



An Overview: Global Cauliflower Trade Markets

WHITE PAPER, JAN 2022



01 Cauliflower Global Market in 2020

Global cauliflower exports increased **+6.3% YoY** in value to **1,632.54M USD** in **2020**.
Global cauliflower imports increased **+4.8% YoY** in value to **1,358.22M USD** **2020**.

02 Spain as a Leading Exporter of Cauliflower in Global market

Spain increased cauliflower export value by **13.82% YoY** to **547.22M USD** in **2020**.
Reduced production of cauliflower due to floods in **November 2021**.

03 The UK as the leading Importer of Cauliflower in the Global Market

The **UK** inclined cauliflower import value by **+5.81% YoY** in **2020**.
Price of **UK** cauliflower increased due to less supply of **Spanish** cauliflower in **2021**.

04 China as Leading Producer of Cauliflower in Global Market

Production of **Chinese** cauliflower dropped by **-3.7% YoY** to **10.26M mt** in **2020**.
Decreased production of cauliflower due to heavy rains in **November 2021**.

05 Cauliflower Global Market in Near Future

Restrictions due to the new variant Covid-19, product quality, favorable weather conditions possibly put a lot of pressure on price and trade conditions in the near future.

An Overview: Global Cauliflower Trade Markets

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Demand for cauliflower in the global market soared and triggered an even greater growth in 2021. Production is affected by unfavorable weather and is the key indicator for market supply, which will determine the export conditions. In such a fast-moving market, where prices and situations change every day and week, cauliflower stakeholders such as producers and traders must adapt and adjust to the situation ensuring that they can have a good profit year-round.

KEY TAKEAWAYS

The cauliflower exports significantly increased by **+6.3% YoY** in terms of value from **1,536.61M USD** in **2019** to **1,632.54M USD** in **2020**.

Despite the production had to hold back due to unfavorable weather, **Spain** remained the leading exporter of cauliflower with a **33.52%** export share in the global market and earned **547.22M USD** in **2020**, increased by **+13.82% YoY**.

Meanwhile, the **UK** as the leading importer of cauliflower with a **16.36%** share import amounted to **222.19M USD**, an increase by **+5.81% YoY** due to demand for cauliflower as the gluten-free dietary trends.

On the other hand, **China** as the main producer and **6th** exporter of cauliflower decreased production due to heavy rains in **2021**.



LOCAL NEWS

The price of vegetables in China is rising, and the place of production

菜价上涨 产地转移

Image courtesy of tridge.com

LOCAL NEWS

Rural Development figures at 10,000 net hectares of cultivation affected by floods throughout Navarra, Spain

Desarrollo Rural cifra en 10,000 las hectáreas netas de cultivo afectadas por las inundaciones en toda Navarra

Image courtesy of tridge.com

The rain and snow weather directly affected the vegetable production areas in Yunnan, Guizhou, Guangdong and Guangxi, resulting in reduced vegetable output, blocked logistics and transportation, and storage difficulties, resulting in a sharp increase in vegetable prices in a short period of time.

For the same reason, the continuous rainy weather in the Northern China this year has also affected the management, picking, storage, and transportation of vegetables, which has caused the current round of vegetable prices to rise. In addition to weather and seasonal supply, there are many factors that affect vegetable prices. The price of vegetables that we usually perceive has many components, such as freight, storage, and labor costs.

The areas affected in agricultural use after the last floods in Navarra Spain, agricultural areas affected by floods exceeded 10,000 net hectares in farmland and permanent crops, with the greatest impact on cauliflower (1,100 hectares), according to the first official assessment carried out by the Department of Rural Development and Environment of the Government of Navarra.

Observing the trends of the current trade markets influenced by different forces can be very challenging.

Reading and analyzing trade data can give agriculture businesses a clearer understanding of what moves markets, and reveal general trends in world trade and their impact on specific regions and industries. To the extent that trade data could help producers see current market flows, it is also important for them to observe current prices to understand the counterparty's margin or benchmark price.

Therefore, developing and viewing trade and price data can help you to:

- Knowing the share of export among its domestic production.
- Breaks down potential markets for export destinations in the near future.
- Knowing information on trade flows to assess the performance and dynamics of a country's export market.
- Use our price data as objective market indicators and identify key trends.



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Strong Quality
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01. Cauliflower Global Market in 2020

The upsurge in cauliflower has been driven by the popularity of low-carb and gluten-free dietary trends, USDA analyst noted that these trends had been “embraced and enhanced” by food manufacturers that have introduced new products featuring fresh cauliflower.

has become a popular ingredient in gluten-free products including pizza crusts, tortillas, crackers, chips, mac and cheese, bread, rice, and others. thanks to cauliflower’s mild natural flavor and ability to absorb the flavors of many seasonings.

Increased demand led to global cauliflower export to surge +6.3% YoY in terms of value from 1,536.61M USD in 2019 to 1,632.54M USD in 2020. The leading exporter of cauliflower in the global market was Spain earned 547.22M USD with a 33.52% share and Mexico amounted to 354.25 USD in 2020 with a 21.7% share worldwide.

Top Exporting Countries of Fresh Cauliflower

Discover the top 10 exporting countries of Fresh Cauliflower in 2020.



Source: tridge.com
TRIDGE

- | | | |
|----------------------------------|--------------------------|------------------------------|
| 1 Poland, 1.4%, \$22.70M | 5 Czechia, 0.3%, \$4.95M | 9 Uzbekistan, 0.4%, \$6.3M |
| 2 United Kingdom, 0.9%, \$14.65M | 6 Canada, 1.0%, \$15.56M | 10 Iran, 0.3%, \$5.58M |
| 3 Germany, 0.8%, \$13.51M | 7 Vietnam, 0.5%, \$8.83M | 11 Australia, 0.8%, \$12.51M |
| 4 Belgium, 0.6%, \$10.21M | 8 Jordan, 0.4%, \$6.35M | 12 Morocco, 0.3%, \$4.53M |

Chart 1. Top 10 Exporters of Cauliflower in 2020

Moreover, the import value of cauliflower also soared to 1,358.22M USD 2020, which was 1,296.02M USD in 2019, increased by +4.8% YoY. The UK is the leading importer of cauliflower in the global market with a 16.36% share import amounted to 222.19M USD. Followed by Canada contributed an 11% share import accounted for 149.43M USD and the US earned 124.31M USD in 2020.

Top Importing Countries of Fresh Cauliflower

Discover the top 10 exporting countries of Fresh Cauliflower in 2020.



Source: tridge.com/intelligence-data
TRIDGE

- | | |
|-----------------------------|-----------------------------|
| ① Czechia, 1.5%, \$20.41M | ⑤ Singapore, 2.5%, \$34.62M |
| ② Portugal, 1.6%, \$21.44M | ⑥ Thailand, 1.4%, \$18.42M |
| ③ Sweden, 1.4%, \$18.92M | ⑦ Taiwan, 1.2%, \$16.35M |
| ④ Switzerland, 1.4%, 18.86M | |

Chart 2. Top 10 Importers of Cauliflower in 2020

02. Spain as a Leading Exporter of Cauliflower in Global market

Spain has been recognized as the main leading exporter of cauliflower (HS Code: 070410 that includes cauliflowers and head broccoli), accounting for 33.52% export share of the global market. Its global export value in 2020 rose to 547.22M USD from 480.77M USD in 2019, increasing 13.82% YoY.

The major importer of Spanish cauliflower was the UK with a share of 29.6% amounted to 161.73M USD and increased import value +14.2% YoY. Followed by EU countries such as Germany (85.98 M USD; +12.05% YoY), Netherlands (73.45M USD per KG; +14.14% YoY), and France (57.03M USD; +19.25% YoY). It is estimated Spanish cauliflowers export to increase in 2021 by +14.4% YoY in terms of value.

1,100 hectares of cauliflower have been affected by flooding in northern Spain in November 2021. Disrupted production of cauliflower during the harvest season led reduced supply of Spanish cauliflower.

Top Export Destinations of Fresh Cauliflower From Spain

See the top export destinations of Fresh Cauliflower from Spain in 2020.



Source: tridge.com
TRIDGE

- 1 Denmark, 2.2%, \$12.19M
- 2 Finland, 1.2%, \$6.74M
- 3 Ireland, 1.2%, \$6.47M
- 4 Czechia, 0.7%, \$4.01M
- 5 Hungary, 0.6%, \$3.11M
- 6 Slovakia, 0.4%, \$2.40M
- 7 UAE, 1.8%, \$9.68M
- 8 Saudi Arabia, 1.0%, \$5.48M
- 9 Canada, 0.5%, \$2.78M
- 10 Others, 2.7%, \$14.78M

Chart 3. Trends of Top 10 Importer Cauliflower from Spain

Cauliflower has suffered considerable damage since the crop is very sensitive to the cold. An estimated 20% of Spanish cauliflower production that was ready for production is deemed not suitable for export.

Meanwhile, global demand for Spanish cauliflowers, especially in the UK is currently good. Despite the shortage in the supply, fewer Spanish cauliflower volumes are available to export with increased export value in 2021.

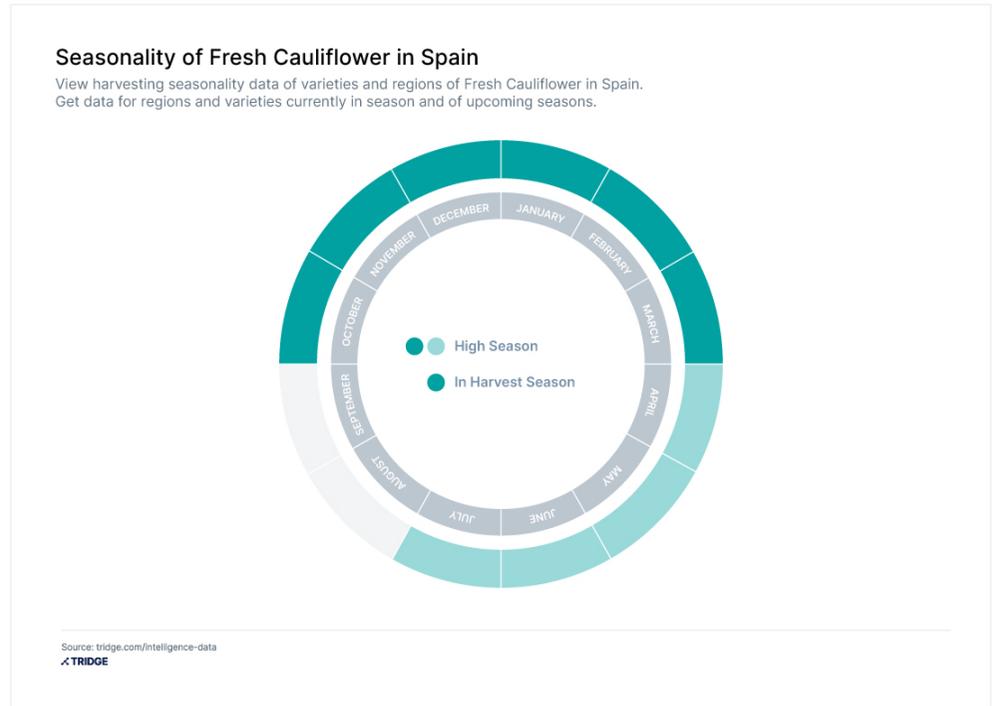


Chart 3. Trends of Top 10 Importer Cauliflower from Spain

03. The UK as the leading Importer of Cauliflower in the Global Market

The UK is the third-largest importer of vegetables, approximately imported 2.2 MT of vegetables in 2020. The UK has been known as the leading importer of fresh cauliflower in 2020 with a 16.36% share import amounted to 222.19M USD, an increase by +5.81% YoY.

Spain is the main leading supplier of cauliflower to the UK with a 73.42% import share accounted for 163.14M USD, an increase of +9.34% YoY in 2020. On the other hand, the UK decreased imported cauliflowers from Germany (11.46M USD; -4.91% YoY), Netherlands (7.07M USD; -28.54% YoY), and Poland (1.94M USD; -19.16% YoY) in 2020.

In 2021, the UK imported vegetables from EU countries decreased by -20% compared to a year ago. On the other hand, Spain is, by far, the UK's top fresh vegetable supplier. By the time winter rolls around, half of all the UK's vegetable is imported.

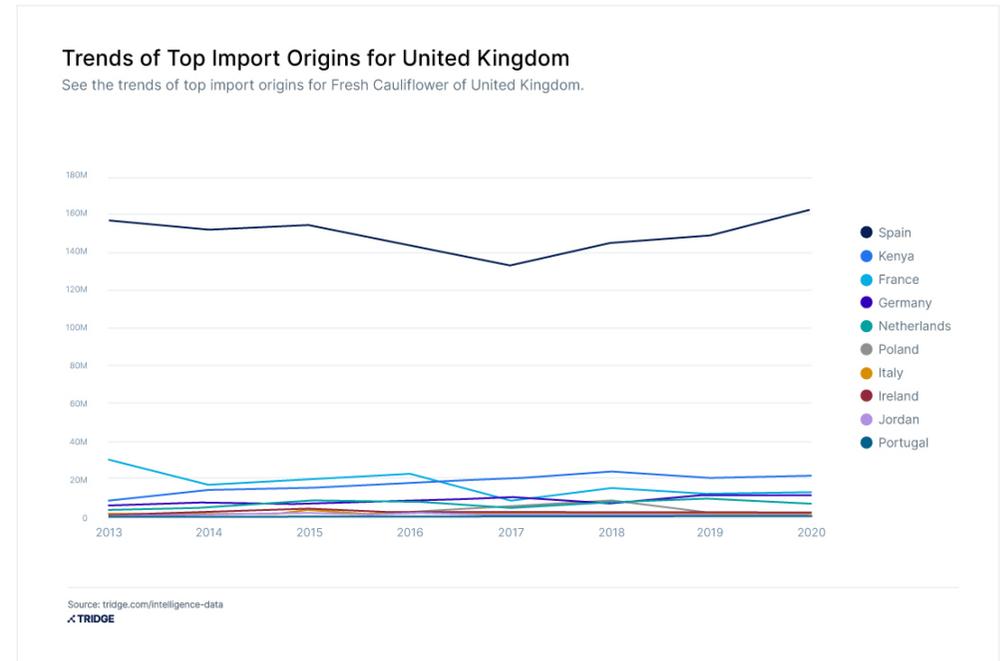


Chart 4. Trends of Top 10 Exporters of Cauliflower to the UK

UK imports of Spanish cauliflower declined from 130,000 MT down to 90,000 MT. This decline is caused by unfavorable weather that disrupted production in Spain reducing exportable volumes. Hence, despite the lower export volumes, UK's imports values of Spanish cauliflower increased.

Less supply of Spanish cauliflower to the UK put pressure on price. Chart 5. above reflected the price surged in December 2021 both in Spanish and UK cauliflowers.

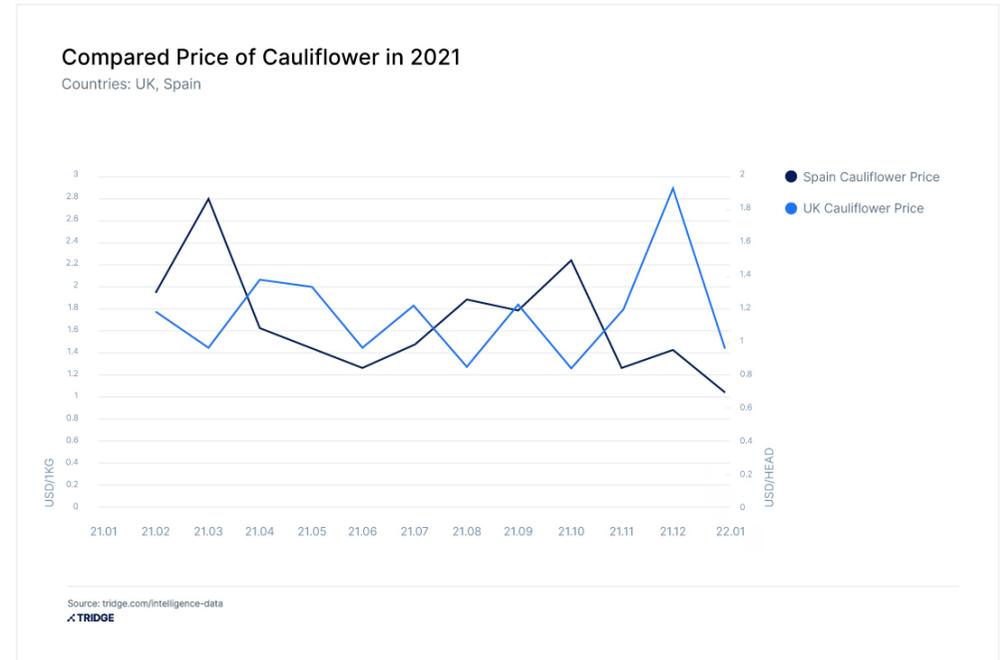


Chart 5. Compared Price of Cauliflower in UK and Spain month-on-month in 2021

04. China as Leading Producer of Cauliflower in Global Market

China is recognized as one of the major suppliers of cauliflower in the global market, with 10.26M mt in 2020. This volume however is a drop of -3.4% from volumes recorded in 2019.

Flooding that coincided with the harvest season causing considerable damage and a massive drop in crop harvest in 2021. To make matters worse, increasing coal prices and power grid issues made greenhouse farming for cauliflower very expensive.

China is well known as the 6th exporter of cauliflower globally with 96.2M USD in 2020 which is an increase of +19.18% YoY.

Chinese cauliflower is exported mainly to Asia countries such as Malaysia (38.61M USD; +14.46% YoY), Vietnam (20.67M USD; +5.56%), and Hong Kong (19.6M USD; +99.1%).

Top Export Destinations of Fresh Cauliflower From China

See the top export destinations of Fresh Cauliflower from China in 2020.



Source: tridge.com
TRIDGE

- 1 Laos, 0.6%, \$534.78K
- 2 Macao, 0.3%, \$333.77K
- 3 Brunei, 0.3%, \$296K
- 4 Philippines, 0.2%, \$182.82K
- 5 Indonesia, 0.1%, \$143.56K
- 6 Cambodia, 0.2%, \$156.71K
- 7 Other Asian Countries
- 8 Russia, 1.1%, \$1.10M
- 9 Other European Countries
- 10 Canada, 0.2%, \$166.59K
- 11 Other

Chart 6. Trends of Top 10 Importer Cauliflower from China

The global demand for Chinese cauliflower has since increased due to the increasing popularity of low-carbs and gluten free diet. 2021, saw a massive gap between demand and supply causing prices to surge as reflected in the export values cauliflowers.

05. Cauliflower Global Market in Near Future

The growth of the global cauliflower market is driven by the growing awareness in healthcare, the rising trend of vegetarianism, and the reduction of carbohydrates intake.

Covid-19 will continue to influence the sales of the cauliflower industry and its supply chains. Some restrictions and blocking measures in the Covid-19 new variant are becoming increasingly stringent in various countries. This will lead to uncertainty of cauliflower in trade markets.

Overall product quality is one of the major concerns in the cauliflower industry. Climate change is a big threat to the cauliflower market as observed in the excessive rainfall and floods in China and Spain. Cauliflower is considered as a winter crop in which the harvest often falls around the beginning of winter as the crops are very sensitive to the cold. As climate change continues to affect production areas, these effects are expected to put pressure on the market prices.

The trends in cauliflower consumption and demand is expected to remain stable. However, freight prices has significantly increased since the pandemic and still rising at the moment. The increase in distribution and shipment cost is expected to influence prices in the near future.

Conclusion

Tridge provides market movement news and in-depth analysis of the landscape and key drivers of price fluctuations to ensure a full understanding of what affects the market and why:

- Tridge Data Analysis provides a snapshot of the market and provides updates on major price trends, helping you understand the landscape.
- More international coverage not only for the producing markets but also for the key importing markets of the commodity.
- Real-time market-moving news of the industry including production updates, industry news, and trade news for local markets.
- Premium data plan enables you to analyze the historical datasets and access all available market data.

With a full package of datasets, you can analyze:

- Price volatility comparison.
- YoY price analysis.
- Price / Trade / Production: affecting each other and understanding key drivers of the notable market change.

Tridge provides the trade and price data of global agricultural products.

ABOUT TRIDGE

Tridge is a Global Trade Ecosystem in the food and agriculture industry that combines professional network and data intelligence and makes trustworthy and sustainable cross-border trades possible. We create and provide a very unique and powerful global-scale platform for buyers and suppliers to be connected and do business with each other more confidently and seamlessly.

Our mission is to become a go-to place for the ultimate sourcing solutions by creating a safe and reliable trade community. For Buyers, Tridge consistently provides extensive market trend data around the globe, creating opportunities in both untapped and existing markets and connecting them with credible suppliers. For Suppliers, we identify and develop sales opportunities from the regions they could not reach ever before. We combine state-of-the-art technology to make this happen.

For more information visit:

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