ 9
8.	LV	+ 4.2%	DK°	+ 8
9.	BG°	+ 3.9%	LT	+ 5
10.	LU°	+ 3.7%	BE	+ 4
11.	CZ	+ 3.6%	LV	+ 3
12.	IT°	+ 3.3%	ES	+ 3
13.	EE	+ 2.9%	CY°	+ 2
14.	SK	+ 2.9%	HU	+ 2
15.	SI	+ 2.4%	BG°	+ 2
16.	PL	+ 1.9%	SK	+ 2
17.	DK°	+ 1.7%	EE	+ 2
18.	HR°	+ 1.6%	LU°	+ 1
19.	HU	+ 1.6%	SI	+ 1
20.	EL°	+ 1.6%	EL°	+ 1
21.	BE	+ 1.2%	FI	+ 1
22.	ES	+ 0.4%	HR°	+ 1
23.	FI	+ 0.4%	MT	+ 0
24.	NL	- 0.1%	NL	- 1
25.	FR°	- 0.3%	AT°	- 3
26.	DE°	- 0.7%	FR°	- 6
27.	AT°	- 1.3%	DE°	- 18
<b>EU*</b>		<b>+ 1.4%</b>	<b>EU*</b>	<b>+ 163</b>
<b>UK</b>		<b>+ 2.2%</b>	<b>UK</b>	<b>+ 27</b>
<b>EU+UK</b>		<b>+ 1.5%</b>	<b>EU+UK</b>	<b>+ 191</b>

\*: EU without UK

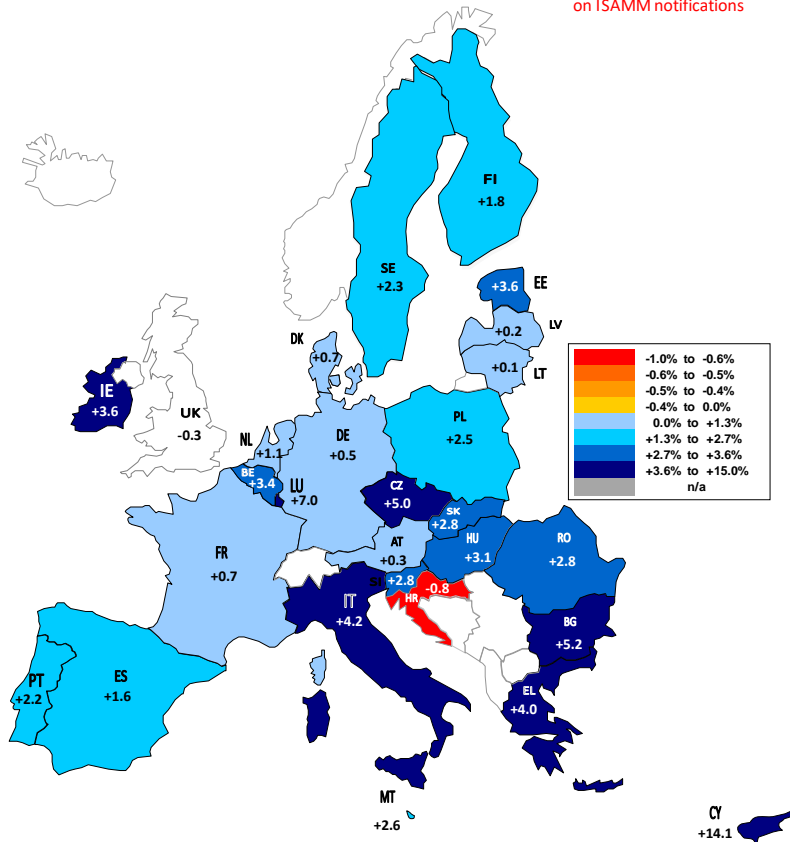
°: estimates

# EU milk deliveries compared to last period (in %)

## EU Milk Deliveries compared to last period (in %)

(Jan - Oct 2020 / Jan - Oct 2019)

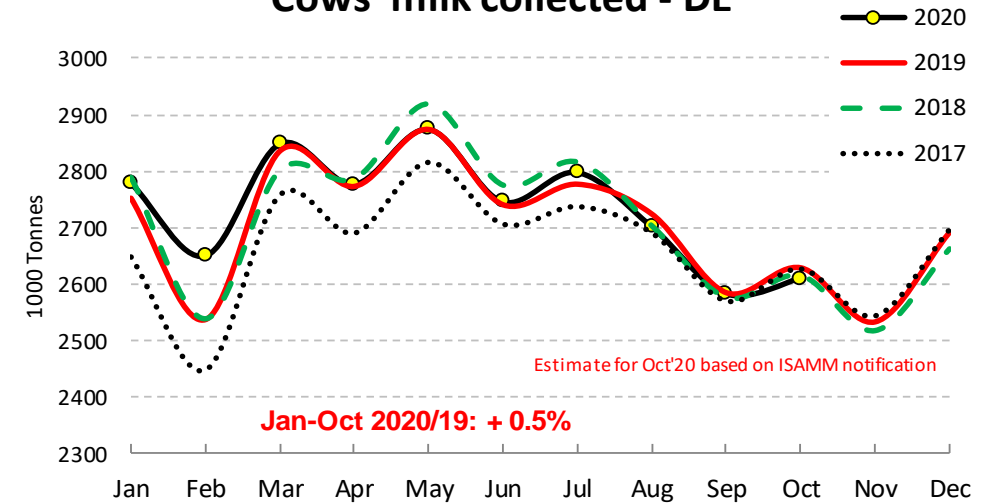
For 14 Member States, estimates for Oct'20 are based on ISAMM notifications



Source : MS' Communications to Eurostat, FEQA, AGEA, Reg.479/2010.1(a)1

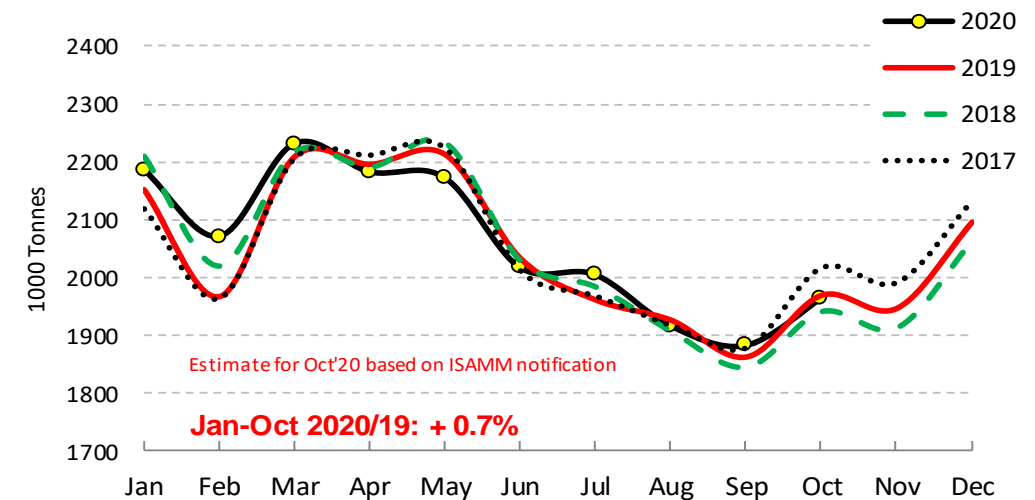
The designations employed and the presentation of material on the map do not imply the expression of any opinion whatsoever on the part of the European Union concerning the legal status of any country, territory or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

## Cows' milk collected - DE



Source : Estat, Newcronos

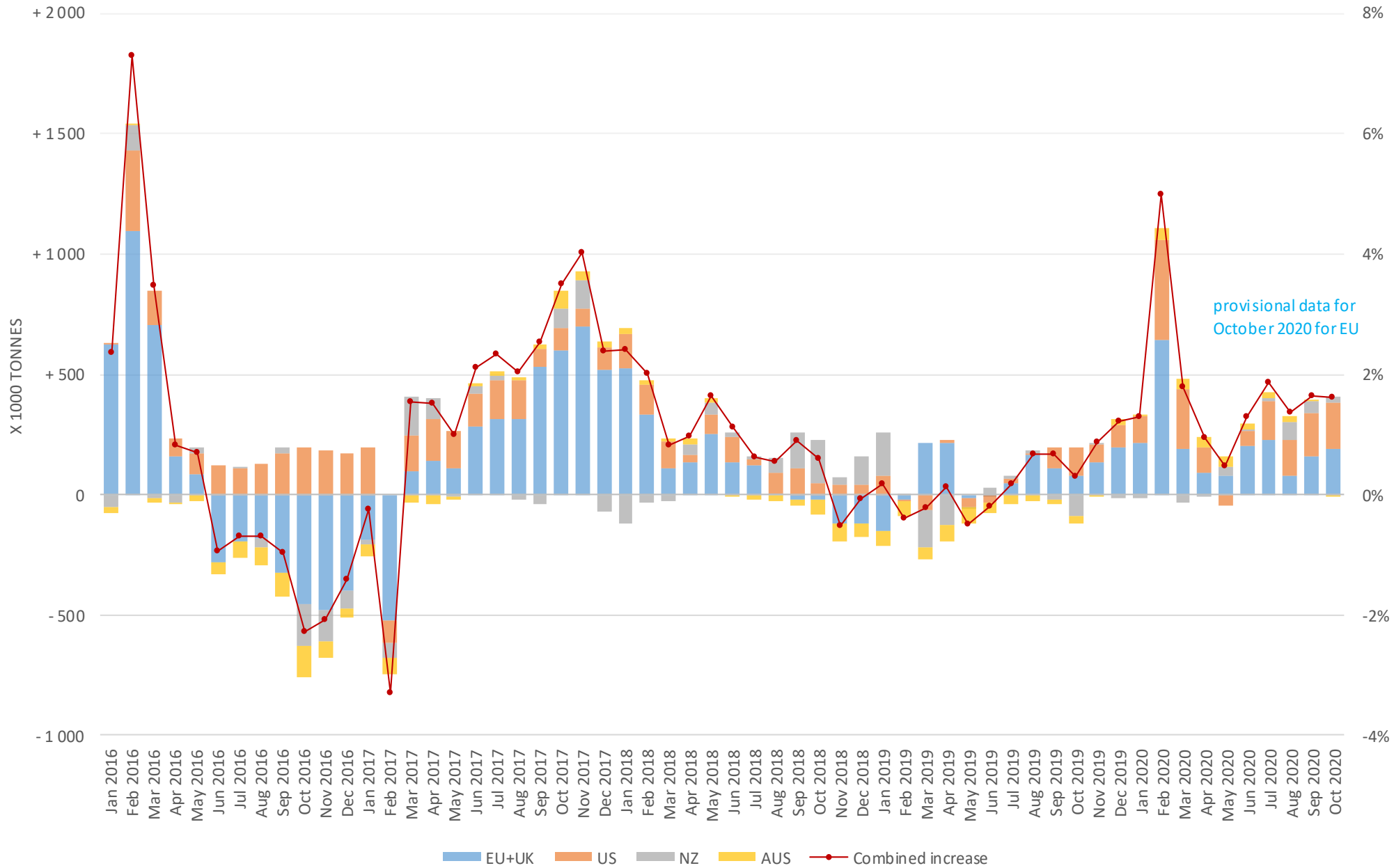
## Cows' milk collected - FR



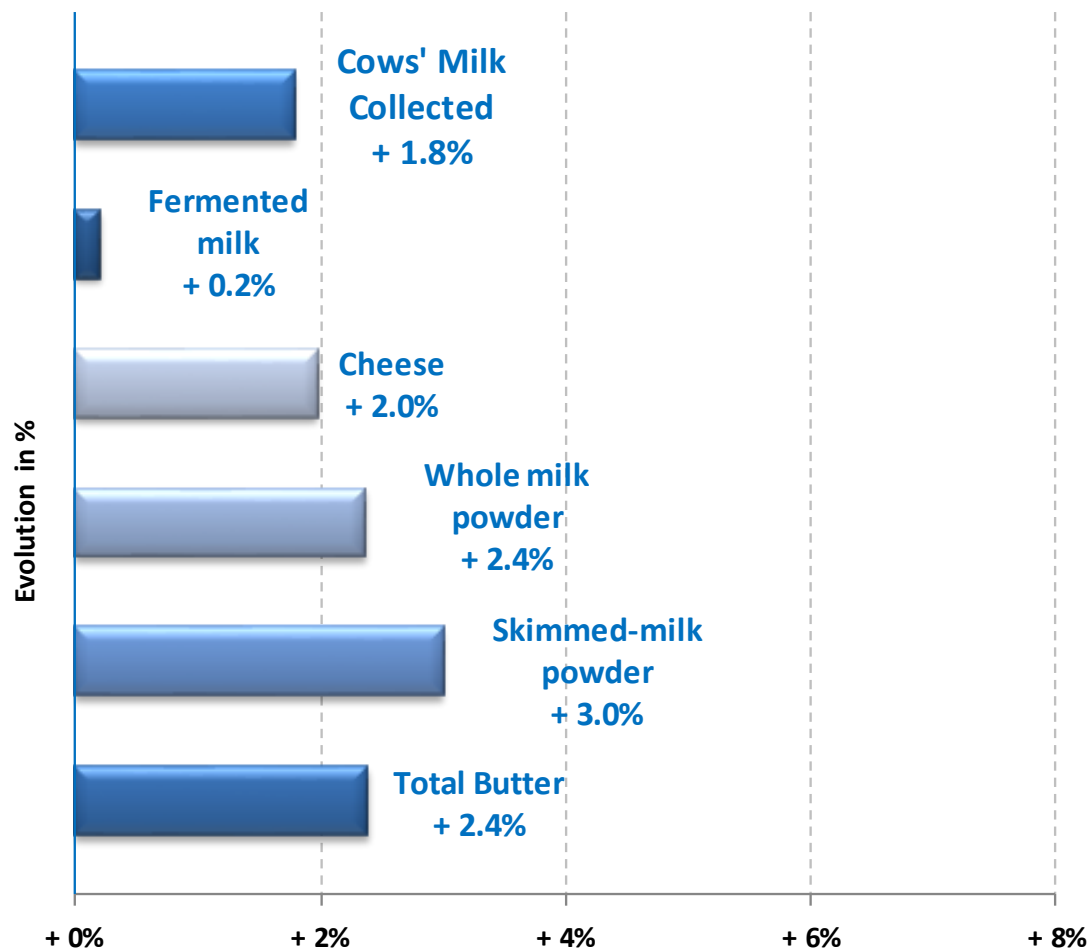
Source : Estat, Newcronos



# EU+UK+US+NZ+AUS COMBINED MILK PRODUCTION GROWTH

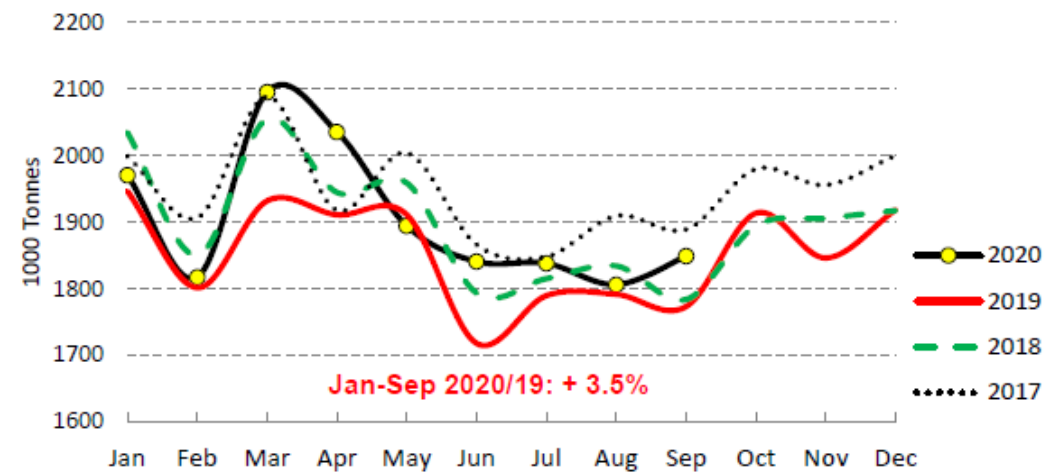


### EU\* Deliveries/Productions development (Jan-Sep 2020 compared to Jan-Sep 2019)



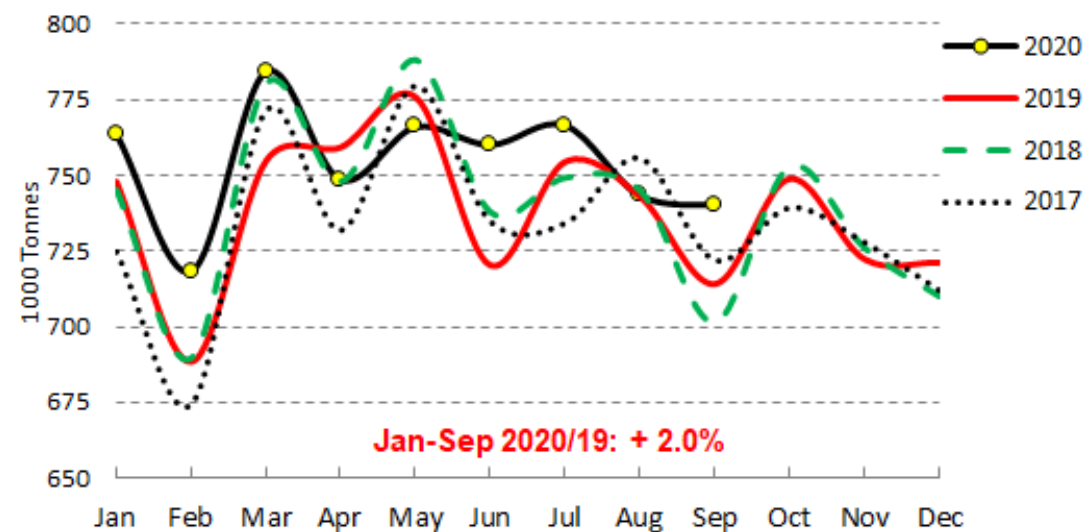
Source : MS' Communications to Eurostat,  
and, for milk : AGEA, FEQA,  
Reg. 2017/1185

### EU\* - Drinking milk



Source : Estat - Newcronos

### EU\* - Cheese



Source : Estat - Newcronos

# PSA for dairy

## Applications from 7 May - 30 June 2020 (tonnes)

	UK	EU+UK
cheese	4 499	47 739
butter	1 695	67 694
SMP	0	20 138

## DAIRY PRIVATE STORAGE - RECENT STOCKS EVOLUTION

Last update 03.12.2020

Data up to : **October 2020**

### S.M.P.

IN and OUT in  
October 20

in tonnes	Stock at the end of the month						IN	OUT
	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20		
Belgium	-	1 845	1 825	1 713	1 320	809		511
Bulgaria	-	-	-	-	-	-		
Czechia	356	447	447	379	113	40		73
Denmark	-	-	-	-	-	-		
Germany	2 417	10 025	8 454	8 238	8 238	6 318		1 920
Estonia	-	-	-	-	-	-		
Ireland	-	-	-	-	-	-		
Greece	-	-	-	-	-	-		
Spain	-	50	185	185	113	113		
France	-	-	-	-	-	-		
Croatia	-	-	-	-	-	-		
Italy	-	-	-	-	-	-		
Cyprus	-	-	-	-	-	-		
Latvia	-	-	-	-	-	-		
Lithuania	536	724	724	693	693	693		
Luxembourg	-	-	-	-	-	-		
Hungary	-	-	-	-	-	-		
Malta	-	-	-	-	-	-		
Netherlands	652	4 710	4 710	4 710	4 476	4 239		237
Austria	-	-	-	-	-	-		
Poland	-	-	354	354	354	354		
Portugal	1 825	1 825	1 825	1 825	1 825	-		1 825
Romania	-	23	23 *	23	-	-		
Slovenia	-	-	-	-	-	-		
Slovakia	-	-	-	-	-	-		
Finland	-	-	-	-	-	-		
Sweden	-	-	-	-	-	-		
United Kingdom	-	-	-	-	-	-		
<b>TOTAL EU+UK</b>	<b>5 787</b>	<b>19 649</b>	<b>18 547</b>	<b>18 120</b>	<b>17 133</b>	<b>12 567</b>	<b>0</b>	<b>4 566</b>

### Butter

IN and OUT in  
October 20

in tonnes	Stock at the end of the month						IN	OUT
	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20		
Belgium	2 268	3 448	3 312	3 195	3 123	1 212		1 911
Bulgaria	-	-	-	-	-	-		
Czechia	-	12	12	12	12	9		3
Denmark	-	-	-	-	-	-		
Germany	6 392	11 914	11 852	11 543	10 419	8 212		2 207
Estonia	-	-	-	-	-	-		
Ireland	8 981	14 840	14 840	14 286	11 827	3 748		8 078
Greece	-	-	-	-	-	-		
Spain	743	783	783	783	115	93		22
France	639	5 003	7 102	7 079	5 754	4 528		1 226
Croatia	238	238	238	238	238	238		
Italy	-	109	109	56	56	18		38
Cyprus	-	-	-	-	-	-		
Latvia	-	-	-	-	-	-		
Lithuania	1 307	1 717	1 717	1 272	1 077	818		259
Luxembourg	-	-	-	-	-	-		
Hungary	-	60	60	60	60	60		
Malta	-	-	-	-	-	-		
Netherlands	12 459	21 602	21 602	21 181	17 403	7 058		10 345
Austria	206	547	547	507	422	362		60
Poland	-	189	431	431	302	108		194
Portugal	1 085	1 085	1 085	1 085	1 085	1 085		
Romania	-	38	38 *	38 *	38	38		
Slovenia	-	-	-	-	-	-		
Slovakia	-	-	-	-	-	-		
Finland	230	230	230	230	-	-		
Sweden	-	-	-	-	-	-		
United Kingdom	685	1 695	1 695	1 695	1 651	1 378		273
<b>TOTAL EU+UK</b>	<b>35 232</b>	<b>63 508</b>	<b>65 652</b>	<b>63 691</b>	<b>53 581</b>	<b>28 964</b>	<b>0</b>	<b>24 617</b>

### Cheese

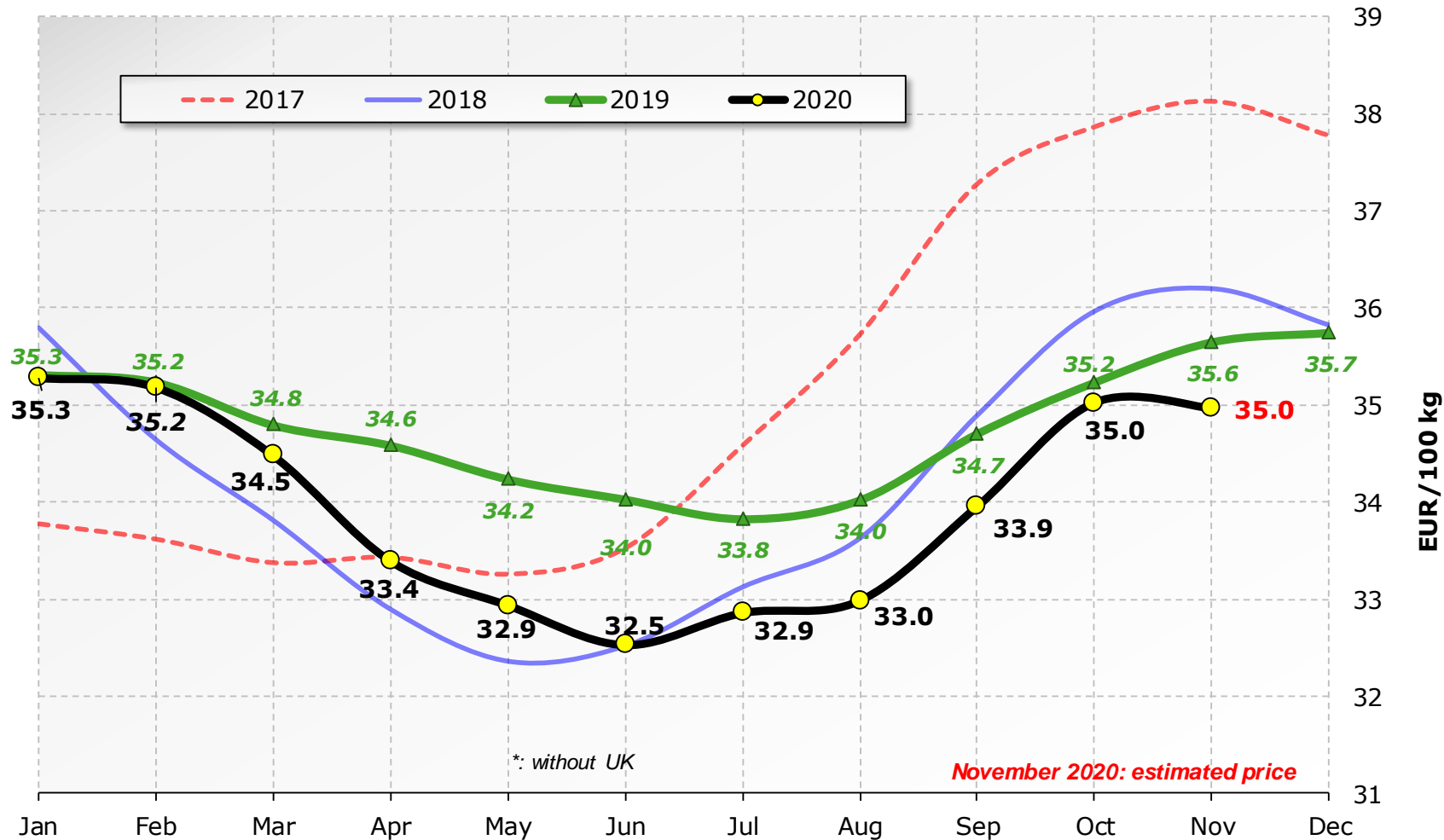
IN and OUT in  
October 20

in tonnes	Stock at the end of the month						IN	OUT
	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20		
Belgium	1 079	1 130	1 116	1 096	1 096	1 096		
Bulgaria	-	55	55	-	-	-		
Czechia	-	185	185	-	-	-		
Denmark	-	-	-	-	-	-		
Germany	464	901	737	415	-	-		
Estonia	-	-	-	-	-	-		
Ireland	2 179	2 179	2 179	2 179	2 046	1 963		84
Greece	-	-	-	-	-	-		
Spain	4 591	4 361	3 465	2 751	2 587	2 194		393
France	3 975	5 919	6 717	5 218	3 748	2 959		789
Croatia	-	-	-	-	-	-		
Italy	12 654	12 654	10 823	9 309	6 639	5 643		996
Cyprus	-	-	-	-	-	-		
Latvia	-	-	-	-	-	-		
Lithuania	819	978	978	978	978	978		
Luxembourg	-	-	-	-	-	-		
Hungary	-	78	78	78	62	47		15
Malta	-	28	28	28	-	-		
Netherlands	7 355	8 002	7 598	7 121	6 225	5 705		521
Austria	1 085	1 172	1 172	117	117	117		
Poland	39	39	-	-	-	-		
Portugal	132	69	69	69	69	69		
Romania	-	178	178 *	55	55	55		
Slovenia	-	-	-	-	-	-		
Slovakia	-	-	-	-	-	-		
Finland	349	472	432	420	306	215		92
Sweden	791	787	787	787	787	787		
United Kingdom	4 499	3 564	3 199	3 199	3 136	3 005		130
<b>TOTAL EU+UK</b>	<b>40 010</b>	<b>42 751</b>	<b>39 797</b>	<b>33 822</b>	<b>27 852</b>	<b>24 832</b>	<b>0</b>	<b>3 020</b>

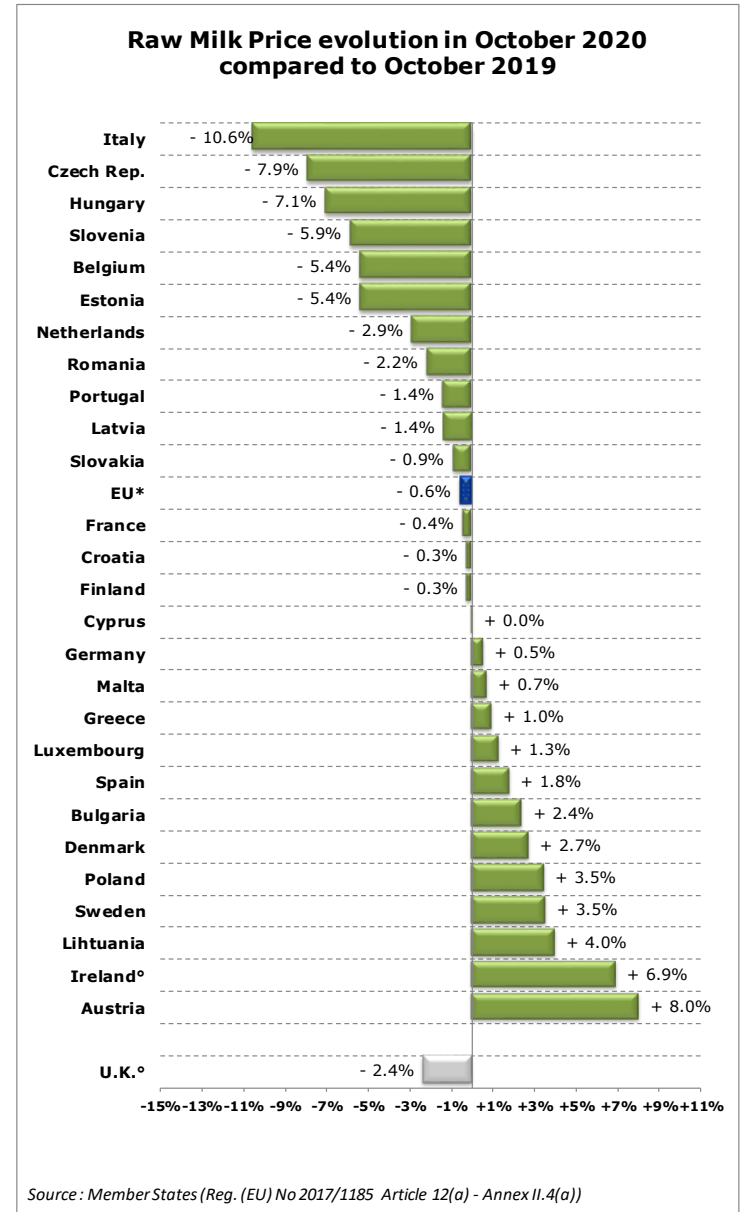
\* estimation by DG AGRI; to be confirmed by Member State authorities  
n/a: no notification has been received

# EU milk prices paid to the producers

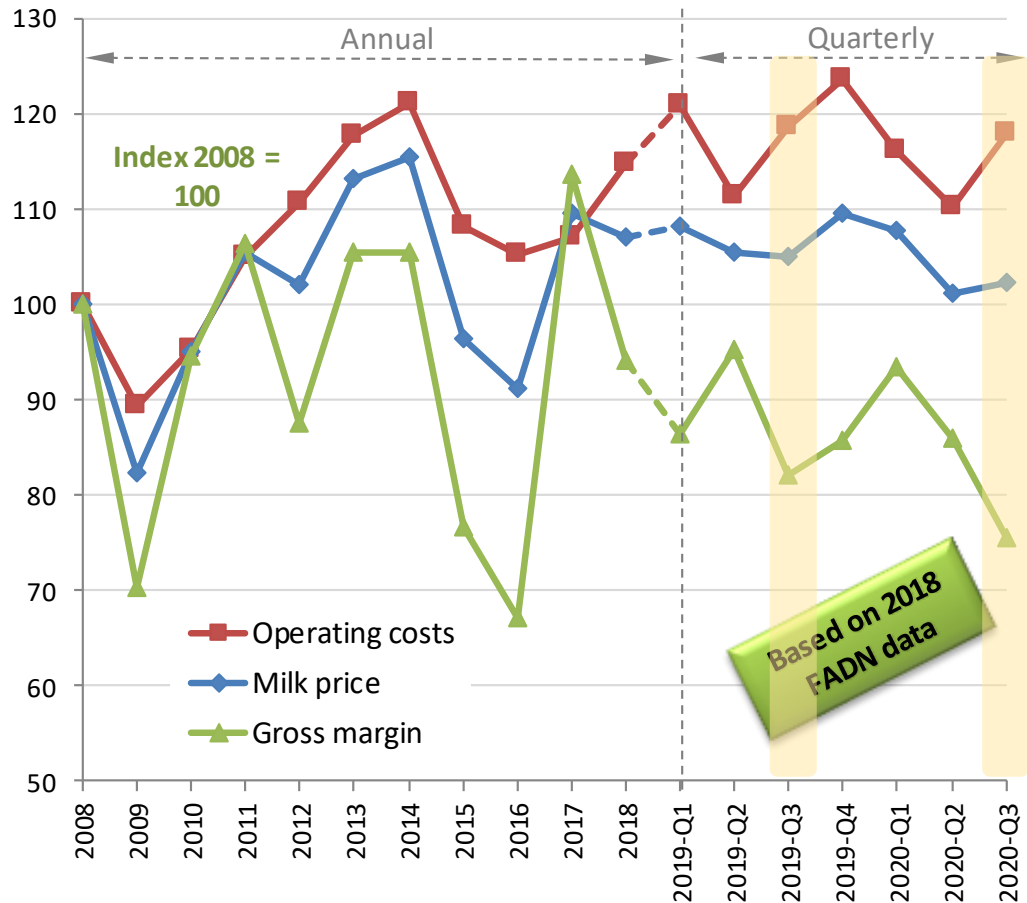
## Milk Prices paid to the Producers EU\* (weight. avg.)



Source : Member States Reg. (EU) No 2017/1185 Article 12(a) - Annex II.4(a)

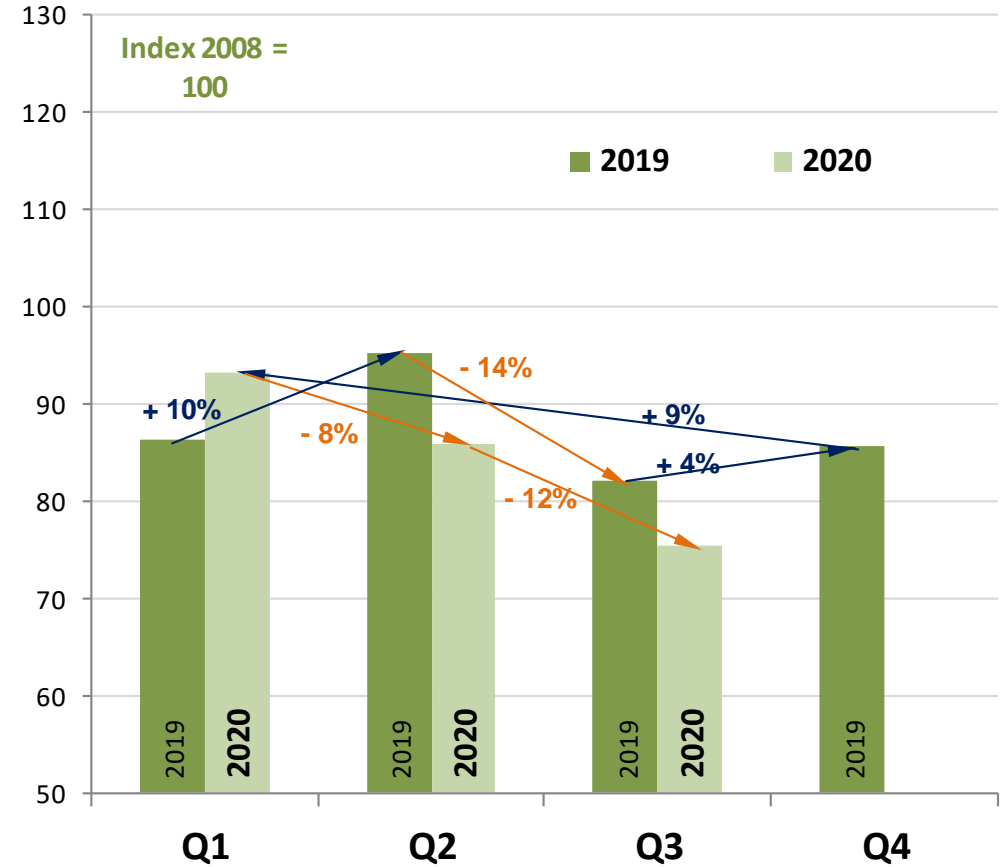


## EU Milk price, operating costs and margin per tonne



Source : FADN (base year 2018) + indexes (Eurostat, DG AGRI)

## Estimation of EU Gross margin

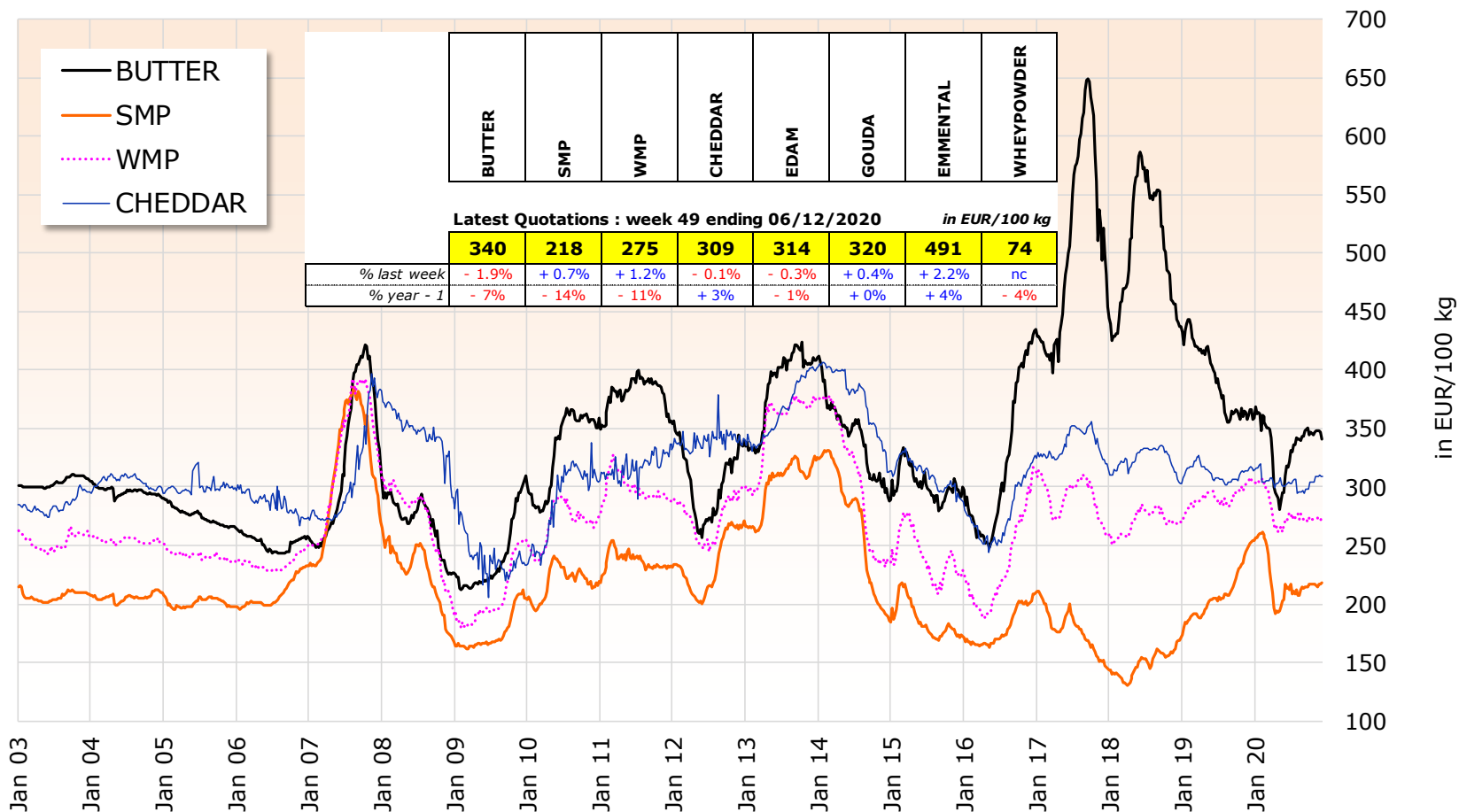


Source : FADN (base year 2018) + indexes (Eurostat, DG AGRI)

# EU dairy quotations

## EU evolutive\* dairy Quotations

(EU Average Prices based on MS communication and weighted by production)



Source: Regulation (EU) No 2017/1185 Article 11 - Annex I.7



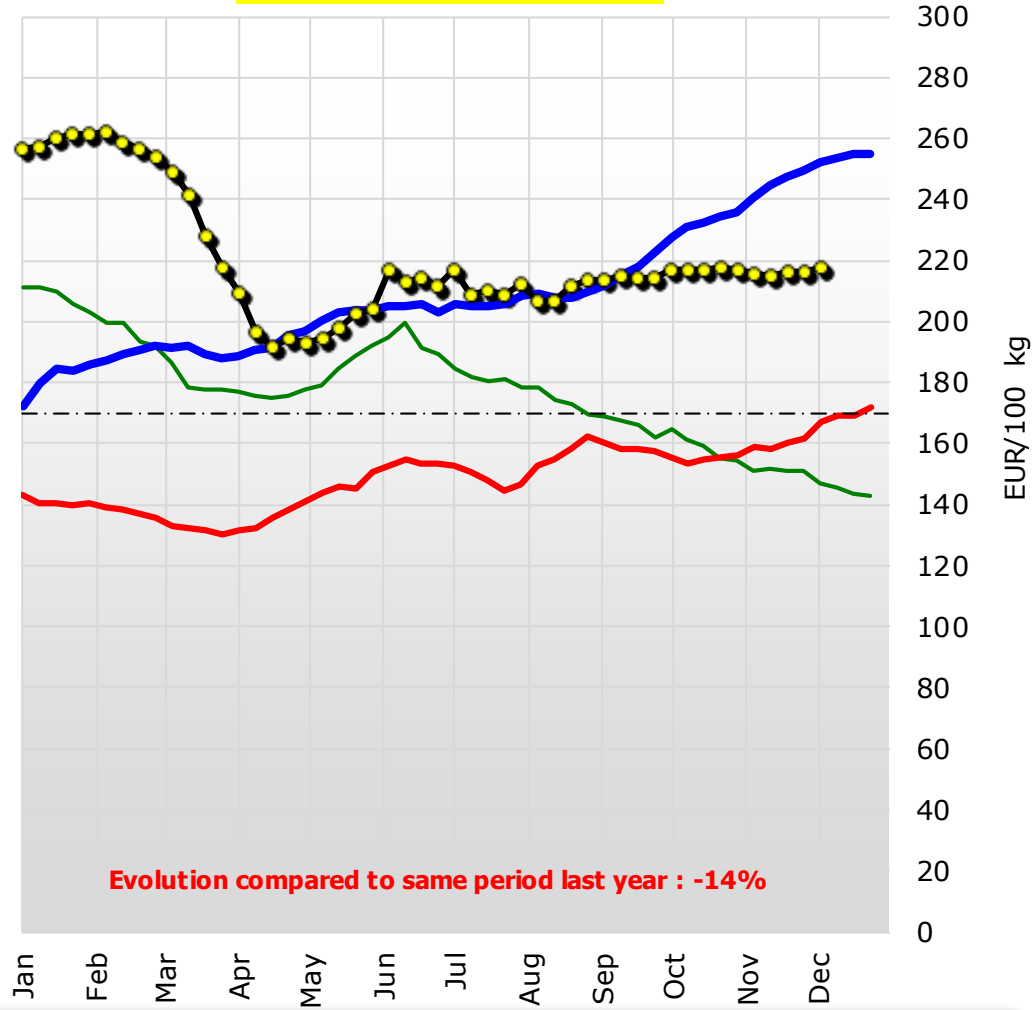
\* EU evolutive: EU-15 (before 2004), EU-25 (2004 to 2006), EU-27 (2007 to 2013), EU-28 (2013 to 01/2020), EU-27 without UK (from 02/2020 onwards)

# EU\* averages of main dairy commodities

(Source: Regulation (EU) No 2017/1185 Article 11 - Annex I.7)

## Weekly EU\* SMP Prices

Latest price : 218 EUR/100kg

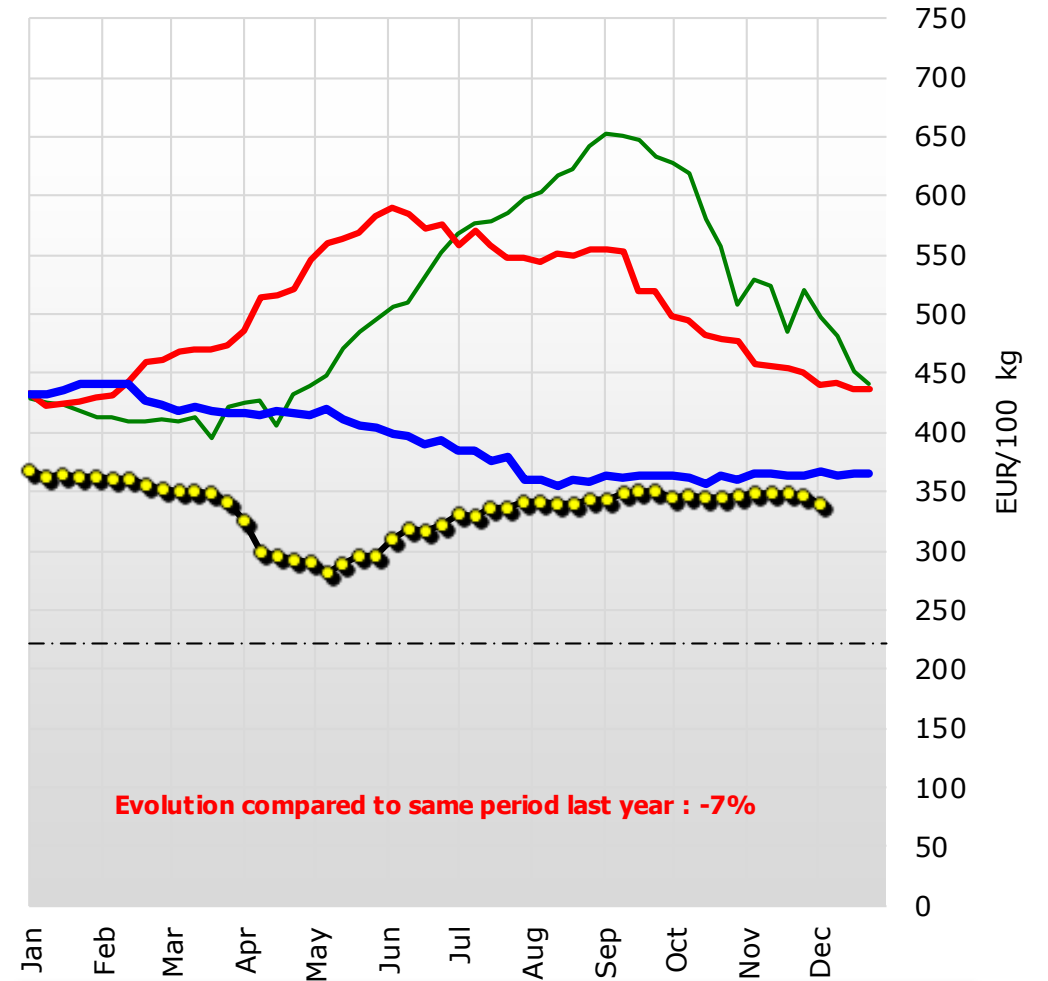


Evolution compared to same period last year : -14%

— 2017 — 2018 — 2019 —●— 2020 - - - - IP 2009

## Weekly EU\* BUTTER Prices

Latest price : 340 EUR/100kg



Evolution compared to same period last year : -7%

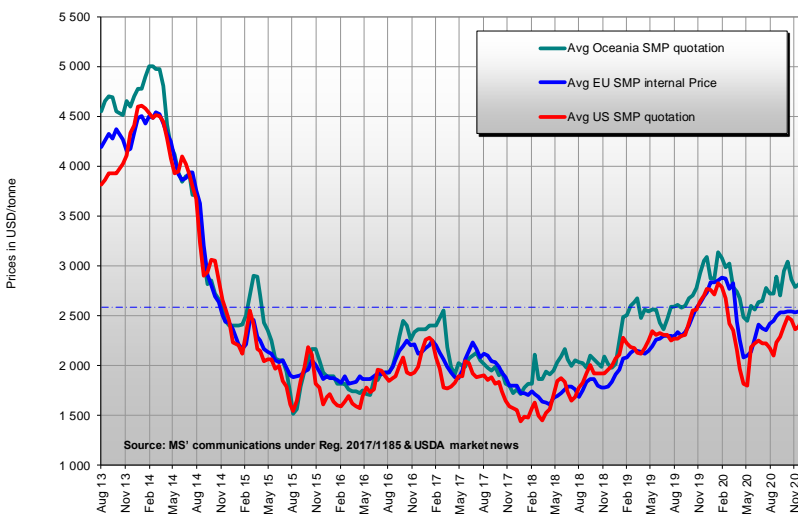
— 2017 — 2018 — 2019 —●— 2020 - - - - IP 2009

# Latest world dairy quotations

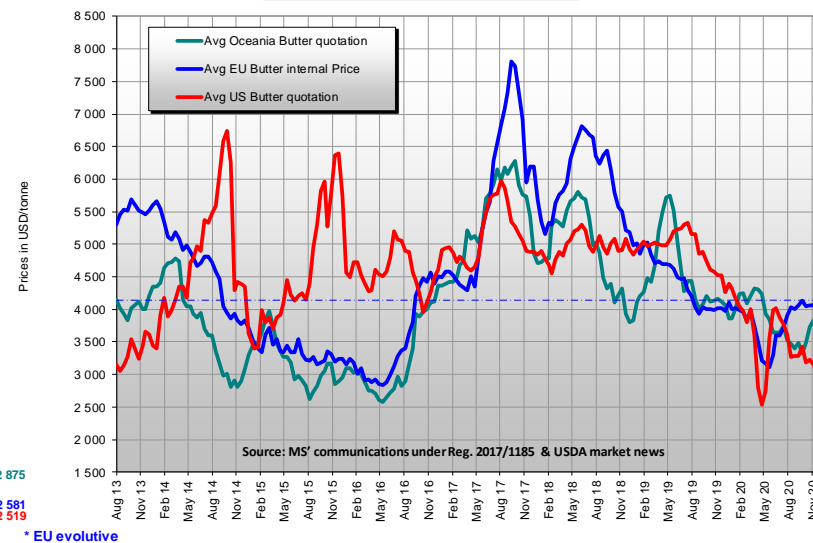
In US\$/t	Latest Quotations			Week - 2						Year - 1					
	06/12/2020			22/11/2020			% change (previous quotation)			08 December 2019			% change (1 year)		
	EU*	Oceania	USA	EU*	Oceania	USA	EU*	Oceania	USA	EU*	Oceania	USA	EU*	Oceania	USA
<b>Butter</b>	4 138	3 950	3 169	4 119	3 825	3 013	+ 0.5%	+ 3.3%	+ 5.2%	3 985	4 063	4 267	+ 4%	- 3%	- 26%
<b>SMP</b>	2 581	2 875	2 519	2 539	2 813	2 389	+ 1.7%	+ 2.2%	+ 5.4%	2 740	3 088	2 767	- 6%	- 7%	- 9%
<b>WMP</b>	3 238	3 113	3 549	3 236	3 038	3 505	+ 0.1%	+ 2.5%	+ 1.3%	3 343	3 375	3 968	- 3%	- 8%	- 11%
<b>Cheddar</b>	3 684	3 775	3 540	3 656	3 613	3 780	+ 0.8%	+ 4.5%	- 6.4%	3 258	3 988	4 320	+ 13%	- 5%	- 18%

Source : Member States Notifications under Reg. 2017/1185, USDA

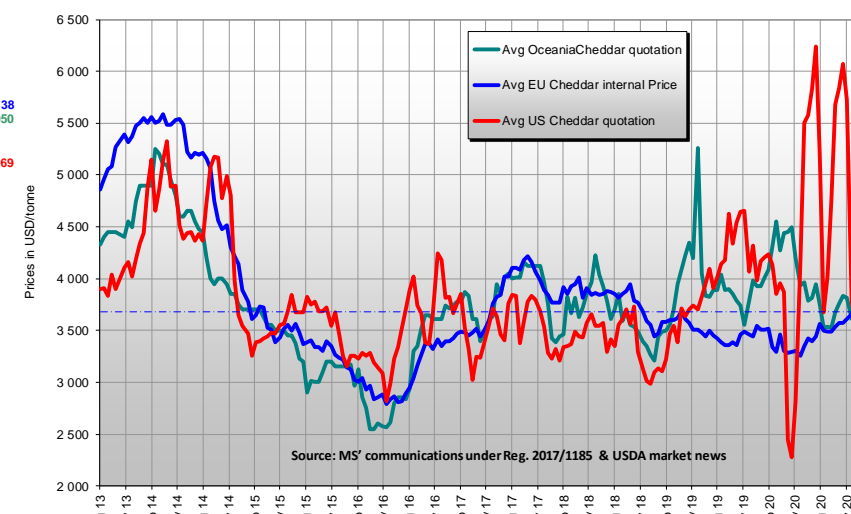
EU\*/US/Oceania Quotations of SMP



EU\*/US/Oceania Quotations of Butter



EU\*/US/Oceania Quotations of Cheddar





# Keep in touch and thank you!



[ec.europa.eu/agriculture](https://ec.europa.eu/agriculture)



[EUagri](https://www.youtube.com/EUagri)



[@EuropeanMMO](https://twitter.com/EuropeanMMO)



[@EUAgri](https://www.facebook.com/EUAgri)

# **ANNEX 2**

## **EU dairy products monthly stock estimates at the end of September 2020**

***EDA***



**EU dairy products  
monthly stock estimates  
at the end of September 2020**

**Milk Market Observatory  
Economic Board**

**December 11th, 2020**

# Methodology

- For each dairy product and each month, the stock estimates are based on the equation:
  - $\text{Stock variation} = \text{EU production} + \text{EU import} - \text{EU internal consumption} - \text{EU exports}$
- ZMB balance sheets and forecasts have been used as references for :
  - End of year stock levels
  - Yearly consumption levels
- Monthly production statistics are based on ZMB Dairy World publications.
- Exports and imports figures are based on MMO website figures and Eurostat. Due to delays in UK-Trade figures and the transition phase calculations are still referring to EU-28.
- The initial stocks entered in the model at the beginning of 2012 are :
  - SMP: 152 000 t
  - Butter: 80 000 t
  - Cheese: 200 000 t (arbitrary basis)
- The green parts in each graph mean that this stock level can be considered as normal for the month.
- The orange part means that this stock level can be considered as too high for the month.
- These qualifications are based on the EDA analysts' personal views and past market observations.

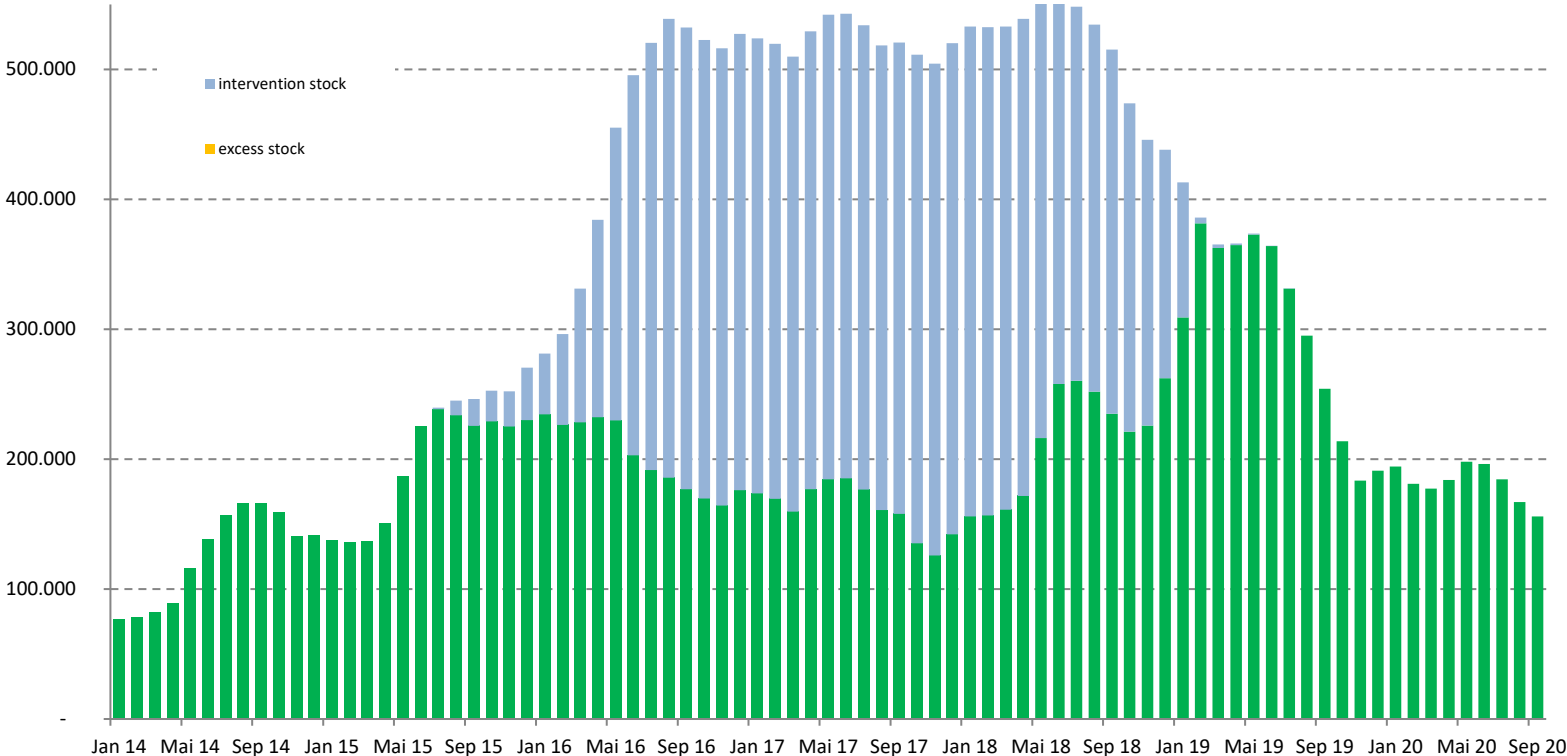
Stocks of SMP decreased seasonally since mid of 2020 and had been on a low level at the end of September. Production increased only slightly and healthy exports contributed to a reduction of stocks. Actually the SMP-market is stable.

### European stock level estimates - SMP - September 2020



Calculations based on Eurostat production, export and import statistics and EU internal consumption annual estimates subject to revisions

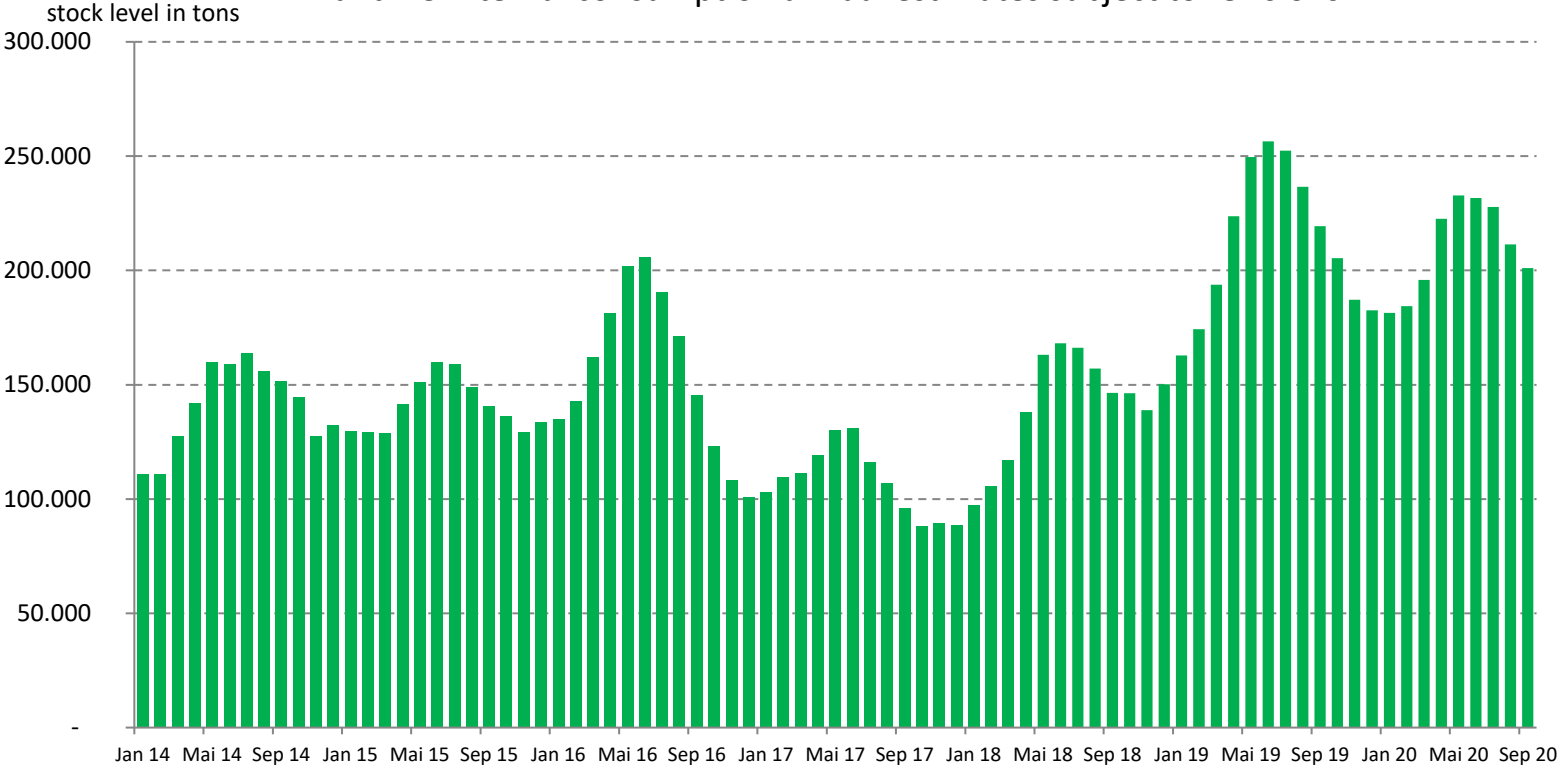
stock level  
in tons



End of September 2020 , the European butter stocks are on a normal level for the time of the year. High exports to 3<sup>rd</sup> countries up to July and high retails sales supported the market-balance, while of the needs of the food industry and food service sector are negative affected by the Corona pandemic.

### European stock level estimates - Butter - September 2020

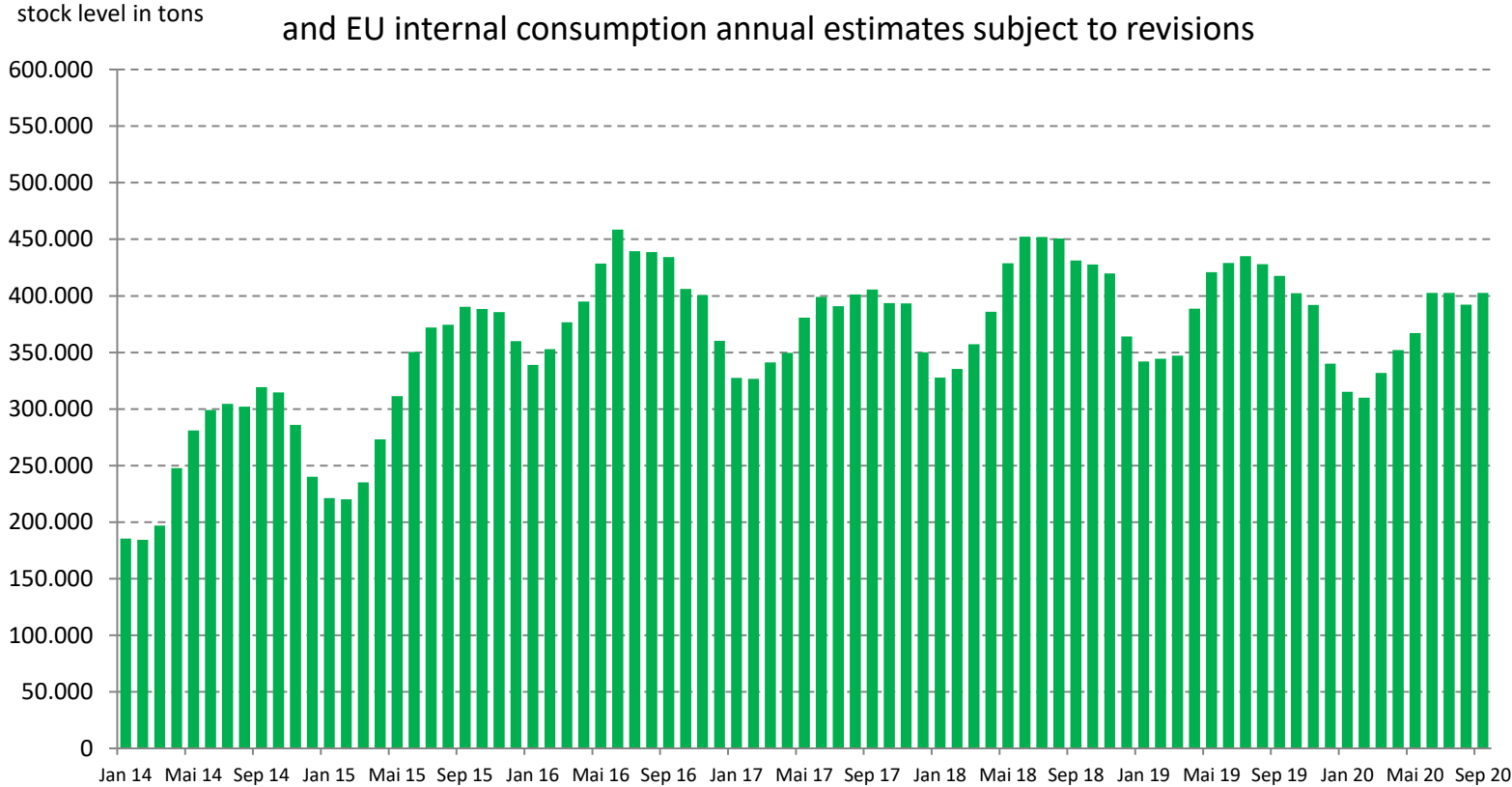
Calculations based on Eurostat production, export and import statistics and EU internal consumption annual estimates subject to revisions



End of September 2020, the European cheese stocks are on a normal level. Demand was healthy in the European Union and international during 2020. The market sentiment is different depending from cheese-type.

### European stock level estimates - Cheese September 2020

Calculations based on Eurostat production, export and import statistics and EU internal consumption annual estimates subject to revisions



# Situation

- The market in general was balanced in recent months.
- Demand for dairy products in general was resilient during the corona-crises so far. High exports and the re-opening of food-services in Q3 supported the market-balance.
- Prices of dairy products didn't fully recover from their strong decline at the outbreak of Covid-19.



# **ANNEX 3**

## **Perspectives from the Dairy Trade**

***Eucolait***



# Perspectives from the Dairy Trade

MMO Economic Board

11 December 2020



# Outline

---

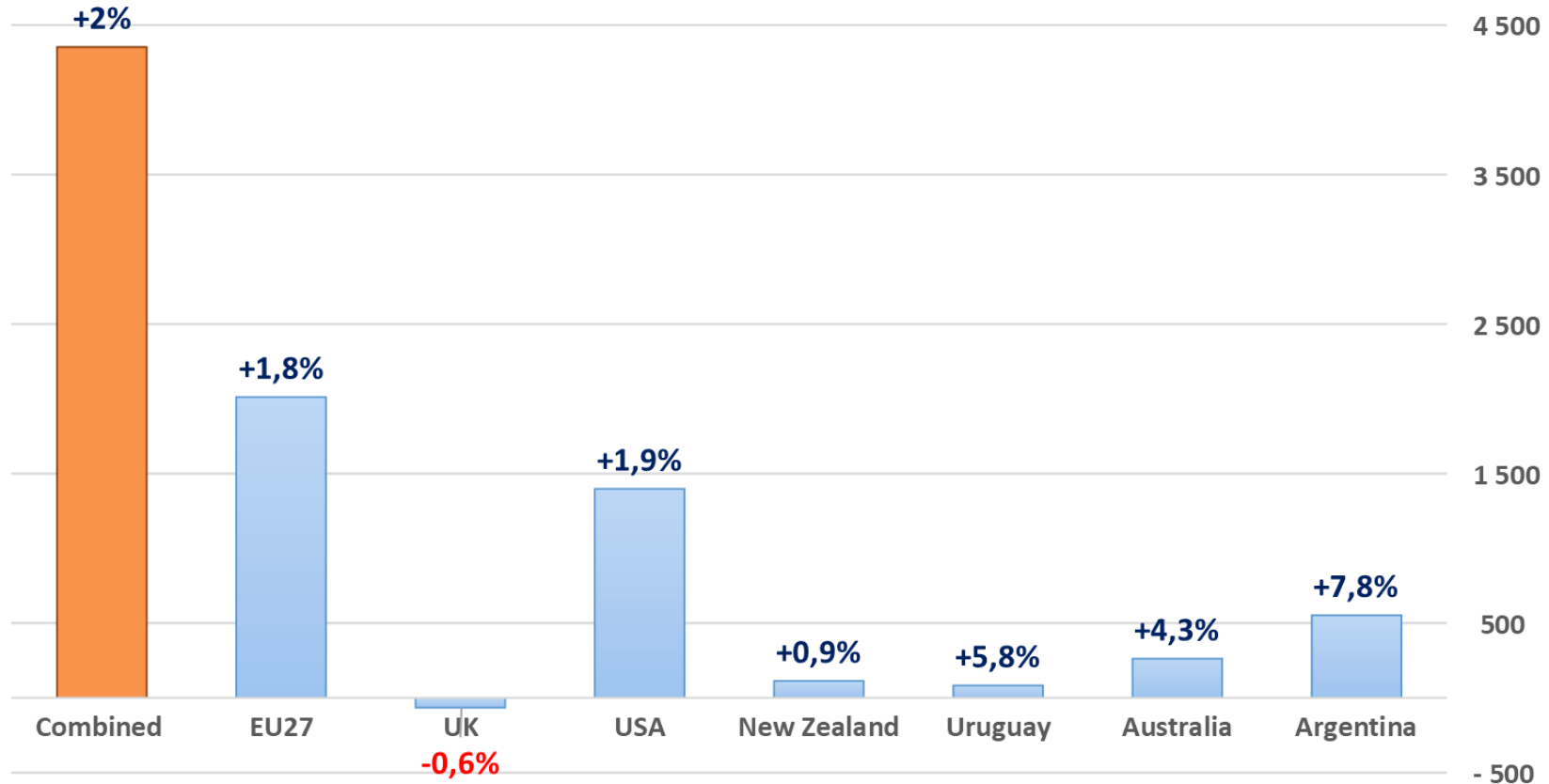
- Global supply
- Global exports & demand
- Developments in key import markets
- Conclusions



# Milk production in key export regions

Comparing Jan-Sep 2020 milk production with Jan-Sep 2019  
in main exporting countries/regions  
(in 1000 tonnes)

Combined  
Growth rate:

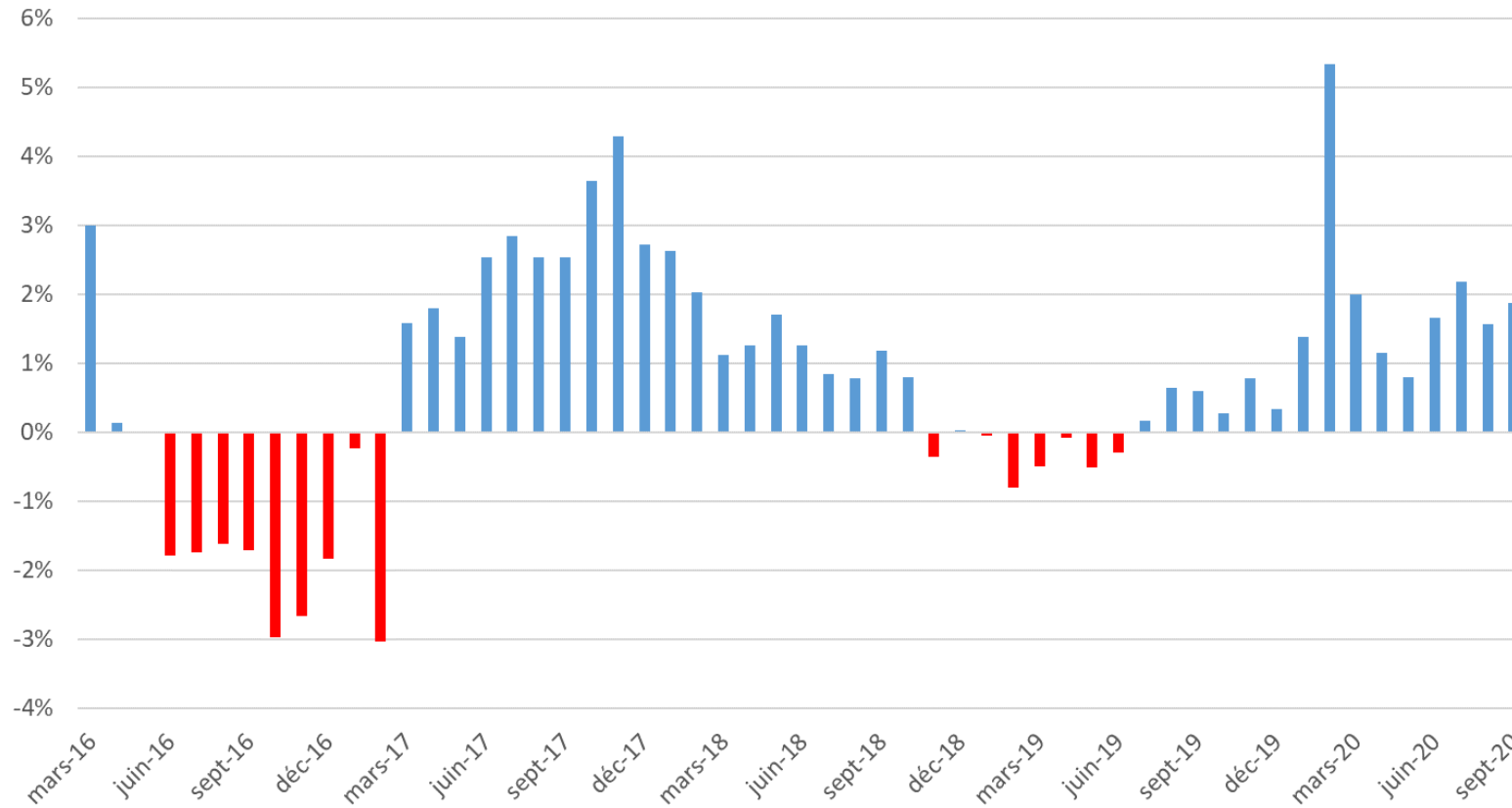




# Milk production in key export regions

## World milk supply 2016-2020

(EU27, UK, US, New Zealand, Australia, Argentina, Uruguay) -% change yoy





# Production outlook

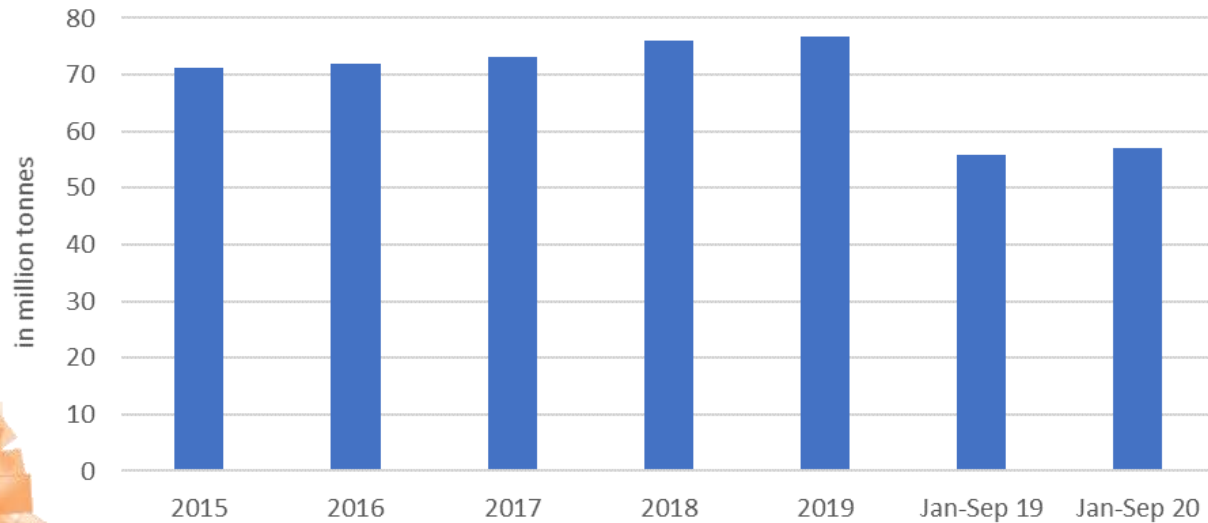
---

- **EU milk collections** were strong in Q3, supported by stable milk prices and favourable weather conditions. Despite muted production in both France and Germany, October output looks rather solid so far and production should keep growing until the end of the year, albeit at a slower pace.
- **US milk collections** continued to expand in Q3 and were up by 2,3% in October, driven by an increase in the herd size and higher yields per cow. USDA outlook: +1,9% for 2020, +1,5% for 2021.
- Following a strong start in the new season, **NZ milk collections growth** slowed down in October due to dryer weather conditions in October (+0,8% yoy) but La Niña could bring some rainfall from December onwards. Outlook for 2020/21 is +1,2%
- Deteriorating weather conditions also had an impact on **Australian milk collections**, down by 0,3% in October. A drop in farm numbers and a smaller herd size will continue to subdue the output growth in the longer run. Outlook: +2% for season 2020/21.
- **South America:** despite tighter profitability due to rising costs, milk production kept booming in Argentina (+5,7% in October). A slowdown is however expected in 2021, reflecting economic challenges at farm level. Outlook for 2021: +2%. Uruguay milk output has now fully recovered from the poor performance in 2019 and might even exceed 2018 volumes by the end of the year.
- **Global milk supply** growth for the whole year 2020: slightly below +2%. Outlook for 2021: between +1% and +1,5%.



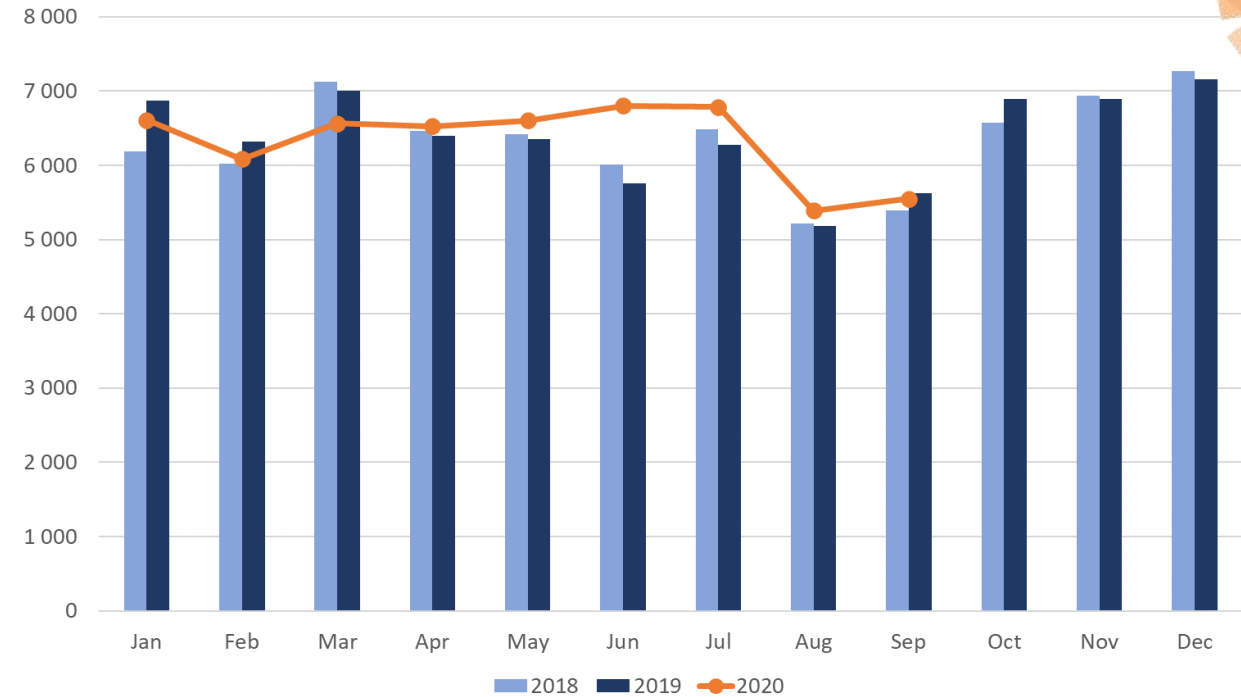
# Global dairy exports in ME\*

Global dairy exports in milk equivalent  
Cheese, butter(oil), SMP, WMP, whey, lactose, casein(ate)s



Monthly global exports - all dairy products

in milk equivalent (1000 tonnes)

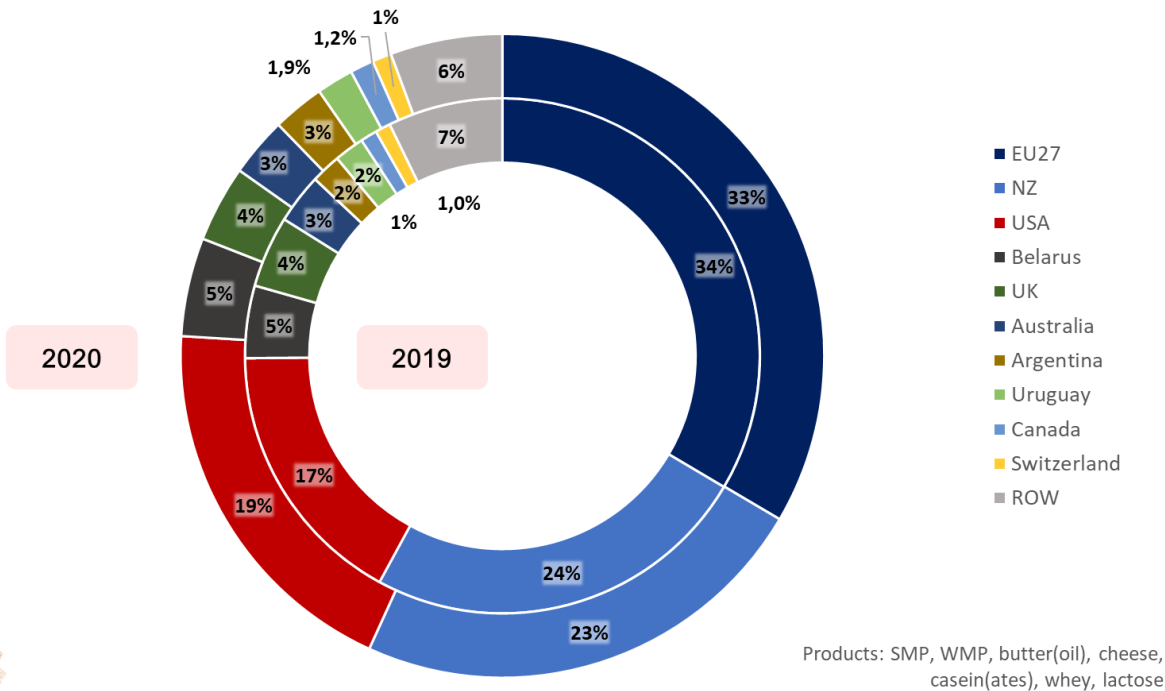


\*Sep data still incomplete

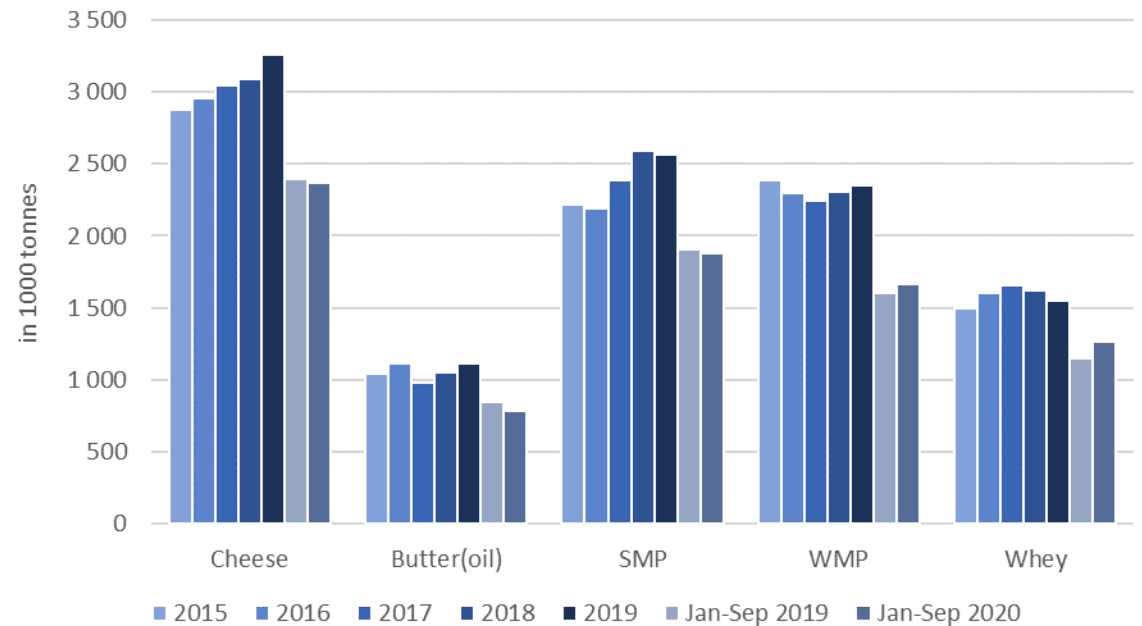


# Dairy exports of main market players in ME\*

Export shares in % of total export volumes Jan-Sep (in milk equivalent)



Global exports of main dairy commodities



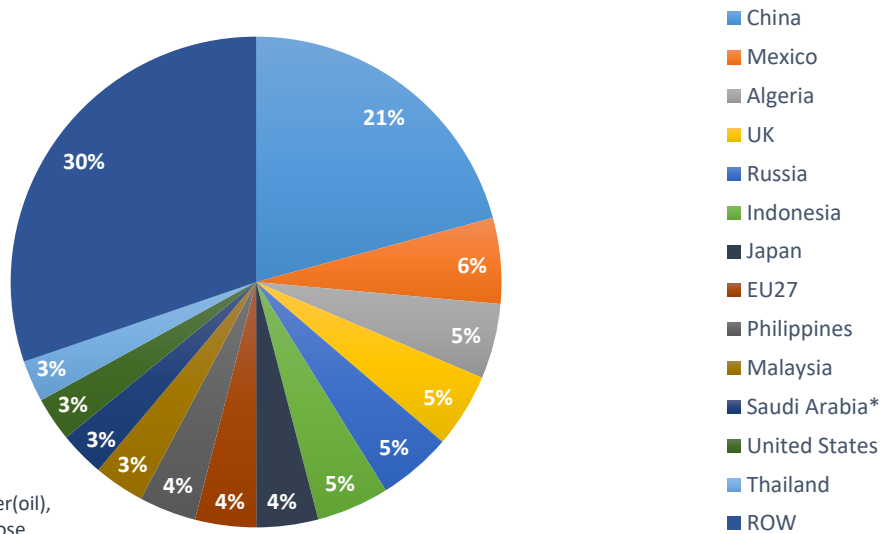
\*Sep data still incomplete





# Main import markets & EU export destinations

**Main import markets in Jan-Sep 2020** (in milk equivalent)

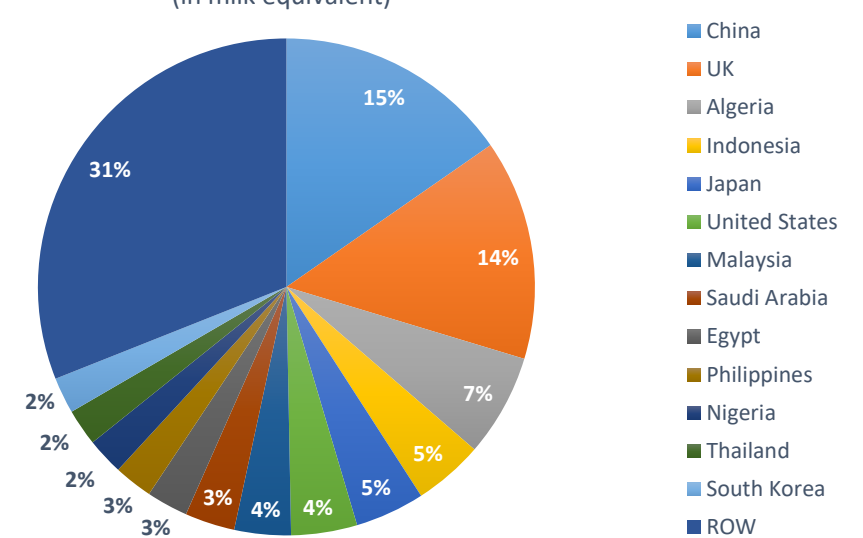


Products: cheese, butter(oil), SMP, WMP, whey, lactose casein(ates)

\* Jan-Jul data

**EU exports destinations in Jan-Sep 2020**

(in milk equivalent)



Products: cheese, butter(oil), SMP, WMP, whey, lactose, casein(ates)



# Cheese trade

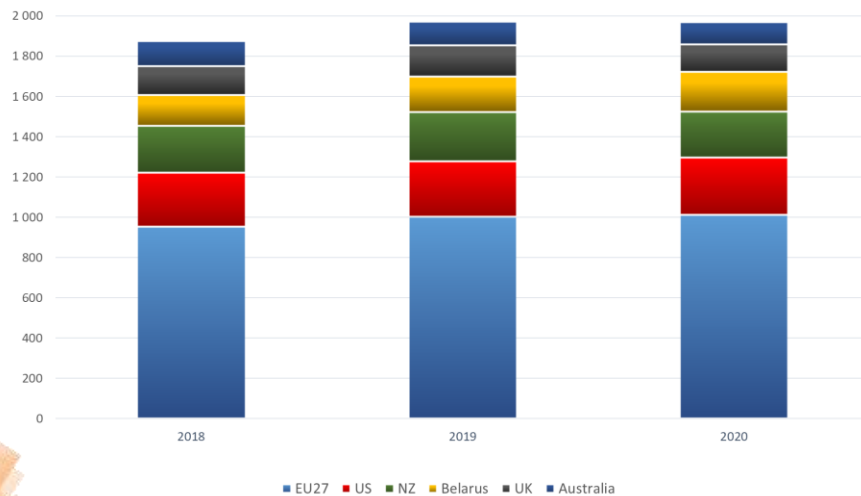
## Global cheese exports:

Growth rate Jan-Sep 20/19: **-1,1%**

## EU cheese exports:

Growth rate Jan-Sep 20/19: **+1,2%**

Cumulated cheese exports of major exporters Jan-Sep  
(in 1000 tonnes)



MAIN CHEESE IMPORTERS JAN-SEP 2020			
	Volumes in tonnes	Market shares	Δ% 20/19
World	2 200 027	100%	→ +0%
UK	362 090	16%	↓ -11%
Russia	223 660	10%	↑ +11%
Japan	215 709	10%	↓ -6%
EU27	150 166	7%	↓ -2%
United States	116 977	5%	↓ -11%
South Korea	115 048	5%	↑ +14%
Saudi Arabia*	105 680	5%	↓ -19%
China	97 552	4%	↑ +14%
Mexico	91 203	4%	↑ +6%
Australia	72 939	3%	↓ -2%
ROW	649 003	29%	↑ +8%

\* data up to July 2020

EU27 CHEESE EXPORTS JAN-SEP 2020			
	Volumes in tonnes	Share of EU exports	Δ% 20/19
Total EU27 exports	1 013 753	100%	↑ +1%
UK	340 272	34%	↓ -10%
Japan	98 079	10%	↑ +13%
United States	83 866	8%	↓ -17%
Switzerland	52 434	5%	↑ +12%
South Korea	40 709	4%	↑ +40%
Ukraine	34 353	3%	↑ +130%
Saudi Arabia	31 003	3%	↑ +13%
Algeria	19 156	2%	↑ +22%
Australia	19 139	2%	↑ +4%
China	18 867	2%	↑ +41%
ROW	275 878	27%	→ +0%



# Butter trade

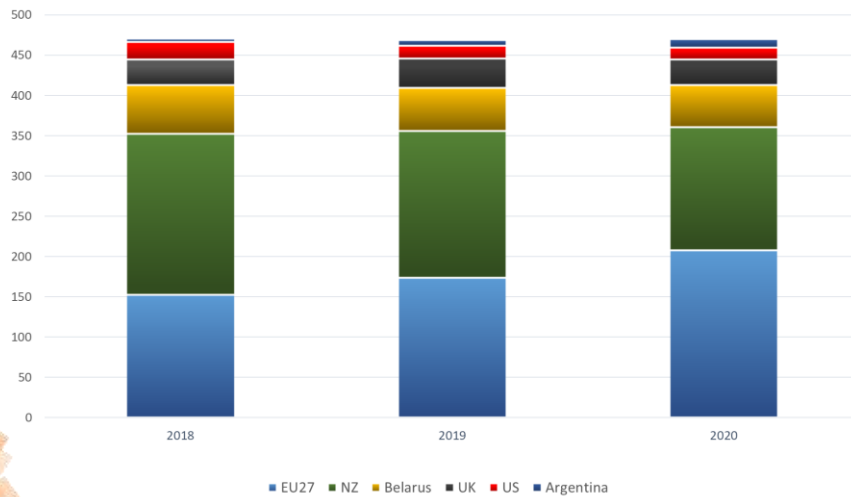
## Global butter exports:

Growth rate Jan-Sep 20/19: **-9,8%**

## EU butter exports:

Growth rate Jan-Sep 20/19: **+19,4%**

Cumulated butter exports of major exporters Jan-Sep  
(in 1000 tonnes)



MAIN BUTTER IMPORTERS JAN-SEP 2020			
	Volumes in tonnes	Market shares	Δ% 20/19
World	482 782	100%	↓ -3%
Russia	82 621	17%	↑ +5%
China	65 388	14%	↑ +47%
UK	46 695	10%	↓ -9%
United States	33 422	7%	↓ -7%
Saudi Arabia*	26 844	6%	↑ +19%
Australia	23 002	5%	↑ +7%
EU27	21 030	4%	↓ -49%
Egypt**	19 778	4%	↑ +2%
Japan	13 942	3%	↓ -26%
Morocco	13 755	3%	↑ +13%
ROW	136 305	28%	↓ -11%

\* data up to July 2020 \*\* data up to Aug 2020

EU27 BUTTER EXPORTS JAN-SEP 2020			
	Volumes in tonnes	Share of EU exports	Δ% 20/19
Total EU27 exports	207 322	100%	↑ +19%
UK	38 503	19%	↓ -25%
United States	32 941	16%	↑ +17%
Saudi Arabia	13 905	7%	↑ +111%
China	11 988	6%	↑ +62%
Morocco	9 296	4%	↑ +152%
Egypt	7 607	4%	↑ +265%
Ukraine	7 296	4%	↑ +1012%
Israel	5 794	3%	↑ +132%
UAE	5 617	3%	↑ +11%
South Korea	4 998	2%	↑ +33%
ROW	69 378	33%	→ +0%



# SMP trade

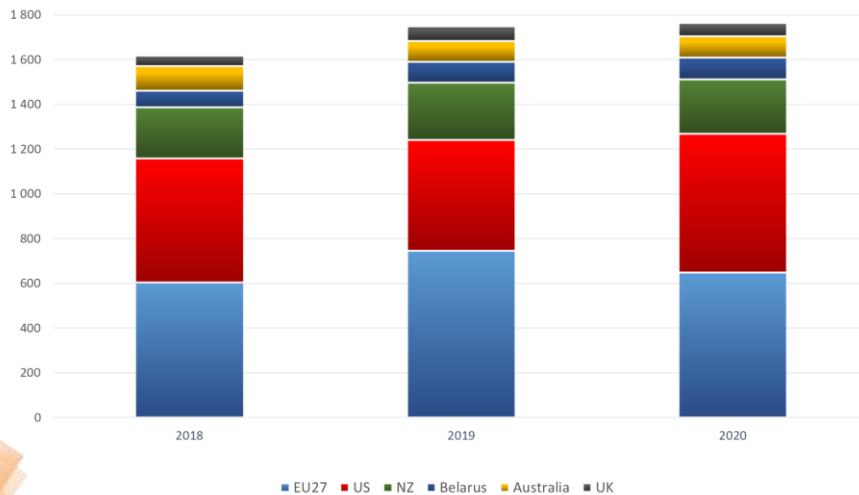
## Global SMP exports:

Growth rate Jan-Sep 20/19: **-1,3%**

## EU SMP exports:

Growth rate Jan-Sep 20/19: **-13,3%**

Cumulated SMP exports of major exporters Jan-Sep  
(in 1000 tonnes)



MAIN SMP IMPORTERS JAN-SEP 2020			
	Volumes in tonnes	Market shares	Δ% 20/19
World	1 606 474	100%	↓ -4%
China	255 036	16%	↓ -6%
Mexico	222 605	14%	↓ -16%
Indonesia	150 083	9%	↑ +8%
Philippines	131 138	8%	↓ -8%
Algeria	115 888	7%	↑ +30%
Malaysia	93 492	6%	↓ -3%
Egypt*	55 761	3%	↓ -7%
Singapore	47 243	3%	↑ +4%
Thailand	46 365	3%	↓ -8%
Russia	45 683	3%	↓ -36%
ROW	443 180	28%	↑ +1%

\* data up to Aug 2020

EU27 SMP EXPORTS JAN-SEP 2020			
	Volumes in tonnes	Share of EU exports	Δ% 20/19
Total EU27 exports	647 506	100%	↓ -13%
Algeria	99 546	15%	↑ +34%
China	91 651	14%	↓ -7%
Nigeria	34 201	5%	↑ +13%
Egypt	33 623	5%	↓ -18%
Indonesia	33 161	5%	↓ -48%
Malaysia	31 820	5%	↓ -20%
Philippines	31 673	5%	↓ -47%
Saudi Arabia	26 347	4%	→ +0%
Yemen	22 697	4%	↑ +8%
UK	20 124	3%	↑ +27%
ROW	222 663	34%	→ +0%



# WMP trade

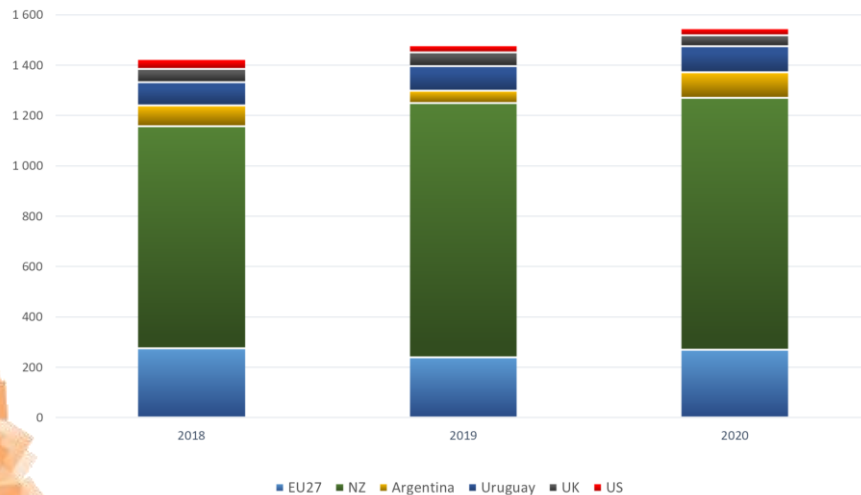
## Global WMP exports:

Growth rate Jan-Sep 20/19: +3,8%

## EU WMP exports:

Growth rate Jan-Sep 20/19: +12,6%

Cumulated WMP exports of major exporters Jan-Sep  
(in 1000 tonnes)



MAIN WMP IMPORTERS JAN-SEP 2020			
	Volumes in tonnes	Market shares	Δ% 20/19
World	1 545 791	100%	↓ -1%
China	508 635	33%	→ -0%
Algeria	203 004	13%	↑ +23%
Saudi Arabia*	96 802	6%	↓ -7%
Sri Lanka	67 182	4%	↑ +7%
Oman	52 477	3%	↑ +10%
Thailand	51 811	3%	↓ -6%
Brazil	50 206	3%	↑ +2%
Hong Kong	44 100	3%	↓ -43%
Singapore	43 173	3%	↓ -16%
Nigeria	40 796	3%	↑ +20%
ROW	387 605	44%	↓ -4%

\* data up to July 2020

EU27 WMP EXPORTS JAN-SEP 2020			
	Volumes in tonnes	Share of EU exports	Δ% 20/19
Total EU27 exports	269 955	100%	↑ +13%
Oman	37 983	14%	↑ +8%
Algeria	34 229	13%	↑ +141%
UK	22 311	8%	↓ -13%
Nigeria	15 901	6%	↑ +19%
Kuwait	12 252	5%	↑ +4%
China	11 983	4%	→ +0%
Dominican Republic	7 632	3%	↑ +29%
UAE	7 366	3%	↑ +43%
Saudi Arabia	6 924	3%	↑ +14%
Singapore	6 111	2%	↓ -3%
ROW	107 264	44%	→ +0%



# Whey trade

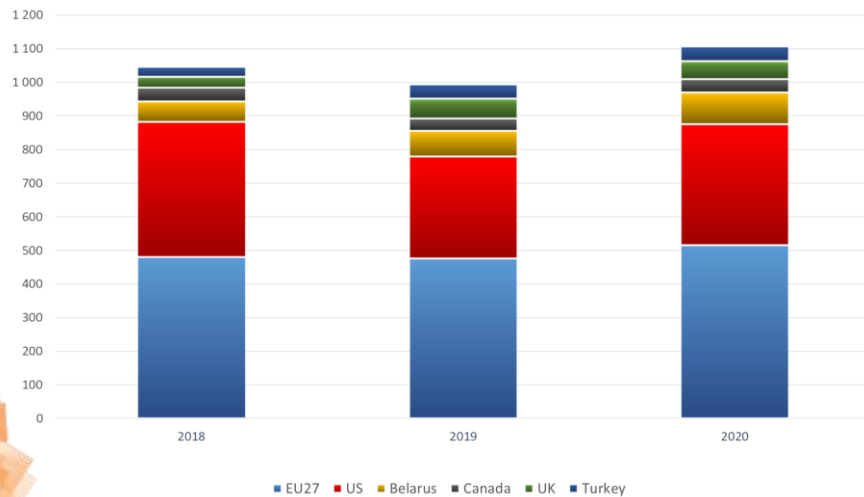
## Global whey exports:

Growth rate Jan-Sep 20/19: +10%

## EU whey exports:

Growth rate Jan-Sep 20/19: +8,4%

Cumulated whey exports of major exporters Jan-Sep  
(in 1000 tonnes)



MAIN WHEY IMPORTERS JAN-SEP 2020			
	Volumes in tonnes	Market shares	Δ% 20/19
World	1 128 369	100%	↑ +5%
China	448 338	40%	↑ +36%
Indonesia	82 264	7%	↓ -10%
Malaysia	64 124	6%	↑ +2%
Thailand	54 007	5%	↑ +7%
Philippines	41 335	4%	↓ -24%
Russia	40 843	4%	↓ -10%
UK	37 432	3%	↓ -20%
Canada	37 126	3%	↑ +9%
Japan	36 729	3%	↓ -6%
Mexico	33 116	3%	↓ -36%
ROW	253 055	22%	↓ -5%

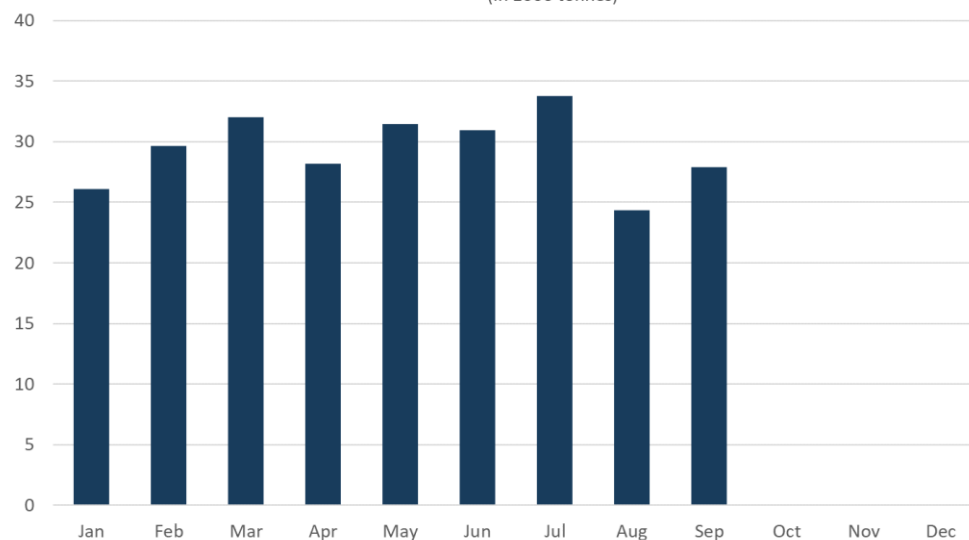
EU27 WHEY EXPORTS JAN-SEP 2020			
	Volumes in tonnes	Share of EU exports	Δ% 20/19
Total EU27 exports	516 876	100%	↑ +8%
China	184 795	36%	↑ +32%
Indonesia	53 185	10%	↓ -14%
Malaysia	44 692	9%	↑ +2%
UK	34 435	7%	↓ -23%
Thailand	30 950	6%	↑ +10%
Vietnam	17 399	3%	↑ +41%
Japan	13 653	3%	↑ +31%
New Zealand	12 071	2%	↑ +47%
South Korea	10 909	2%	↑ +23%
Philippines	10 672	2%	→ +0%
ROW	104 115	20%	→ +0%



# Fat-filled powder trade

EU27 fat-filled powder exports

(in 1000 tonnes)



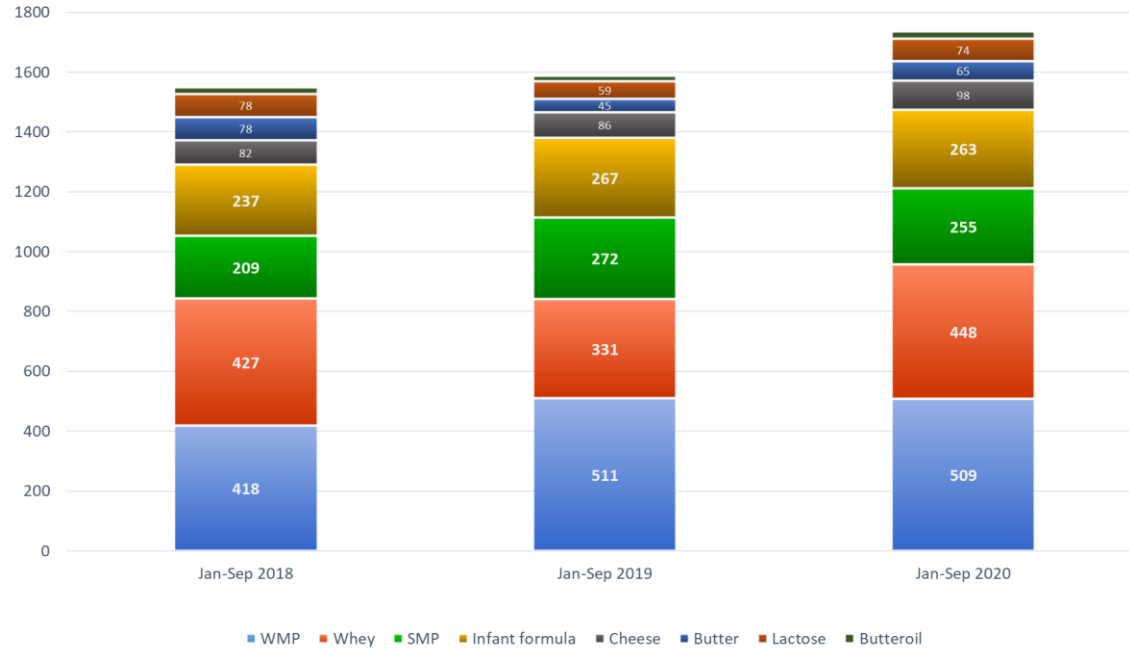
■ 2020

EU27 FAT-FILLED POWDER EXPORTS JAN-SEP 2020		
	Volumes in tonnes	Share of EU exports
<b>Total EU27 exports</b>	<b>264 496</b>	<b>100%</b>
Nigeria	45 903	17%
Senegal	38 495	15%
UAE	24 169	9%
Iraq	22 426	8%
Bangladesh	10 876	4%
Côte d'Ivoire	8 355	3%
Ghana	7 619	3%
Mali	7 605	3%
Egypt	7 515	3%
Guinea	7 409	3%
ROW	84 124	32%

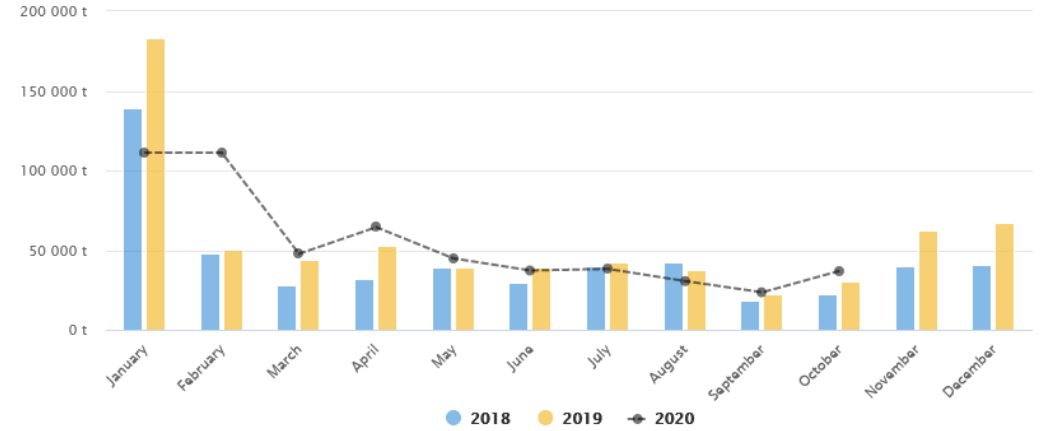


# China imports

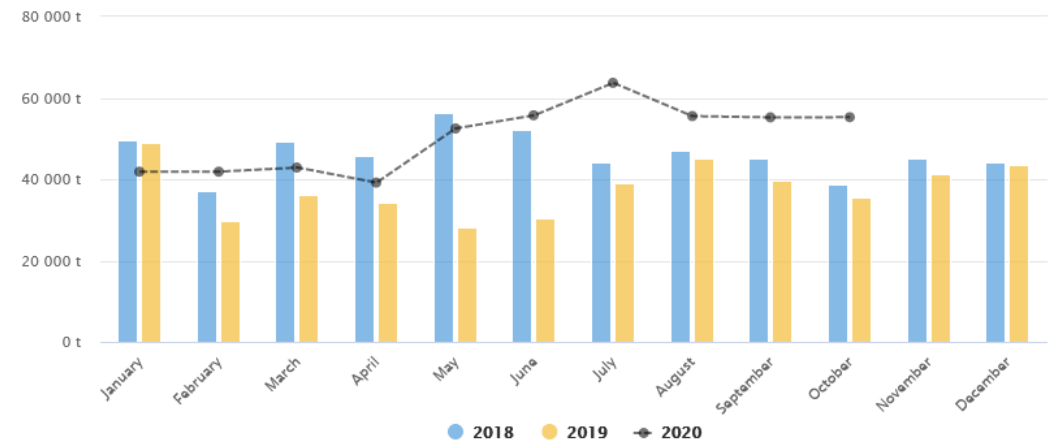
Cumulated China imports  
(in 1000 tonnes)



CHINA imports of WMP  
(040221 + 040229)



CHINA imports of Whey powder

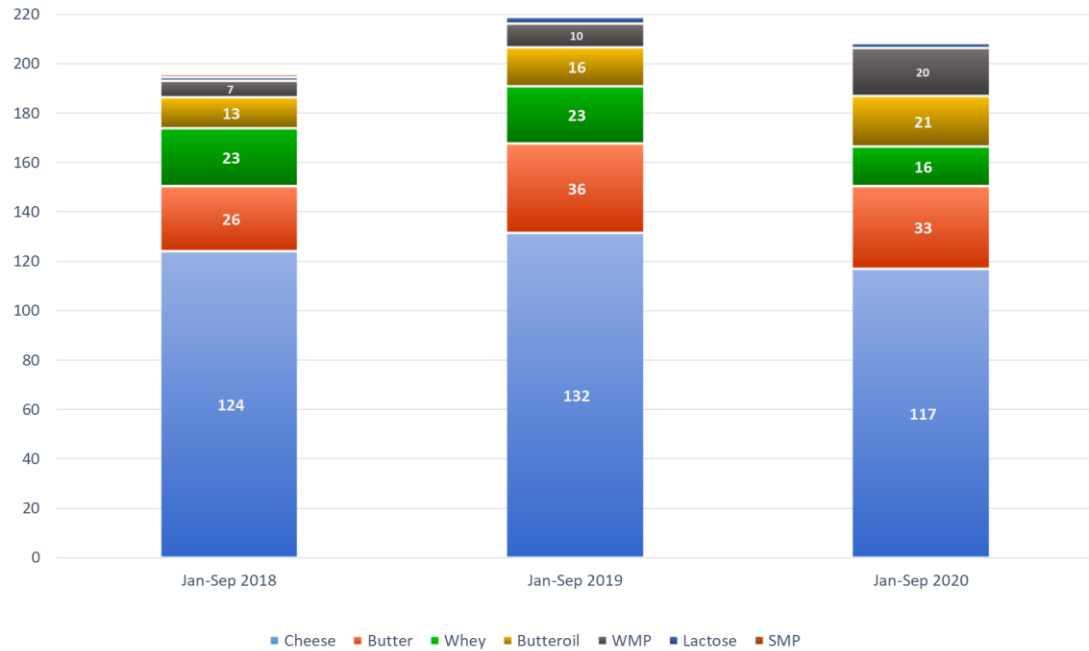




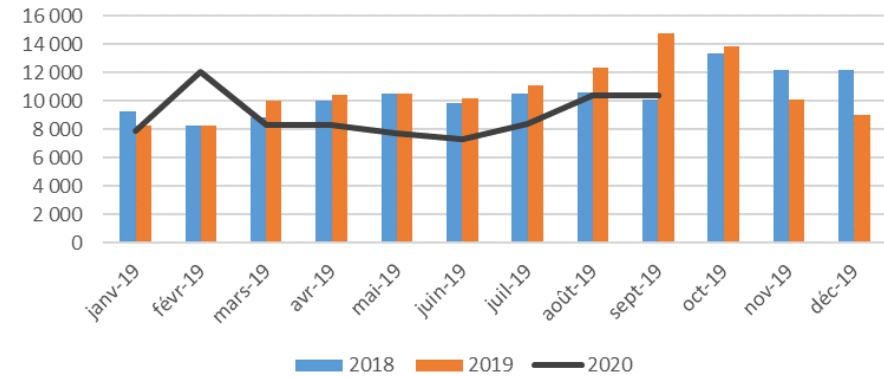


# US imports

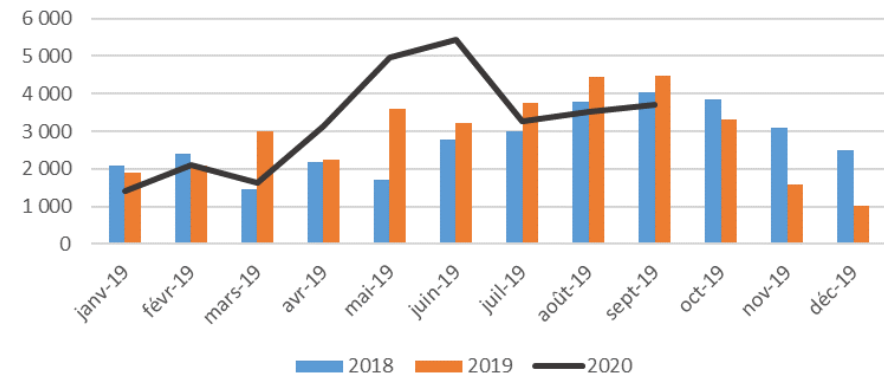
Cumulated US imports  
(in 1000 tonnes)



US cheese imports from the EU27  
(in tonnes)



US butter imports from the EU27  
(in tonnes)





# Conclusions (1)

---

- Despite a recent slowdown in Oceania, **milk production** across major exporters remains strong and should **keep growing** (at a slightly slower pace) until the end of the year and into the beginning of 2021.
- **Demand** continues to **defy expectations**, supported by retail sales and exports, while the second round of lockdowns is putting additional pressure on the already struggling food service sector. The traditional **boost in retail sales** in the run up to Christmas seems however lower than previous years.
- **Global trade** remained stronger than anticipated in Q3. However this has been mainly to the benefit of the US, with **EU exports** slightly down. Buyers are in a wait & see mode, only covering their short-term needs, except maybe in the context of Brexit with some operators stockpiling to overcome the first weeks of 2021. As a result, EU exports might be subdued in January.
- **Currencies have stabilised** but EU exports will continue to be challenged by a weak USD.
- **Brexit** is a **key market changer in 2021** and a **no-deal Brexit**, which is a very real risk, would have **catastrophic impacts** on the EU-UK dairy value chains. Operators and logistics are not ready for the change and trade disruptions seem inevitable at the beginning of the year, even with a deal.



## Conclusions (2)

---

- In case of no agreement between EU and UK, there will be a **shift in market balance, especially in cheese**, which will have **repercussions** on the dairy market across Europe and globally.
- **Trade disputes and barriers** keep impacting EU exports, however some improvements are on the way. Frictions between the EU and the US should ease following the result of the US elections.
- **Macro economic indicators are still very poor**: negative GDP growth, unemployment and current restrictions on travel and eating out.
- As far as the longer term **impacts of covid-19** on the global economy are concerned, the worst is yet to come and is bound to also influence dairy consumption patterns.
- News about the rolling out of several **vaccines** has boosted sentiment but recovery depends on the effectiveness of the vaccines and the speed of production, distribution and vaccination.



- Thank you for your attention -

# **ANNEX 4**

## **Distribution of dairy products in retail and development of prices along the chain for selected dairy products**

***European Commission***

# Distribution of dairy products in retail and development of prices along the chain for selected dairy products

Andrea Čapkovičová  
Unit Analysis and Outlook

Milk Market Observatory

11 December 2020



European  
Commission

Agriculture and  
Rural Development

## Dairy products' retail sales (value and distribution)

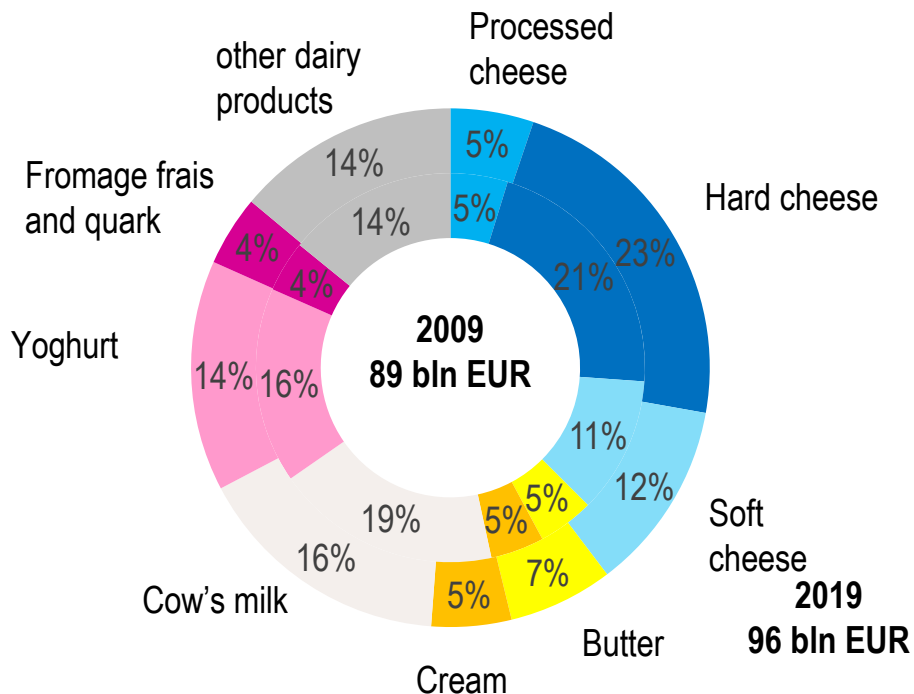
- **Retail sales of dairy products**
- **Value of dairy consumer baskets in MS**
- **Distribution of dairy products per retail channels**
- **Development of dairy prices (producer, manufacturer, retailer/consumer)**



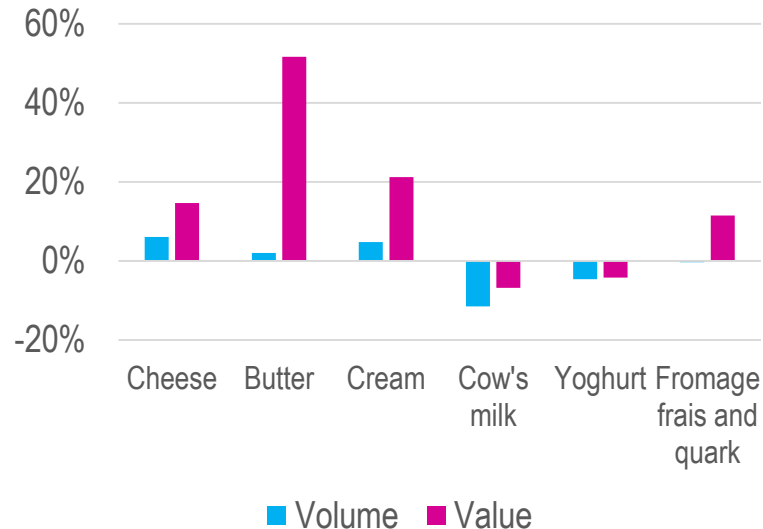
# Retail sales of dairy products

**Value and volume not increasing proportionally**

Share of dairy products on EU dairy retail sales



Change in retail volume and value of selected dairy products (2019/2009)

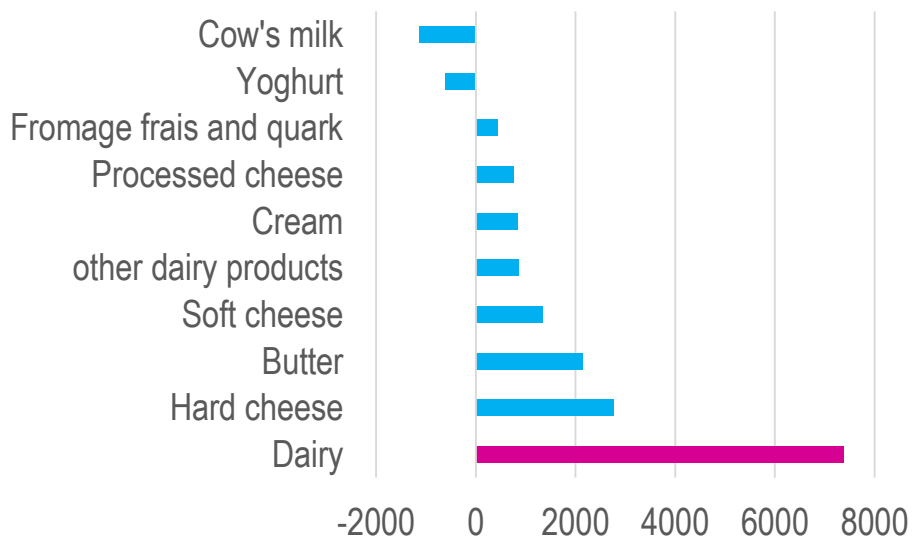




# Retail sales of dairy products

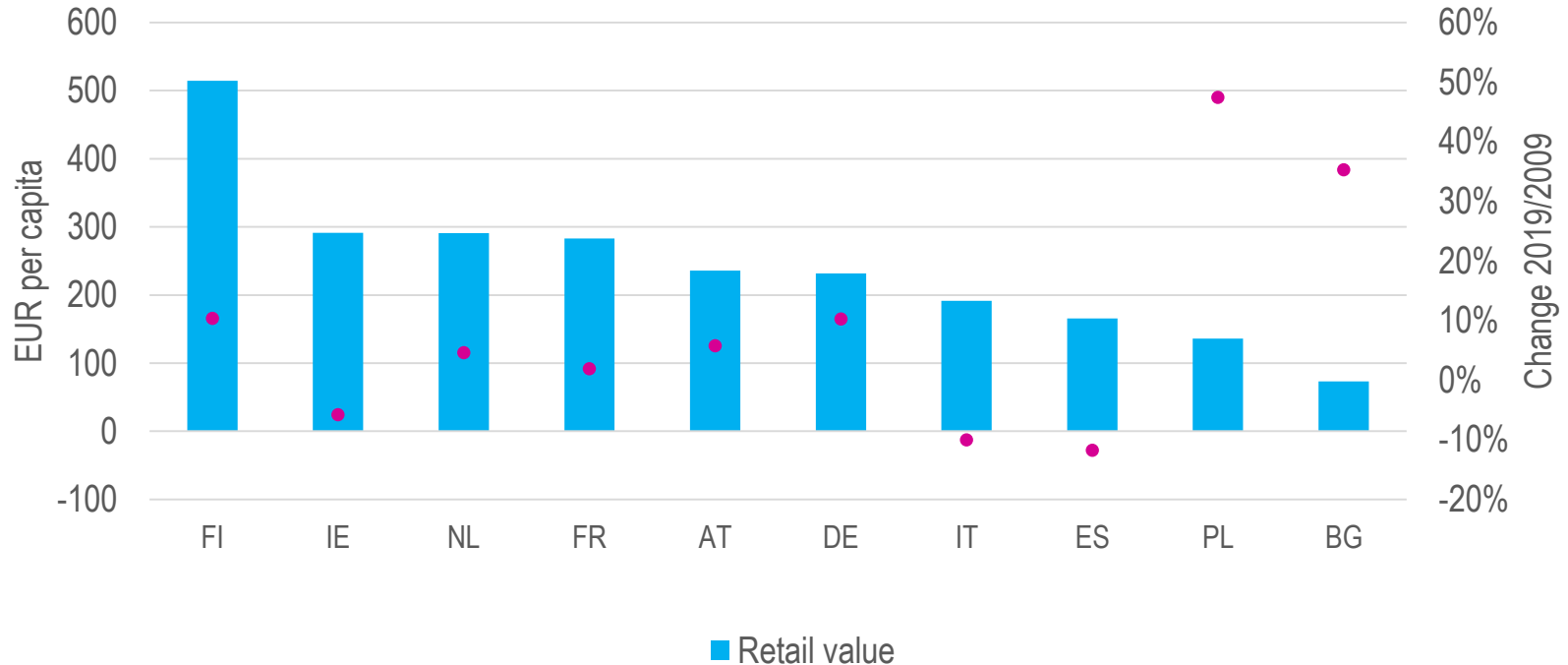
**Driven by categories of hard cheese and butter**

Absolute change of selected dairy products' sales (million EUR, 2019-2009)



# Retail sales of dairy products in MS

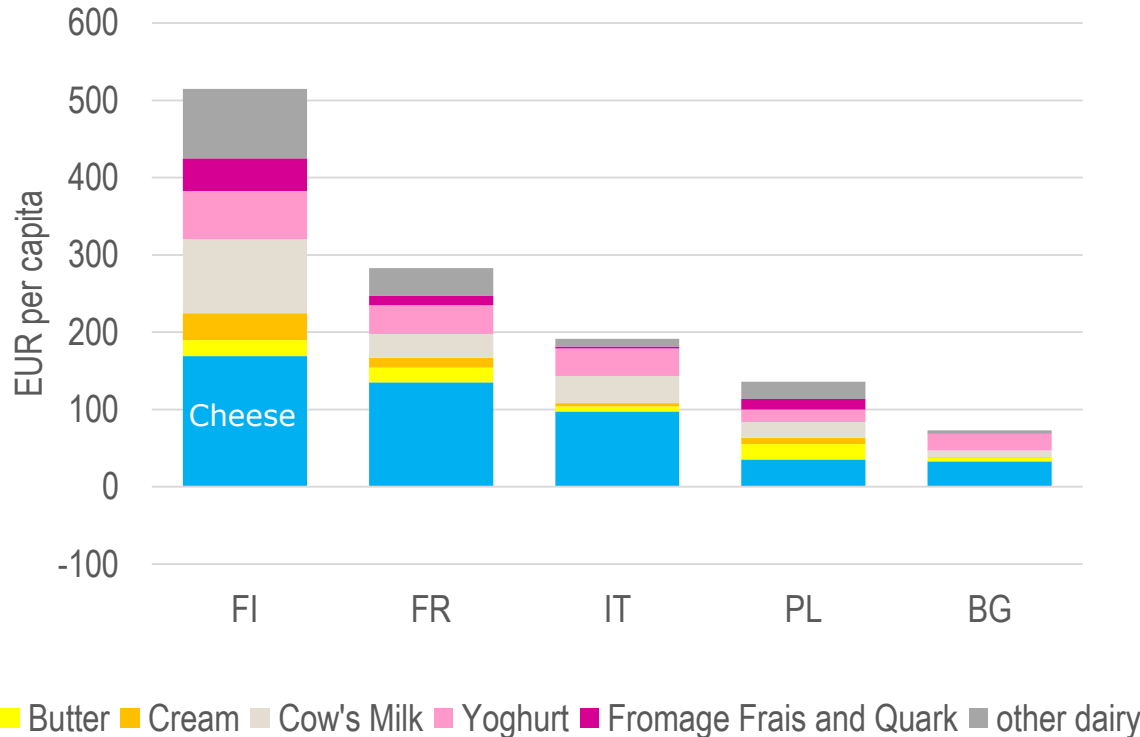
Subject to geographical location and overall economic conditions



Source: DG Agriculture and Rural Development, based on Euromonitor International

# Retail sales of dairy products in selected MS

**Spending on cheese and cow's milk the highest almost in all MS in 2019**



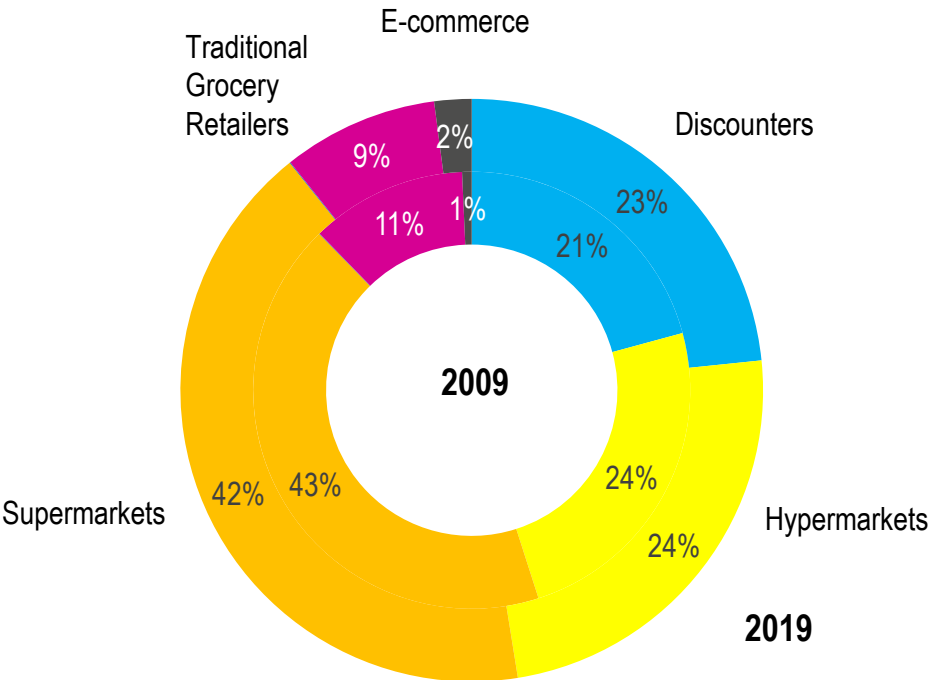
**Differentiated because of:**

- **Different purchasing power standards**
- **Preferences for origin of products (e.g. organic)**
- **Cultural differences (e.g. higher sales of yoghurt in BG)**

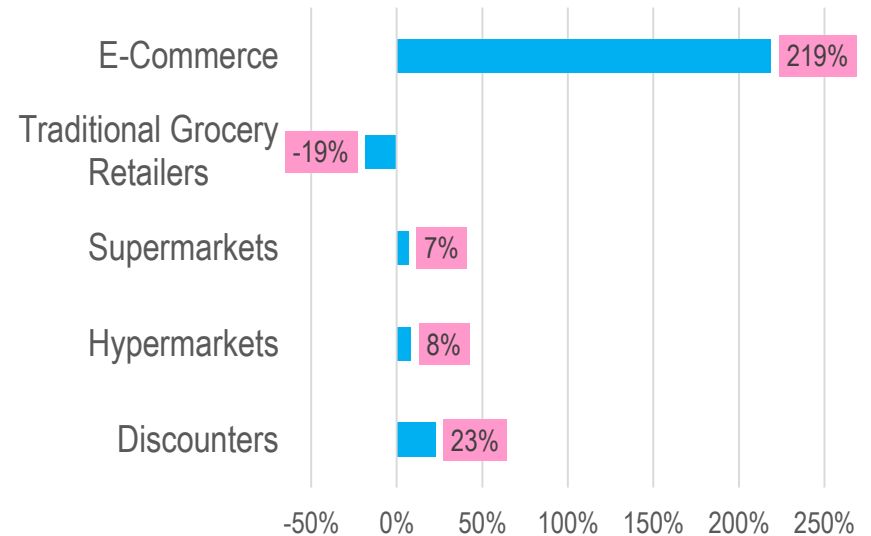
# Distribution of dairy products per retail channel

## Dominated by modern grocery retailers and e-commerce increasing

Share of dairy products on EU dairy\* retail sales



Change in retail sales of dairy\* products per selected channels (2019/2009)

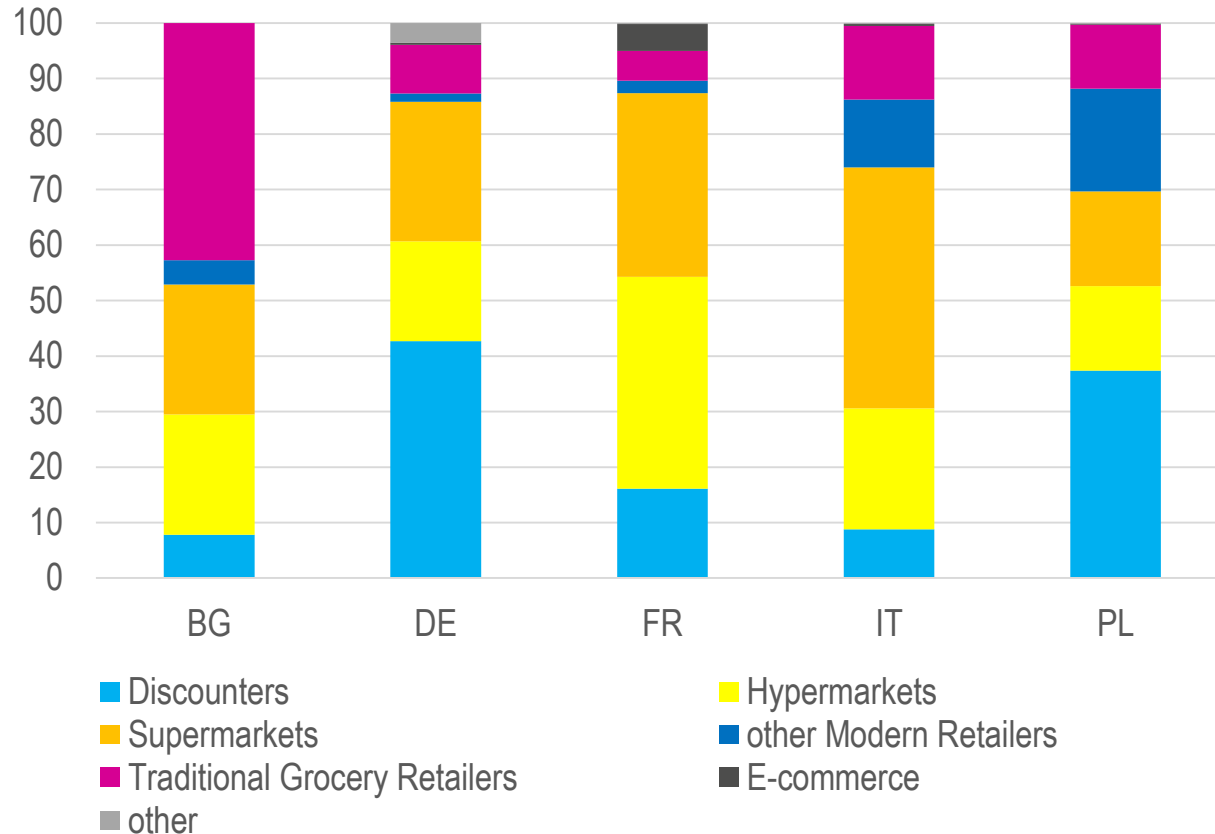


\*Not including CY, MT, LU. Including also plant-based drinks as they can't be separated in the database.

Source: DG Agriculture and Rural Development, based on Euromonitor International.

# Distribution of dairy products per retail channel in MS

## Shares (%) in 2019

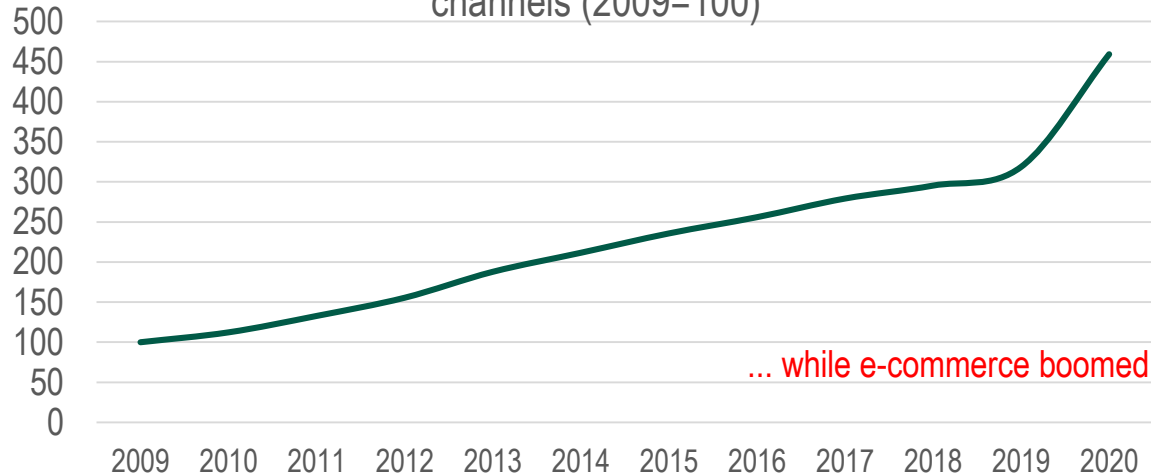


- **Traditional retailers on decline (but still high in BG) and replaced by discounters**
- **E-commerce stronger in western EU (FR, BE, NL, but also EE)**

# Dairy products' retail distribution in 2020

## What about COVID-19 impact on trends?

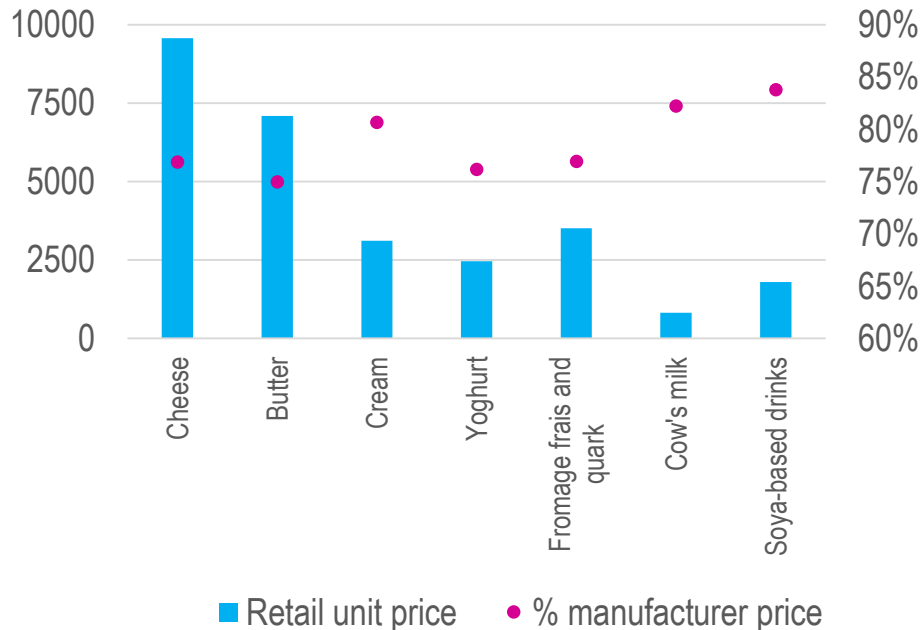
Change in retail sales of dairy products per selected channels (2009=100)



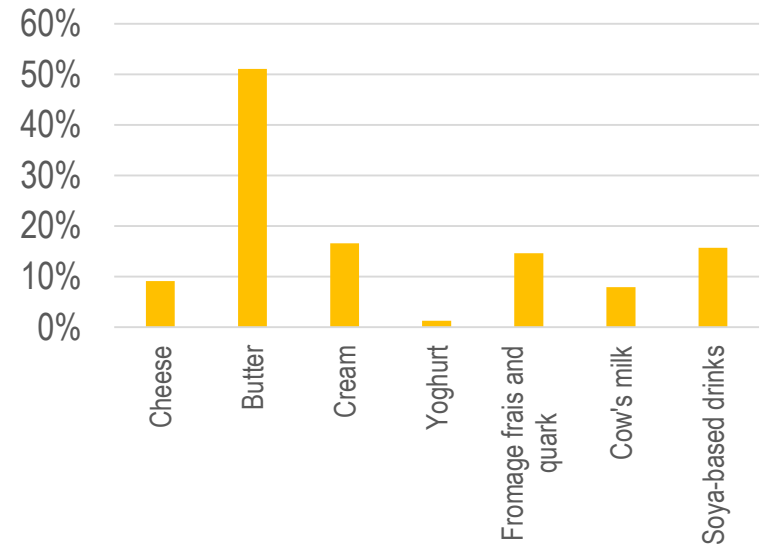
# Development of dairy products' prices along the chain

## Increasing retailers' margins

Retail unit price of selected dairy products (EUR/t) and share of manufacturer price on retailer price in 2019



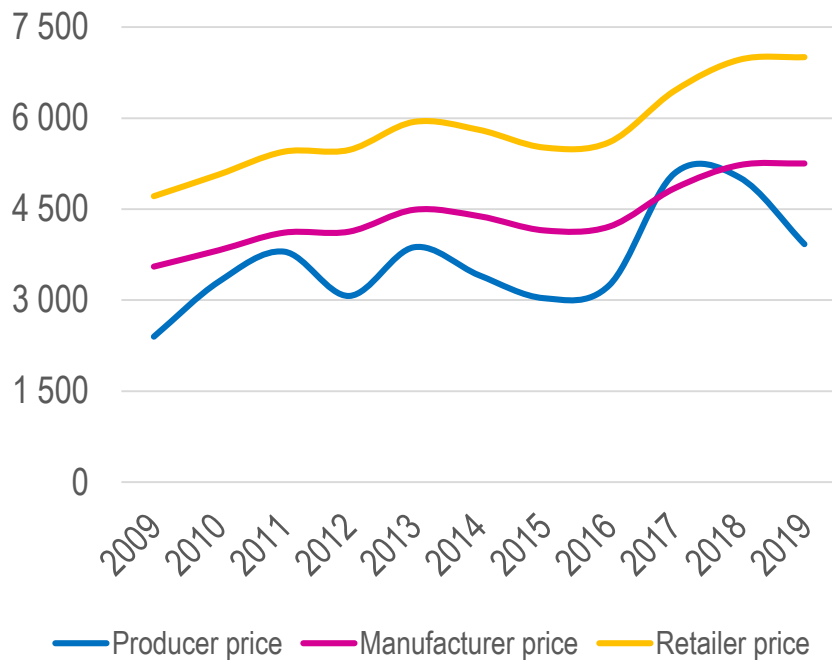
Retailers' gross margins development of selected dairy products (2019/2009)



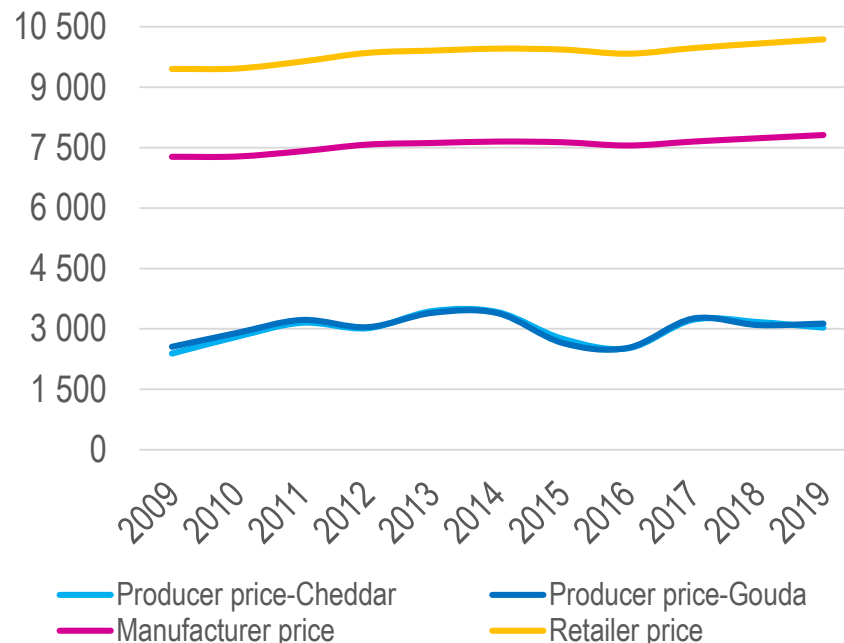
# Dairy prices along the chain

## Simplified illustrative examples of butter and cheese... and more to come

Development of **butter** prices (EUR/t)



Development of **cheese\*** prices (EUR/t)



*Note: \*Manufacturer/retailer prices correspond to 'hard cheese' category as defined by Euromonitor.  
Source: DG Agriculture and Rural Development, based on Euromonitor International and MS notifications.*



# Dairy prices along the chain

## Methodology on prices used

- **Producer price:** MS notifications to DG AGRI. Please note that the price corresponds to a product which could be either sold in retail, foodservice or processed into other products
- **Manufacture price (manufacturer selling price –MSP - provided by Euromonitor).** As defined by Euromonitor, MSP is the manufacturer selling price, i.e. sales at ex-factory price, therefore minus sales tax, VAT, retailer and wholesaler mark-ups etc. Please note that only manufacturer price of products sold in retail is represented here.
- **Retail price (retailer selling price –RSP- provided by Euromonitor).** As defined by Euromonitor, RSP, i.e. sales at end price to consumer, including retailer and wholesaler mark-ups and sales tax (except in the US and Canada) and excise taxes.



European  
Commission

Agriculture and  
Rural Development

# Keep in touch!

**[andrea.capkovicova@ec.europa.eu](mailto:andrea.capkovicova@ec.europa.eu)**

- The 2020 EU Agricultural Outlook conference (16 – 17 December):  
[https://ec.europa.eu/info/events/sustainable-development-goals/2020-eu-agricultural-outlook-conference-2020-dec-16\\_en](https://ec.europa.eu/info/events/sustainable-development-goals/2020-eu-agricultural-outlook-conference-2020-dec-16_en)  
**REGISTRATION OPEN UNTIL 14 December, then only webstreaming available**
- Medium-term outlook: <https://ec.europa.eu/info/food-farming-fisheries/farming/facts-and-figures/markets/outlook/medium-term>  
**2020 Edition to be published 16 December**
- Short-term outlook: [https://ec.europa.eu/info/food-farming-fisheries/farming/facts-and-figures/markets/outlook/short-term\\_en](https://ec.europa.eu/info/food-farming-fisheries/farming/facts-and-figures/markets/outlook/short-term_en)



European  
Commission

Agriculture and  
Rural Development

An aerial photograph of a vast rural landscape under a clear blue sky. The terrain is a mix of green fields, brown harvested land, and clusters of buildings. In the lower-left foreground, a magnifying glass is positioned over a small green seedling with two leaves growing out of dark soil. The text 'THANK YOU!' is overlaid in large white letters across the center of the image.

# THANK YOU !

© European Union, 2019 | © fotoVoyager, #165807391-170054274-453281653-508212549-537698055, iStockPhoto.com



European  
Commission

Agriculture and  
Rural Development

# **ANNEX 5**

## **Trends in sales of Milk & Dairy products – a retail perspective**

***EuroCommerce***



# TRENDS IN SALES OF MILK & DAIRY PRODUCTS – A RETAIL PERSPECTIVE

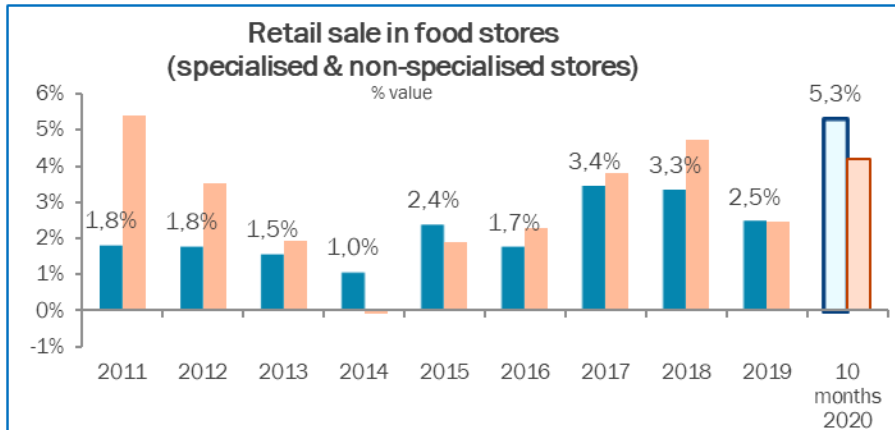
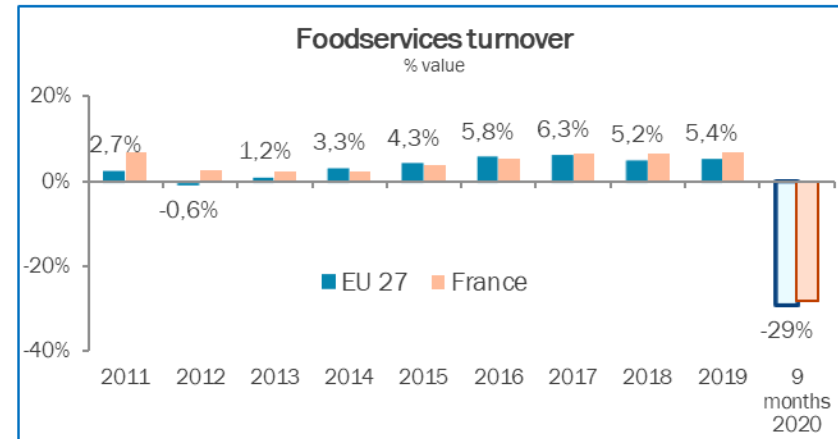
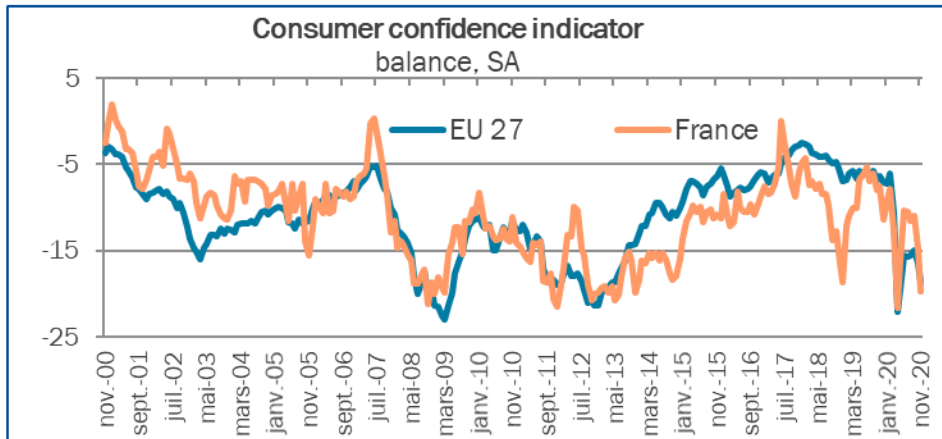
**Milk Market Observatory**

**11 DECEMBER 2020**

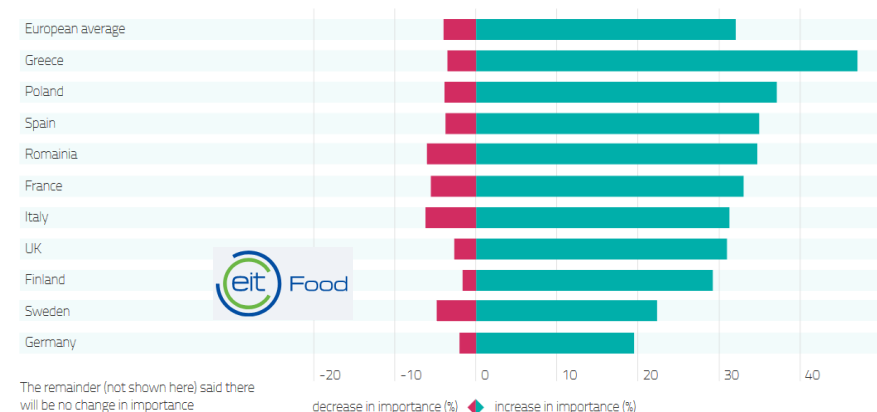
# Europe

## Economic context

- ① In Europe (27), households remain relatively pessimistic and tend to favour savings over consumption.
- ② The growth in hypermarket and supermarket sales will not be enough to offset the collapse of the foodservices business.



Post-pandemic, how important will it be to you to access food at a reasonable (low enough) price?



Source : Eurostat

# France

## Home consumption - Period ending 31 October 2020

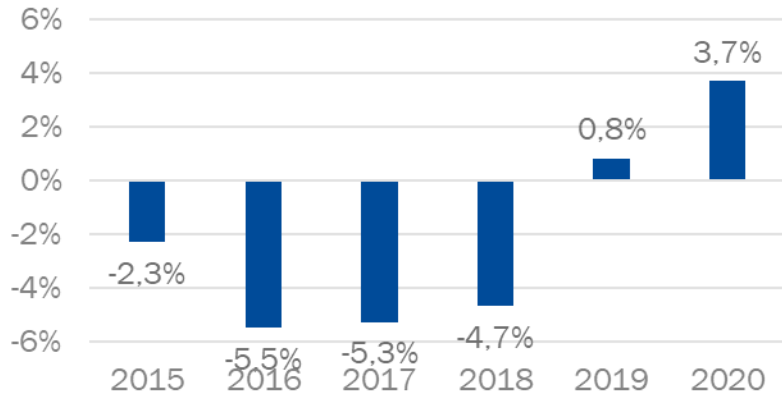
Product category	Volume (% change) 4 weeks period (P10'19/P10'20)	Volume (% change) Year on year (P10'18-P10'19 / P10'19 -P10'20)	Price (% change) 4 weeks period (P10'19/P10'20)	Price (% change) Year on year (P10'18-P10'19 / P10'19 -P10'20)
Total liquid milk	+11,6%	+4,2%	+0,1%	+1,3%
Of which UHT semi-skimmed milk	+11,6%	+3,7%	-0,2%	+0,7%
Yoghurt & fresh cheese	+5,2%	+2,8%	+2,1%	+1,6%
Butter	+11,9%	+8,6%	-0,8%	+0,4%
Cream	+16,0%	+12,2%	+0,6%	+1,5%
Cheese	+10,4%	+7,1%	+0,5%	+0,6%

Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)

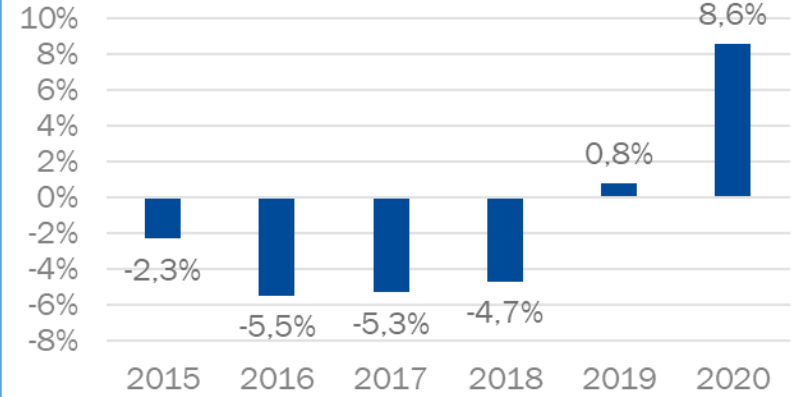
# France

## Home Consumption - Period ending 31 October 2020

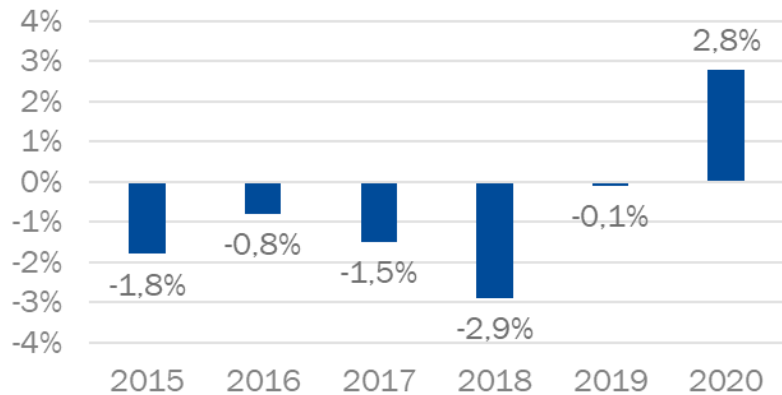
Milk UHT Semi skimmed (% , vol)



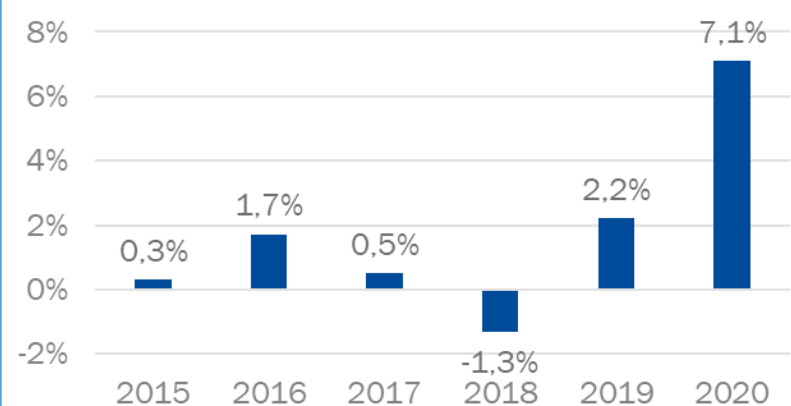
Butter (% , vol)



Yoghurt & fresh cheese (% , vol)



Cheese (% , vol)



(\*) year on year P10 2020

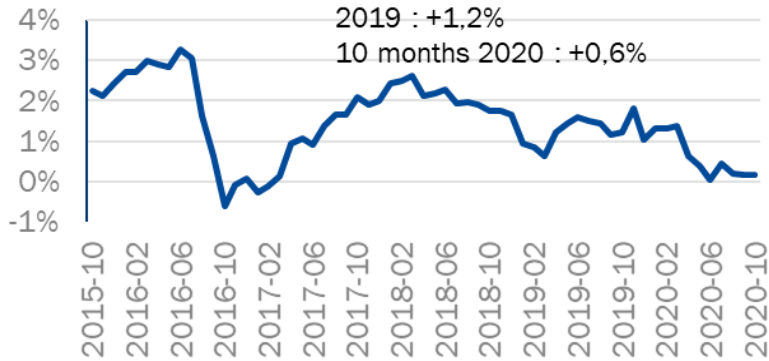
Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)



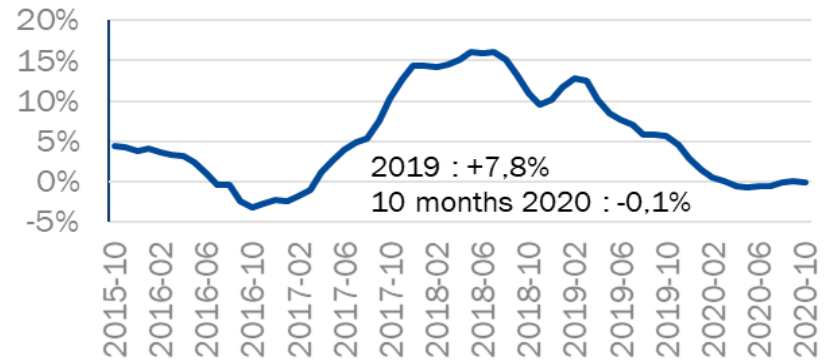
# France

## Consumption prices - Period ending 31 October 2020

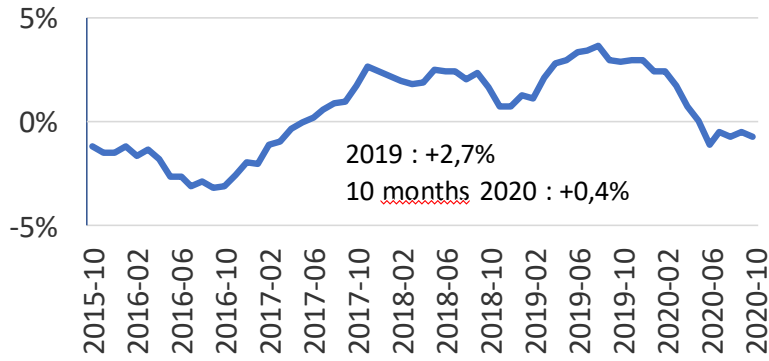
Milk UHT semi skimmed  
(%,month n / month n-1)



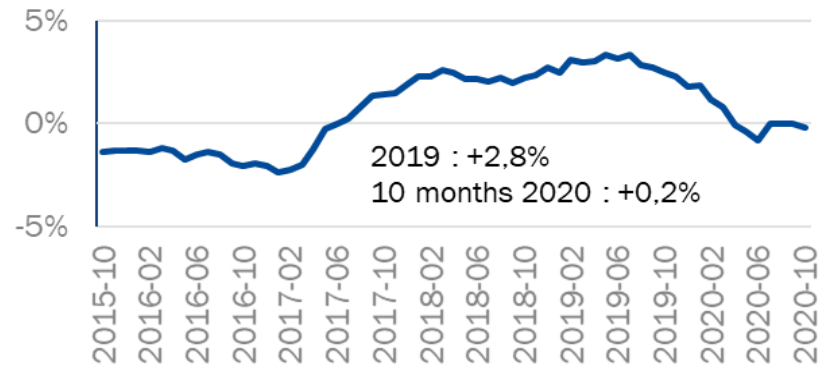
Butter  
(%,month n / month n-1)



Yoghurts  
(%,month n / month n-1)



Cheese  
(%,month n / month n-1)



Source: INSEE

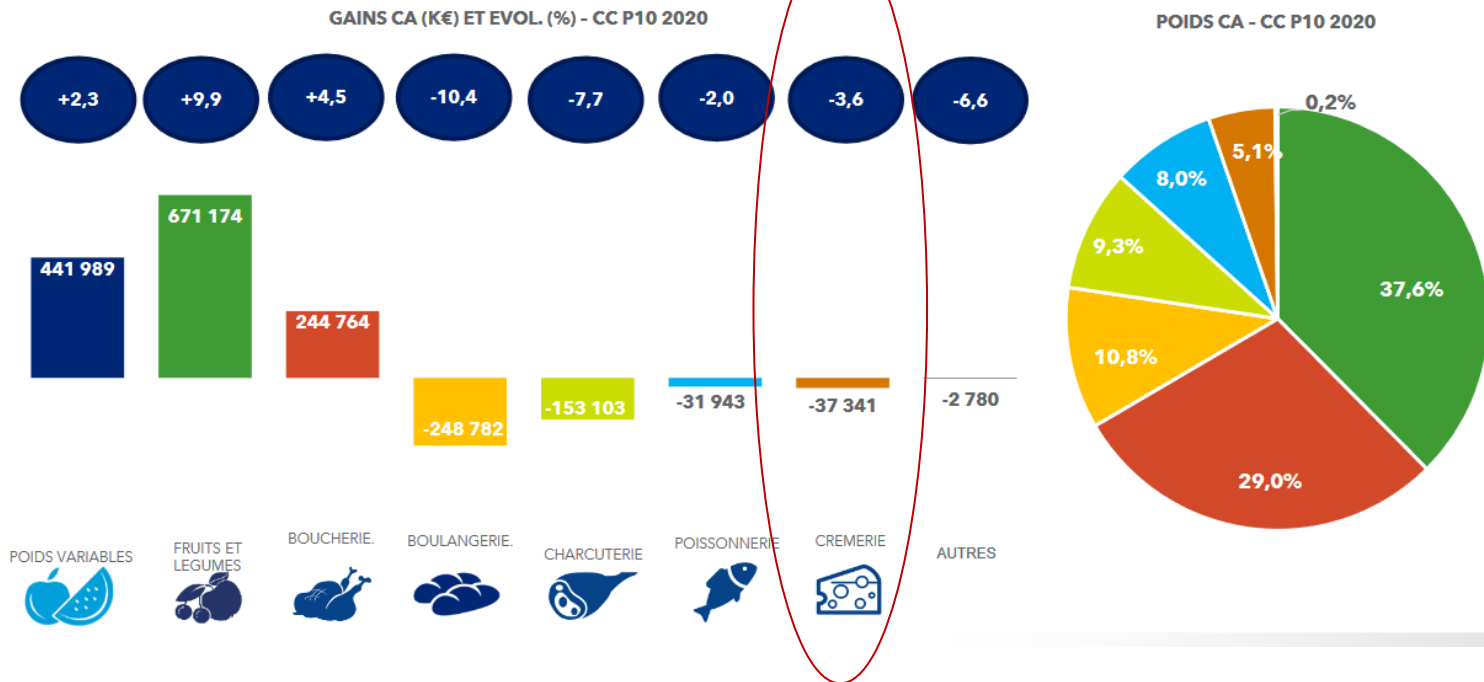
# France

## Focus on fresh food in hypermarkets and supermarkets

Dairy sales in cheese counters in HM and SM have been negatively impacted by the first period of containment. The sales were impacted by the closure of the cheese counters in hypermarkets and by the shift in consumption towards non-PGI or PDO cheeses.

### Décomposition évolution poids variable - cumul courant -

CONCEPT HM + CONCEPT SM + E-Commerce GSA



# France

## Focus on the cheese counter in hypermarkets and supermarkets

Cheese sales in the traditional cheese counter contracted by 4.6% during the first 6 months of the year.

This decline could not be offset by online sales, as traditional cheese is very poorly represented on retail websites.

# - 4,6 %

C'est l'évolution de la crèmerie trad (en poids variable) de janvier à juin 2020. Soit - 28,7 M€ en six mois.

Source : panel distributeurs d'après fabricant. Données en hypers, supermarchés et drive de janvier à juin 2020.

### Le fromage coupe, parent pauvre du drive

Il reste un boulevard pour développer le fromage coupe en drive. Si le e-commerce ne se prête pas spontanément aux poids variables, il n'y a pas de raison que les références du frais-emballé ne trouvent pas leur public. À quand un onglet fromage à la coupe bien pensé sur le drive ? Industriels et enseignes y travaillent.

	% pénétration	Quantités/achat (kg)	Fréquence d'achat/an
Fromage coupe	<b>1,7</b> (+ 0,7 pt)	0,5	2,0
Frais-emballé	<b>3,3</b> (+ 0,9 pt)	0,4	1,5
Fromage libre-service	<b>28,9</b> (+ 8,6 pt)	0,8	7,4

Source Kantar. Données GMS en drive sur un an, arrêtées à juin 2020.

### Bilan morose pour les leaders de la coupe

	CA (M€)	Évol. 1 an
Lactalis	148,7	- 4,4 %
Savencia	140,0	- 3,8 %
MDD	113,6	+ 1,4 %
Sodiaal	64,7	+ 6,0 %
Bel	17,1	- 11,3 %
Ermitage	14,2	- 7,9 %
Triballat Rians	10,6	+ 2,8 %
Laïta	5,2	- 2,2 %
Eurial	1,8	+ 8,6 %
Guilloteau	1,6	+ 9,8 %
Autres	889,5	- 0,2 %
<b>Total</b>	<b>1407,0</b>	<b>- 1,2 %</b>

Source : panel distributeurs d'après fabricant. Données au rayon fromage coupe sur un an en hypers et supermarchés, arrêtées à août 2020.

# France

## Focus on the PDO cheese segment

Achats de fromages (hors fromages blancs) par les ménages français entre 2018 et 2019

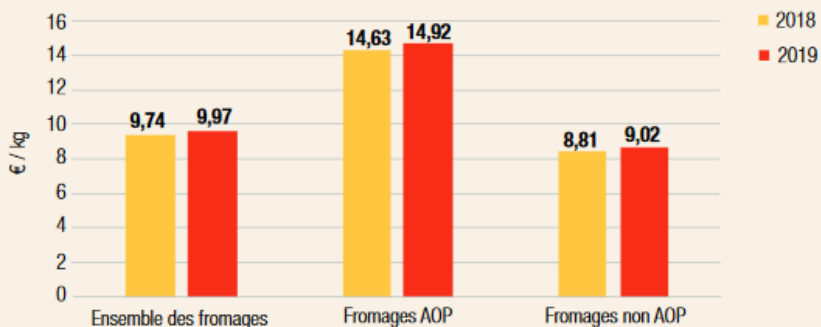
	Achats 2018		Achats 2019		Évolution 2019/2018	
	en tonnes	en 1 000 €	en tonnes	en 1 000 €	en volume	en valeur
Fromages AOC/AOP	113 773	1 522 498	117 943	1 597 473	3,66%	4,92%
Fromages non AOC/AOP	690 584	6 163 545	700 431	6 385 108	1,43%	3,59%
<b>TOTAL</b>	<b>804 357</b>	<b>7 686 043</b>	<b>818 374</b>	<b>7 962 581</b>		
Part des AOC/AOP	14,1%	19,8%	14,4%	20,0%		

PDOs accounted for 20% in value of household consumption at home in 2019 and 14% in volume.

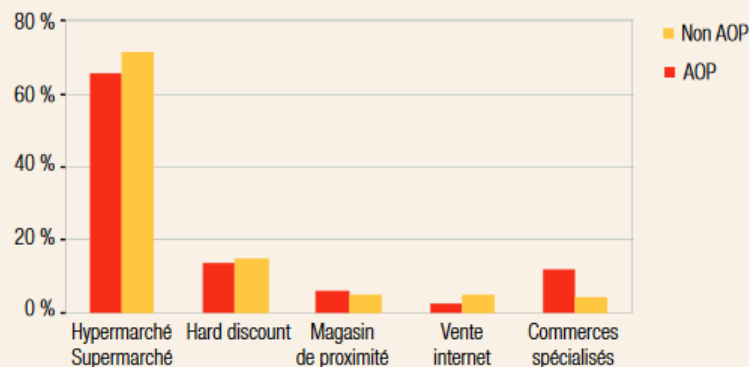
The average price of PDO cheese is 15€/kg, compared to 9€ for non PDO cheese.

The PDO cheese sector is marked by a higher proportion of sales in specialised shops (11.8% vs. 4.6% for non-PDO) and a lower proportion sold in hypermarkets and supermarkets (66.1%), in hard discount (12.9%) and via the internet (3.2%) compared to the non-PDO. Over the last 5 years, the share of sales of PDO cheeses in Hyper and Super decreased (-3 points).

Prix de vente moyen des fromages en Grande et Moyenne Surface, Hard Discount et drive



Lieux d'achat des fromages en 2019



Source: INAO

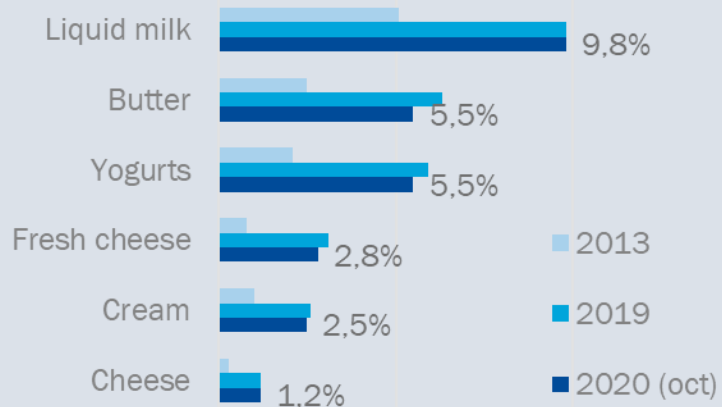
# France

## Sales of organic versus conventional milk & dairy products

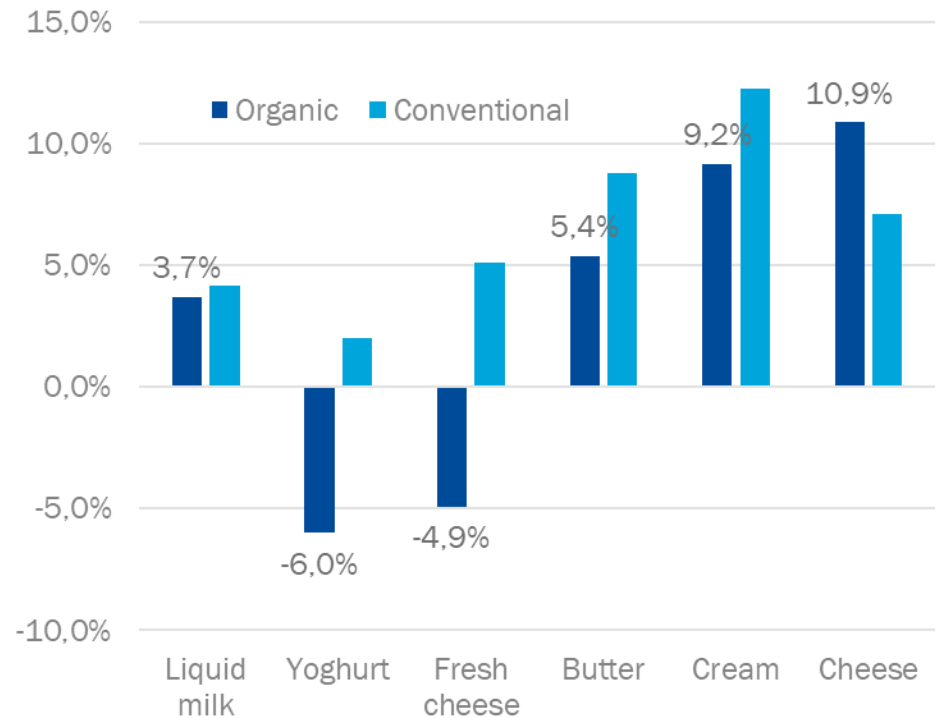
### Organic milk & dairy products

- ❖ Organic dairy products sales have continued to increase, but the growth rhythm was slower during the lockdown period.

### Organic market shares (% vol. 31/10/2020)



### Consumption of organic vs conventional milk & dairy products %, vol, year on year, oct 2020

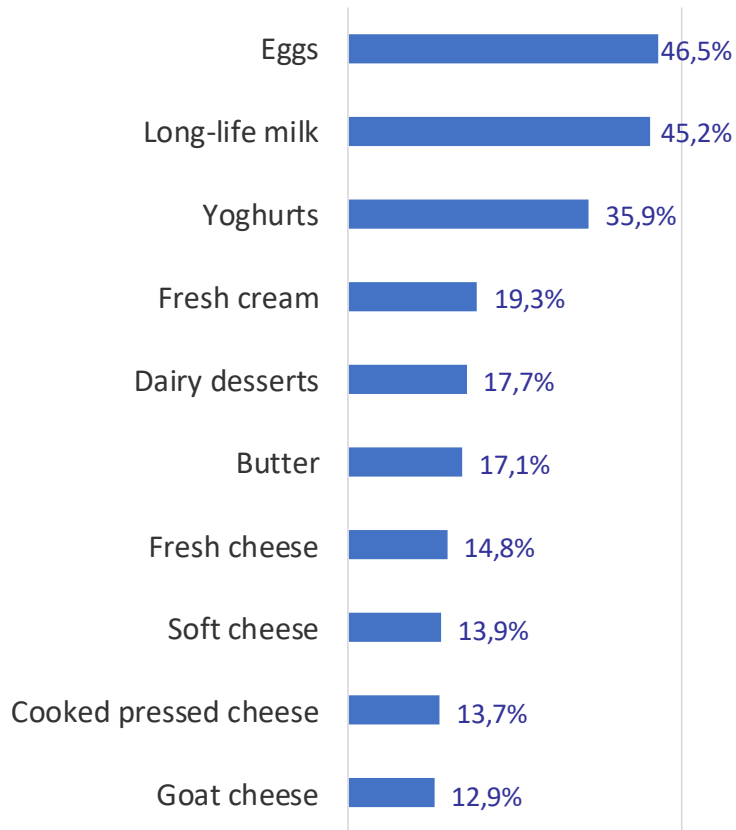


Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)

# France

## Organic dairy products have a relatively high penetration rate

Penetration rate of organic products



Produits les plus pénétrés en bio

Rang	Produits	% pénétration
1	OEUFS	46,5%
2	LAIT LONGUE CONSERVATION	45,2%
3	CONSERVES LEGUMES	39,0%
4	HUILES	38,0%
5	YAOURT	35,9%
6	JUS DE FRUITS	34,1%
7	BISCUITS	32,5%
8	PRODUITS APERITIFS	29,6%
9	CEREALES	27,9%
10	FARINES	27,7%
11	SAUCE CHAUDE	27,2%
12	INFUSION	26,2%
13	PATE ALIMENTAIRE	25,8%
14	FRUITS SECS	25,1%
15	PRODUIT POUR PATISserie	24,2%
16	CHOCOLAT EN TABLETTE	23,7%
17	PATE MENAGERE	22,7%
18	CEREALES A CUIRE	20,7%
19	4E GAMME LS	20,4%
20	CAFE	19,9%
21	PANIFICATION FRAICHE	19,6%
22	THE	19,4%
23	CREME FRAICHE	19,3%
24	RIZ	19,3%
25	PANIFICATION SECHE	18,0%

+ Afficher 25 de plus

Source :Nielsen – year to date, October 2020

Tableau: LINEAIRES - Source: Nielsen Homescan tous circuits sur 12 arrêts au 4 octobre 2020. - Créé avec Datawrapper

# France

## Plant-based options

Plant-based options (desserts, beverages) represent 276 M€, i.e. nearly 7% of the dairy market.

	Sales in value (€) % Evol vs Y-1							
	YtoY before crisis (YtoY to 23/2)	PRE-Containment (W9 to 11)	Containement (W12 to 19)	Decontainment PHASE 1 (W20 to 22)	Summer 2020 (June to August)	Sept 2020	Oct. 2020	Nov 2020 (3 weeks)
<b>TOTAL FMCG</b>	<b>0,8%</b>	<b>18,8%</b>	<b>9,6%</b>	<b>14,6%</b>	<b>4,5%</b>	<b>4,8%</b>	<b>10,5%</b>	<b>6,1%</b>
<b>TOTAL YOGHURTS</b>	<b>2,6%</b>	<b>12,1%</b>	<b>9,2%</b>	<b>4,7%</b>	<b>1,2%</b>	<b>2,1%</b>	<b>7,8%</b>	<b>7,4%</b>
Soy desserts	-2,7%	6,4%	-5,5%	-6,1%	-2,9%	0,4%	2,1%	0,7%
Other plant-based desserts	63,2%	69,2%	18,0%	21,2%	8,0%	10,4%	4,1%	3,9%
<b>UHT MILK</b>	<b>-1,3%</b>	<b>35,6%</b>	<b>13,7%</b>	<b>-0,2%</b>	<b>3,0%</b>	<b>0,5%</b>	<b>14,8%</b>	<b>0,7%</b>
Plant-Based Beverages	3,0%	20,7%	18,8%	14,0%	10,1%	7,3%	17,1%	16,7%

	Sales in value (000 €)							
	YtoY before crisis (YtoY to 23/2)	PRE-Containment (W9 to 11)	Containement (W12 to 19)	Decontainment PHASE 1 (W20 to 22)	Summer 2020 (June to August)	Sept 2020	Oct. 2020	Nov 2020 (3 weeks)
<b>TOTAL FMCG</b>	<b>109 102 545</b>	<b>7 397 720</b>	<b>18 221 632</b>	<b>7 067 393</b>	<b>28 883 602</b>	<b>10 925 329</b>	<b>9 000 375</b>	<b>6 540 295</b>
<b>TOTAL YOGHURTS</b>	<b>2 180 785</b>	<b>148 684</b>	<b>374 566</b>	<b>133 249</b>	<b>541 183</b>	<b>223 649</b>	<b>180 401</b>	<b>137 010</b>
Soy desserts	55 422	3 616	8 706	3 274	13 021	5 523	4 328	3 219
Other plant-based desserts	25 556	1 910	4 126	1 727	6 691	2 867	2 261	1 740
<b>UHT MILK</b>	<b>2 019 264</b>	<b>164 898</b>	<b>361 248</b>	<b>113 265</b>	<b>470 558</b>	<b>201 125</b>	<b>179 835</b>	<b>121 776</b>
Plant-Based Beverages	195 012	14 303	36 474	13 243	50 568	21 250	17 736	13 373

Source: IRI

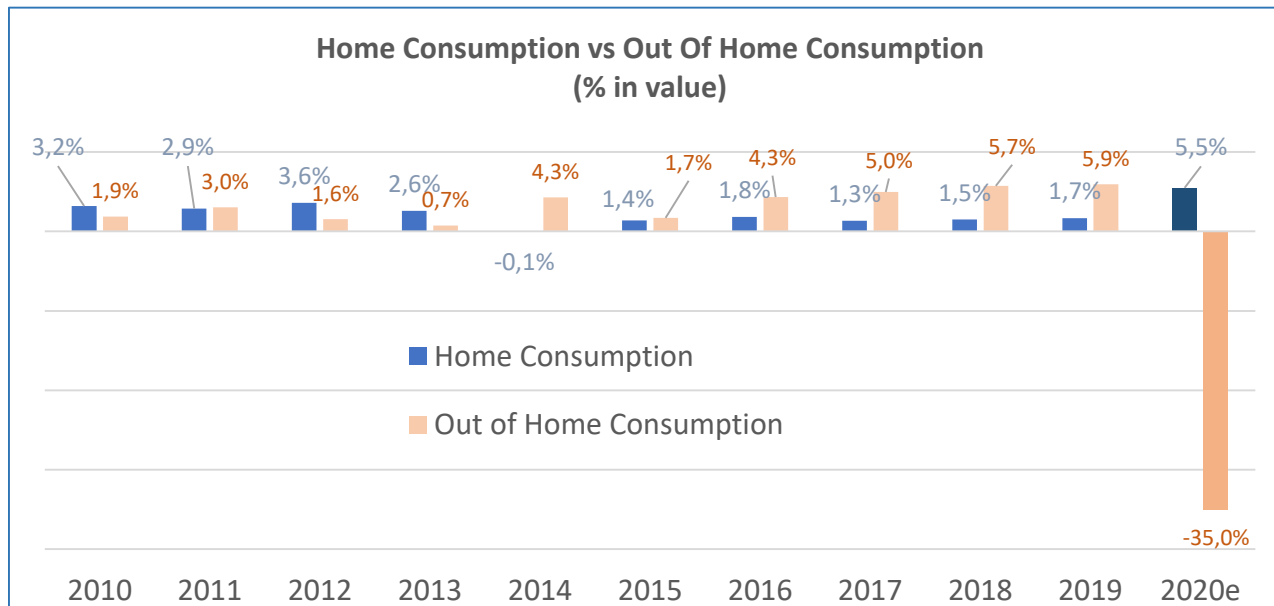
# Food Consumption



## A break in the upward trend in the out-of-home sector in 2020

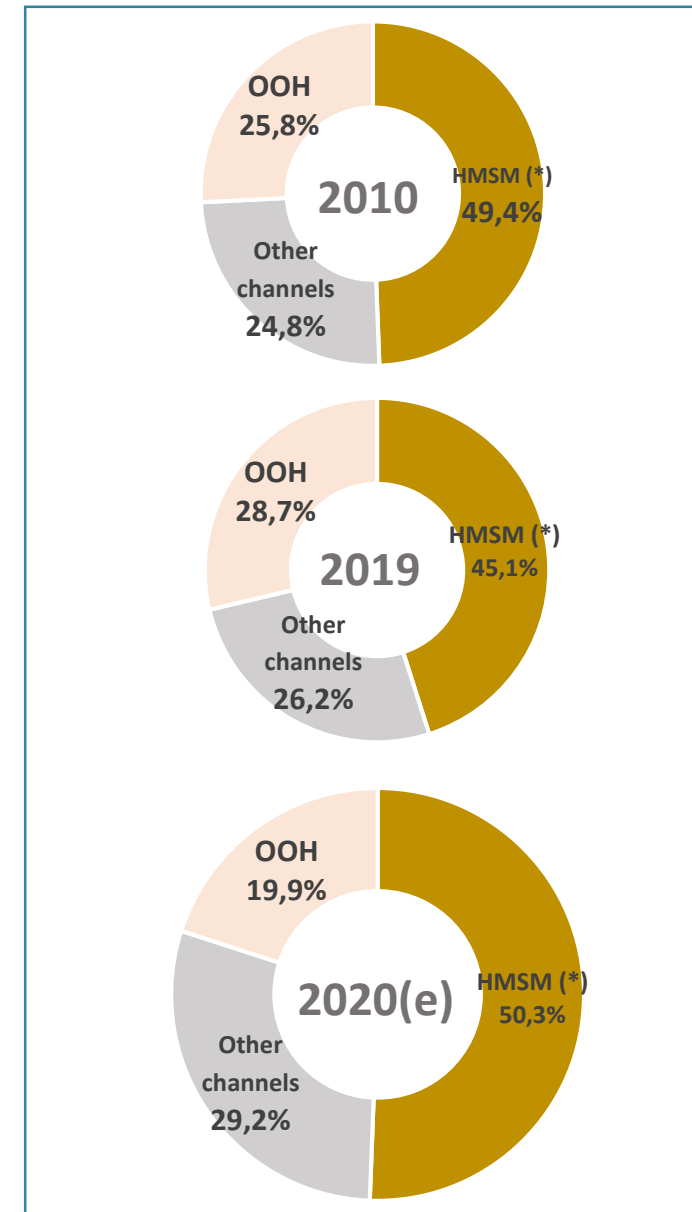
### Breakdown in food consumption :

- While supermarkets tended to lose market share to the benefit of out-of-home spending in particular, the trend was brutally reversed in 2020. The closure of bars and restaurants, the closure of schools during the first confinement and the development of teleworking interrupted the long growth phase of out-of-home spending.
- While the OOH sales had grown by 37% between 2010 and 2019 (vs. only +18% for spending at home), they are expected to fall by -35% on average in 2020.
- The shift from out-of-home spending to "at home" will not be enough to compensate for the losses in OOH: **household food consumption spending could ultimately fall by around 6% in 2020**. In short, the market share of supermarkets (HMSM, discount, online) will return to above 50% in 2020, i.e. a jump of around 5 points compared to 2019. The out-of-home segment could fall back below 20%.



(\*) Hyper, supermarkets, discounters, online  
Source : calcul et estimations FCD

15 december 2020





# Italy – Modern retail

## Milk and dairy products – 3Q 2020 and YTD September 2020

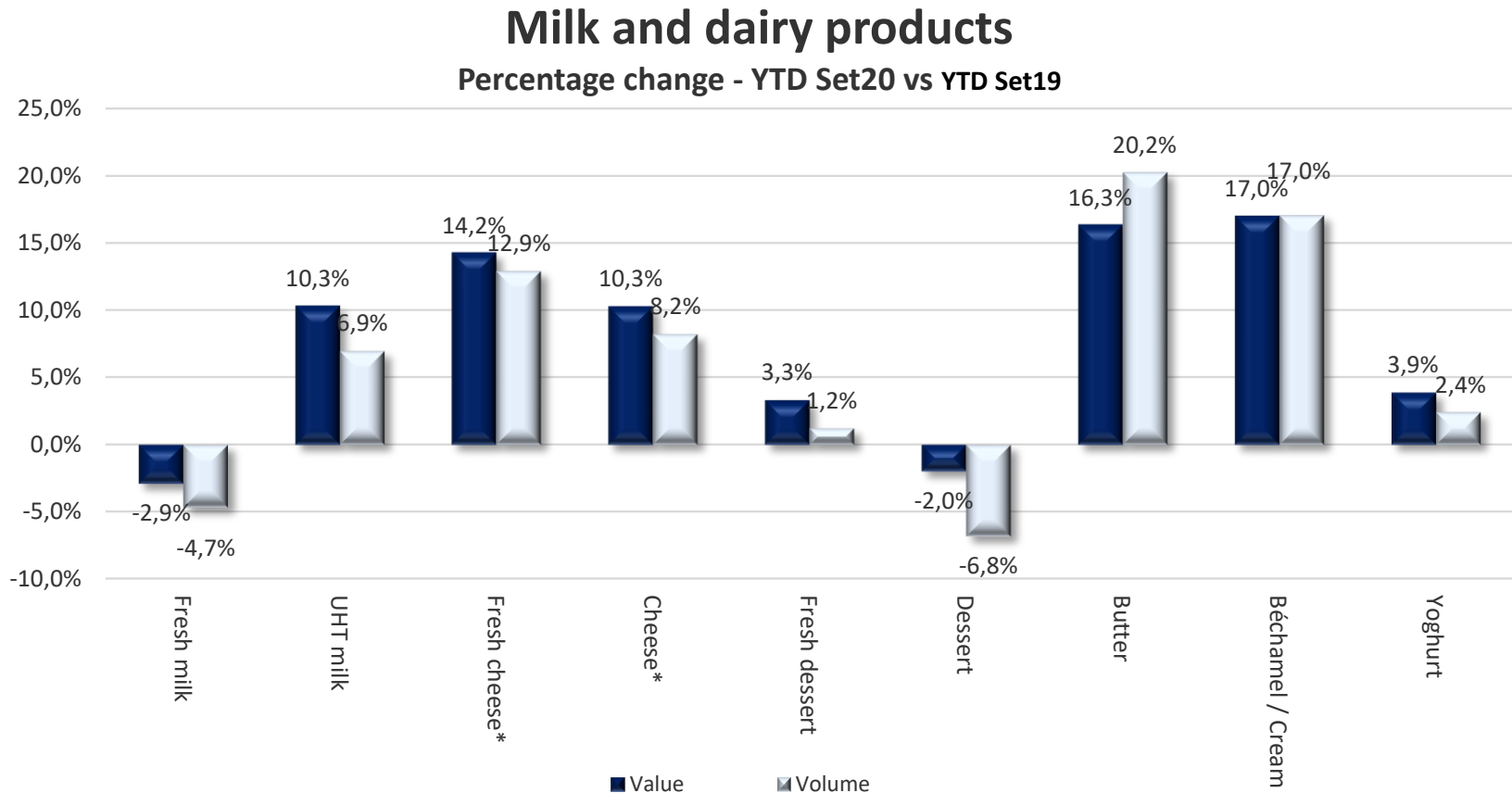
Product category	<u>VOLUME</u> (YTD Set20 vs. YTD Set19) % change)	<u>VALUE</u> (YTD Set20 vs. YTD Set19) % change)	<u>VOLUME</u> (3Q 2020 vs 3Q 2019 % change)	<u>VALUE</u> (3Q 2020 vs 3Q 2019 % change)
Fresh milk	-4,7	-2,9	-5,9	-4,8
UHT milk	6,9	10,3	2,0	3,6
Fresh cheese*	12,9	14,2	4,8	5,7
Cheese*	8,2	10,3	2,1	1,9
Fresh dessert	1,2	3,3	-3,1	-1,9
Dessert	-6,8	-2,0	-10,5	-6,9
Butter	20,2	16,3	0,7	-3,1
Béchamel / Cream	17,0	17,0	4,2	3,3
Yoghurt	2,4	3,9	-1,3	0,6

Source: Market Track Nielsen

\* Peso imposto

# Italy – Modern retail

## Milk and dairy products – YTD Set 2020 versus YTD Set 2019

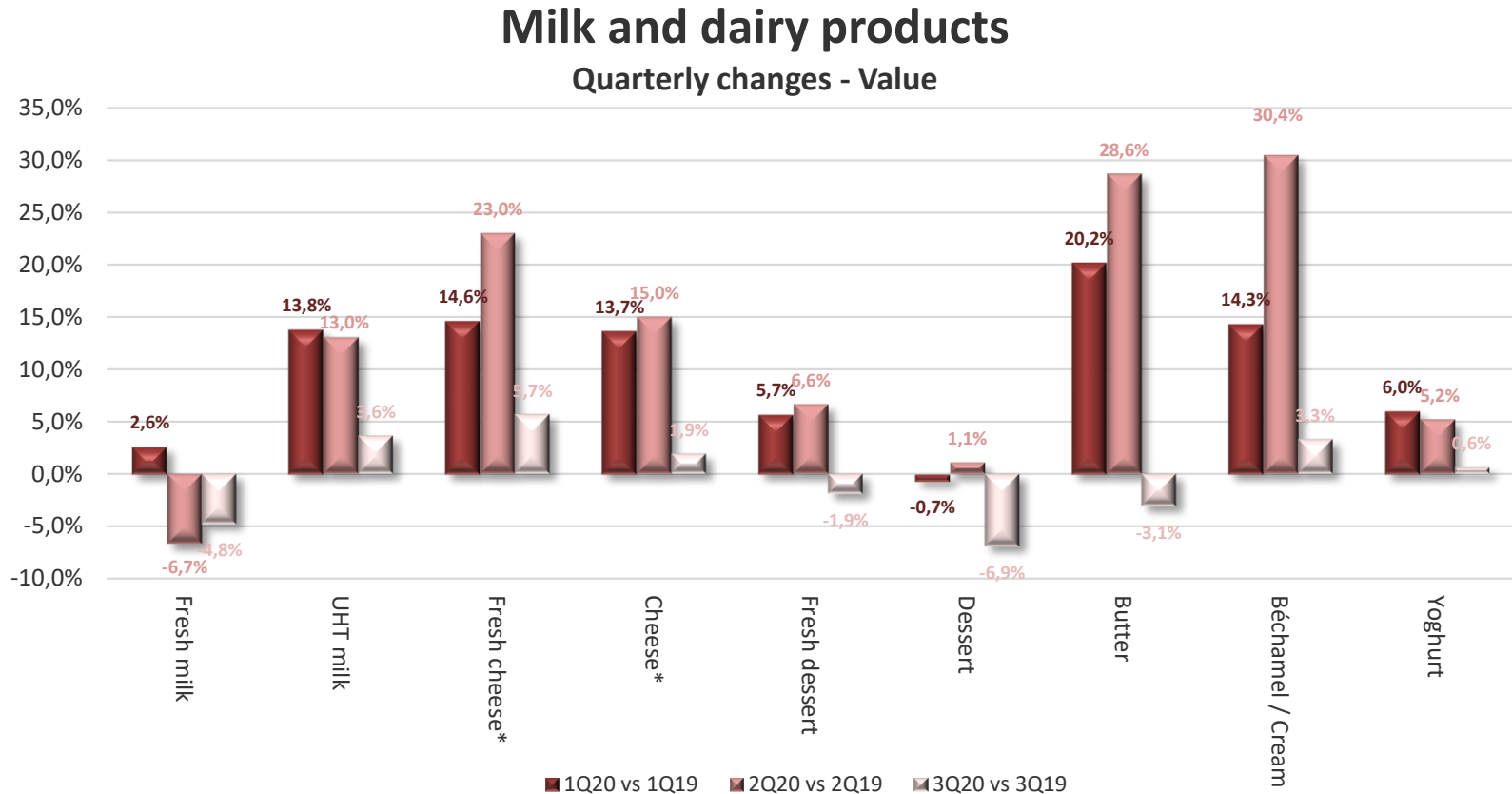


Source: Market Track Nielsen

\* Peso imposto

# Italy – Modern retail

## Milk and dairy products – Quarterly changes (value)



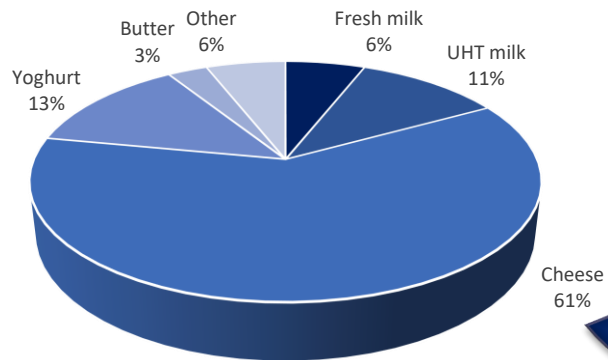
Source: Market Track Nielsen

\* Peso imposto

# Italy - Covid-19 Emergency

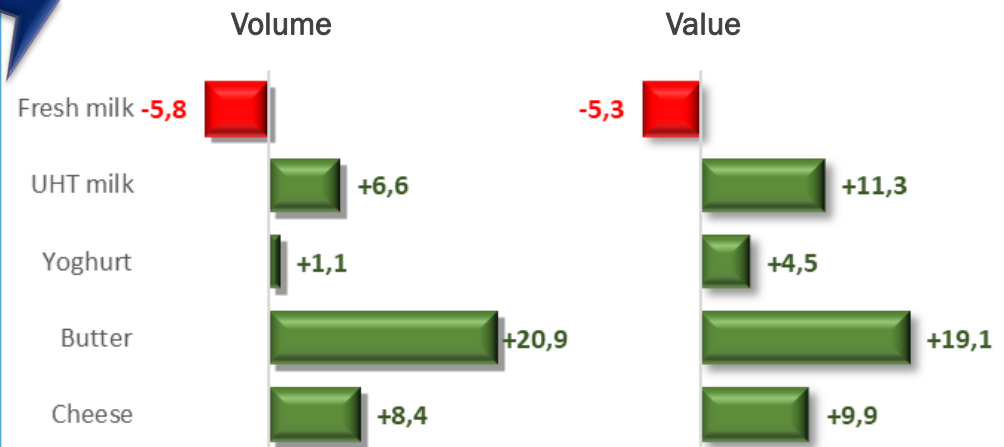
## Household purchases of milk and dairy products

Product share  
YTD Aug20



CHANGES IN SHOPPING CART - FOOD:  
IN-HOME COOKING AND RISING DEMAND OF  
PACKAGED HEALTHY AND LOCAL FOOD

Percentage changes  
YTD Aug20 versus YTD Aug19

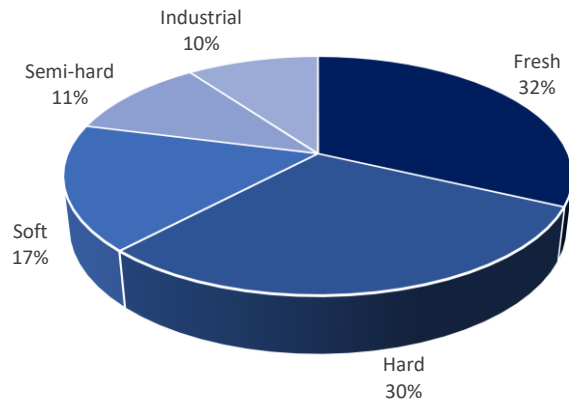


Source: Ismea - Nielsen Consumer Panel

# Italy - Covid-19 Emergency

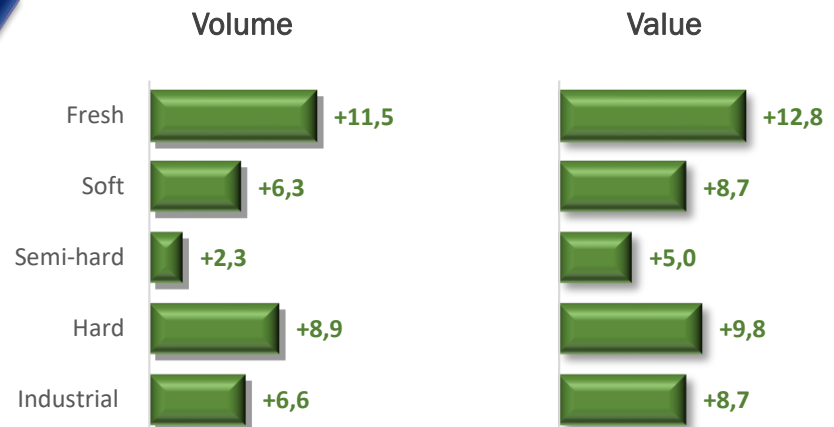
## Household purchases of cheese

Product share  
YTD Aug20



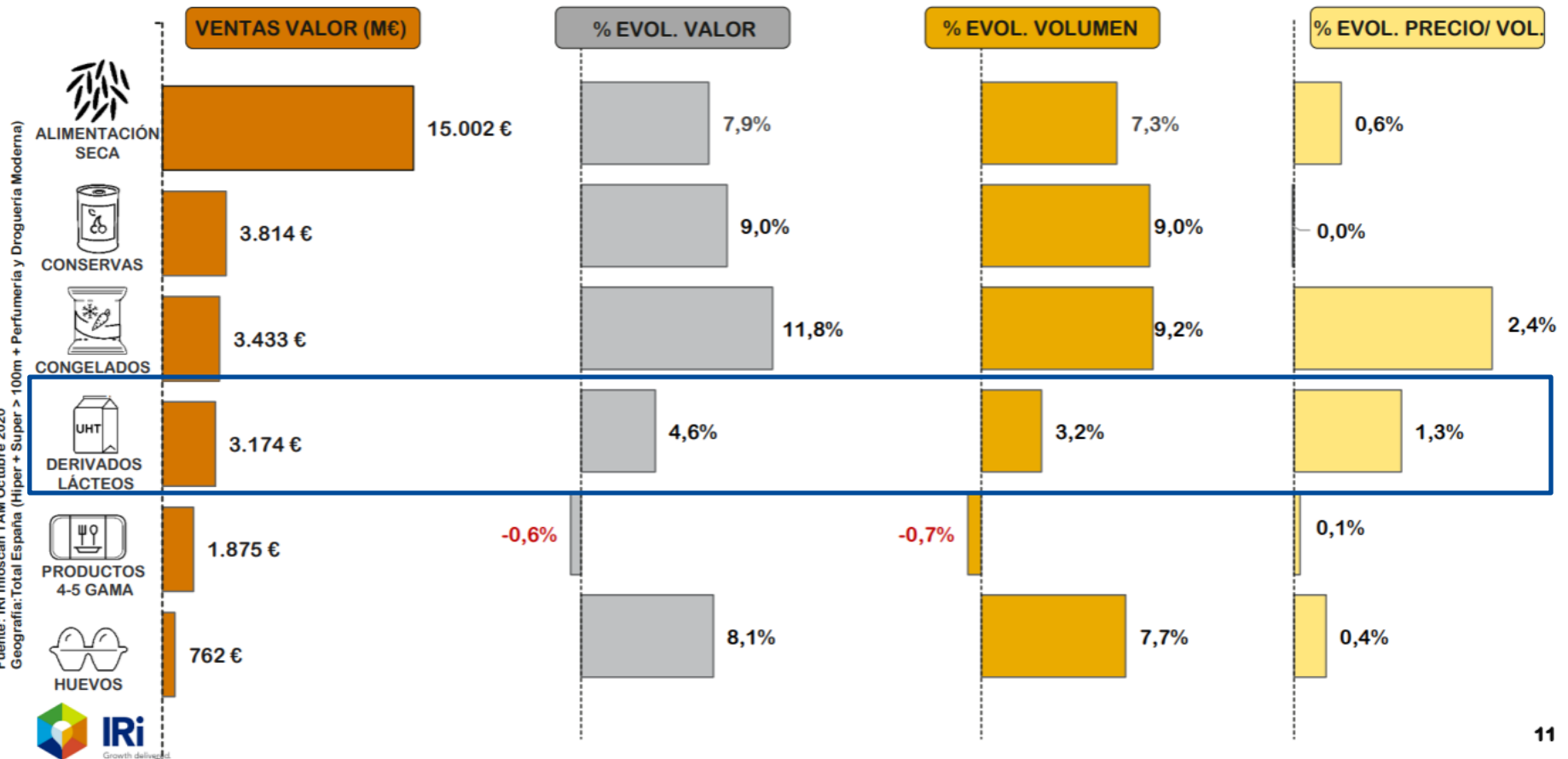
CHANGES IN SHOPPING CART - FOOD:  
IN-HOME COOKING AND RISING DEMAND OF  
PACKAGED HEALTHY AND LOCAL FOOD

Percentage changes  
YTD Aug20 versus YTD Aug19



Source: Ismea – Nielsen Consumer Panel

# Spain – evolution of key product categories

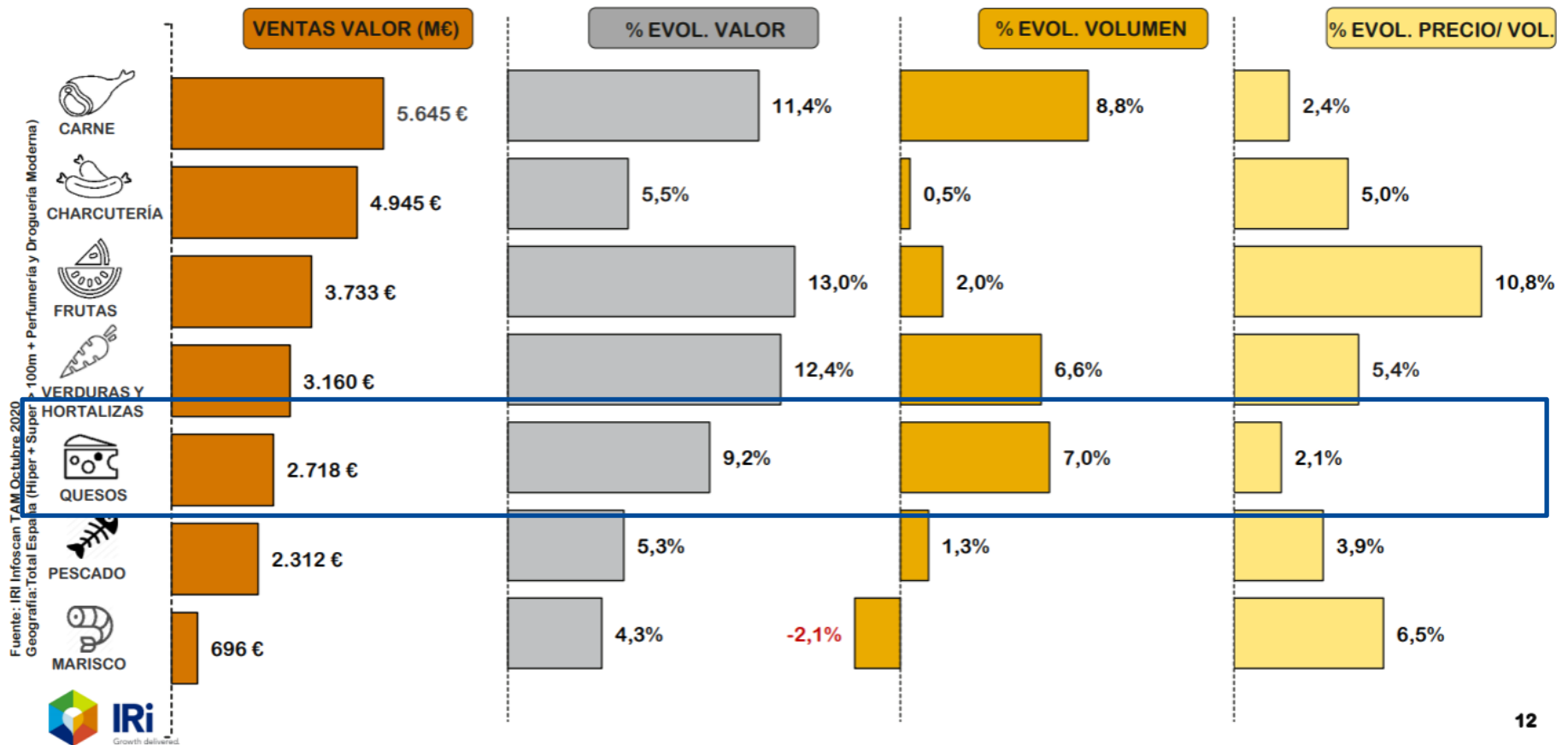


Fuente: IRI Infoscan TAM Octubre 2020  
Geografía: Total España (Hiper + Super > 100m + Perfumería y Droguería Moderna)

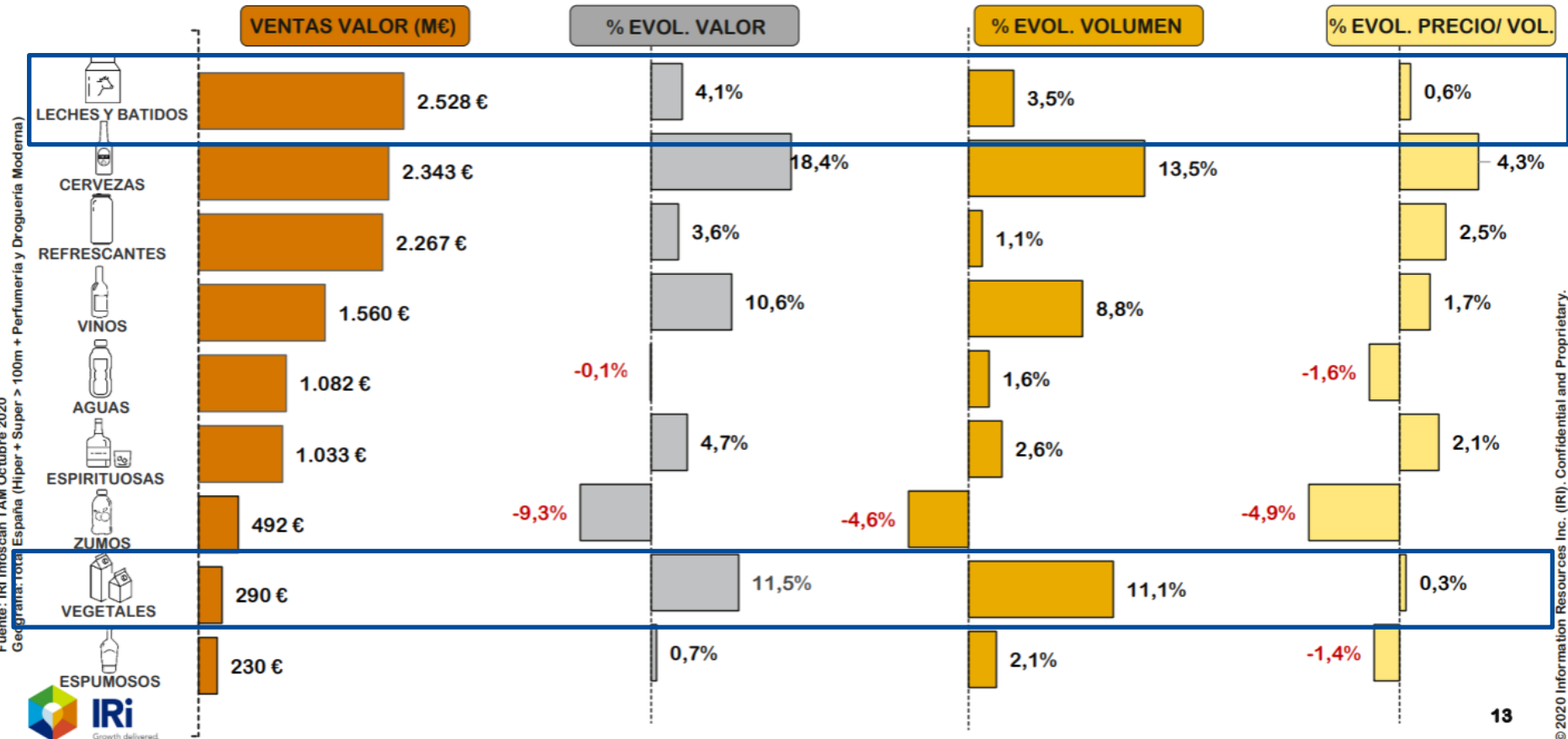


© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.

# Spain – evolution of key product categories



# Spain – evolution of key product categories



Fuente: IRI Infoscan TAM Octubre 2020  
Geografía: total España (Hiper + Super > 100m + Perfumería y Droguería Moderna)



© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.



# Spain – evolution of dairy consumption

Consumo en hogares de productos lácteos de 2010 a 2019

CONSUMO HOGARES	
AÑO	TONELADAS
2010	5.245.971
2011	5.169.108
2012	5.166.172
2013	5.128.203
2014	5.018.876
2015	5.019.754
2016	4.924.307
2017	4.937.444
2018	4.973.296
2019	4.961.156

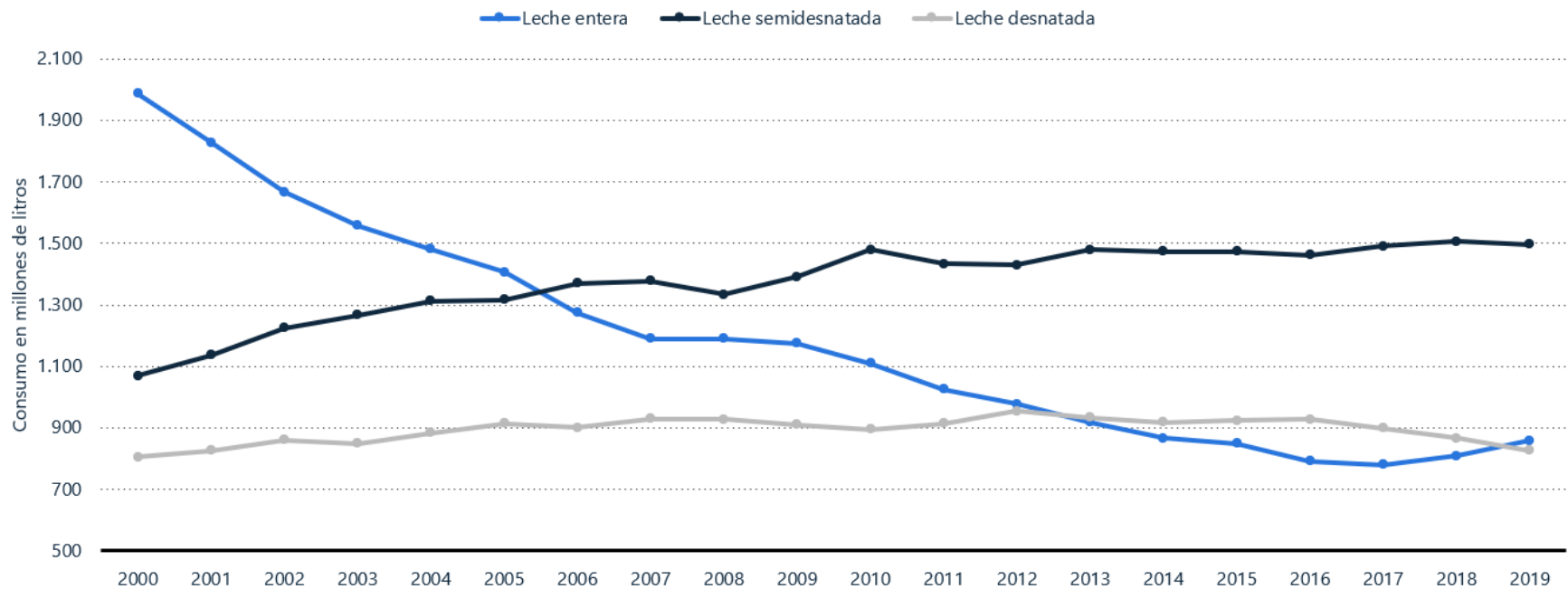


<http://fenil.org/consumo-nacional-de-productos-lacteos/>

# Spain – evolution of consumption, by type of milk

Volumen de leche líquida envasada consumida en España entre 2000 y 2019, por tipo (en millones de litros)

Consumo de leche líquida envasada por tipo en España 2000-2019



# Spain – evolution of cheese consumption

Volumen de queso consumido al año en España entre 2008 y 2019, por tipo (en millones de kilogramos)

Consumo de distintos tipos de queso en España 2008-2019

