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Report Highlights:

This exporter guide provides an economic overview of the Icelandic food industry, and provides exporters who are interested in entering the Icelandic market with background information on the current trends, demands, and trade developments of the Icelandic market. It also includes references to useful legislation and resources.

Executive Summary

Iceland is a modern country, highly egalitarian, with a small population of 394,200 but a steady stream of over 2 million touristic visitors (of which around a quarter American). In 2023, Iceland's GDP reached \$28.1 billion (Eurostat), and ranks 25th in the world with its GDP per capita (World Fact Book).

Imports of Consumer-Oriented Products

The United States is Iceland's 7th largest supplier of agricultural and related products, accounting for \$49.2 million in imports in 2022 (4.5 percent of the value of Icelandic imports of agricultural and related foods). Iceland produces its dairy and meat, but is dependent on imports – especially for vegetables and fruits which are not available due to its geographical location. Icelanders are keen on American products, and highly value these due to historical trade ties.

Food Processing Industry

As of 2022, Iceland's food processing industry had a gross output of \$3.76 billion, of which \$2.18 billion was fish processing – the largest food processing industry in Iceland.

Food Retail Industry

In 2022, groceries and convenience stores had a turnover of \$1.86 billion. The market is very consolidated, with the companies Hagar Group, Festi Holding and Samkaup jointly accounting for three quarters of the market share.

Food Services Industry

The Icelandic accommodation and food service industry combined had a gross output of \$1.88 billion in 2022. There were 1170 enterprises registered in this sector in 2022.

Quick Facts CY 2022¹

Imports of BICO Agricultural and Related Products (\$1.09 billion)

Selection Growth Products (in terms of value/percentual growth over 2018-2022)

1/ Chocolate (preparations)	74.4 percent
2/ Dog & cat food (retail)	56.5 percent
3/ Frozen squid & cuttle fish	56.6 percent
4/ Mineral, sweetened or flavored waters	38.7 percent
5/ Sugar confectionary	35.1 percent
6/ Wheat or meslin flour	26.6 percent

Food Industry by Channels (Gross Output)

Food Processing Industry	\$3.76 billion
Agricultural Exports	\$3.11 billion
Agricultural Imports	\$1.09 billion
Food & Acc. Service	\$1.88 billion

Icelandic Retailers by Market Share (2021)

1/ Bonus	30.9 percent
2/ Krónan	28.3 percent
3/ Hagkaup	13.0 percent
4/ Nettó	10.6 percent
5/ Krambúðin	2.0 percent
6/ Others combined	15.2 percent

GDP/Population

Population	394,200
GDP	\$28.1 billion
GDP per capita	\$71,616

Sources: Statistics Iceland, Trade Data Monitor (TDM), World Fact Book, Meniga

Exporter Advantages	Exporter Challenges
<i>Affluent population, valuing high-quality products. Dependent on imports. High affinity for American products. Proximity to the United States.</i>	<i>Small market size, logistic options are limited, not all ingredients are allowed (i.e., additives), animal health regulations for meat imports deviate from EU regulation.</i>

¹ Conversion rate: 1 USD = 138.78 ISK (Icelandic króna), 1 USD = 0.9486 EUR

SECTION I. MARKET OVERVIEW

Introduction to Iceland

Figure 1. Map of Iceland

Source: <https://www.cia.gov/the-world-factbook/countries/iceland/map/>



Iceland, a modern country, is conveniently located between the United States and Europe. Its landscape features fertile lowlands, and highlands inland, lined with volcanoes, glaciers, mountains, and rivers. The country has a maritime subarctic climate, meaning mild temperatures with the thirty-year average temperature in Reykjavík ranging from -3.0°C (minimum) to 13.3°C (maximum). The national language is Icelandic, English however is widely spoken. The national currency is the Icelandic Kroner (ISK). Its

largest agricultural sector, in terms of value, is the livestock sector. Trade of agricultural goods is conducted through seaports (Hafnarfjörður, Reykjavík, and Þorlákshöfn, where [each port is designated](#) for the import of specific agricultural goods) and Keflavík airport (built by the U.S. and opened in 1943).

Demographic

There are 394,200 people residing in Iceland, as of the second half of 2023. Most of these live in the greater capital region (250,910 or 63.7 percent of the total population), of which 138,693 in the capital Reykjavík itself. Compared to other western countries, Iceland has a relatively young population - the OECD calculates there are 26.6 people aged 65 and over for each 100 people of working age (the EU Member State average being 32.3). In the last Iceland census of 2021, there were 130,849 households, and 23.8 percent of the population indicated they did not live with family.

Key Economic Facts

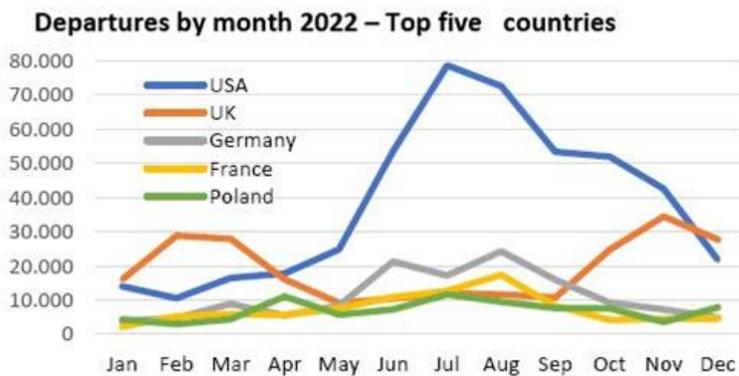
Based on data from [Statistics Iceland](#), the gross domestic product (GDP) of Iceland rose by 7.2 percent in 2022, and the employment was 77.1 percent, the unemployment 3.7 percent. From year to year, Iceland has had a 33.5 percent increase in imports of goods in 2022. More than half of these goods (57.4 percent) were imported from the European Economic Area (which comprises the European Union Member States, Liechtenstein, Norway and Iceland). Although Iceland experienced inflation over 2022 (the Consumer Price Index went up by 8.3 percent), purchasing power only reduced by 1.7 percent. Moreover, Iceland's consumer expenditure is forecast to rise by 56.9 percent in real terms between 2021-2040, according to Euromonitor[®]. The food processing industry's gross output was \$3.76 billion in

2022, of which \$2.18 billion was fish processing, the largest food processing industry in Iceland. The accommodation and food service industry combined had a gross output of \$1.88 billion in 2022.

Tourism as Driver for Expenditure in Iceland

With its rugged and unique landscapes, Iceland is a popular tourist destination, and tourism an important industry which was impacted by the COVID-19 pandemic. However, tourism has rebounded with 2.3 million tourists are forecast to visit Iceland in 2023,² up from 1.7 million in 2022. Tourism contributed 7.8 percent to the GDP of Iceland in 2022. In that same year, 27 percent of tourists came from the United States (460,000), staying on average for one week, with the summer season as peak (Figure 2). The steady stream of tourists increases demand for all sorts of imported products, foodstuffs included. To aid with the impact visitors leave on climate and environment, Iceland is considering a small tourist tax.³

Figure 2: Tourists in Iceland by Nationality



Source: <https://www.ferdamalastofa.is/en/moya/news/tourism-in-figures-january-2023>

Purchasing Power & Consumer Behavior

The net disposable income of the average Icelandic household was \$12,330 in 2022, and 12 percent was spent on food and non-alcoholic beverages. Icelandic people shop daily, due to the vast availability of supermarkets and the preference to eat fresh products. E-commerce grocery shopping is being offered and slowly gains some popularity, although there are only a few retailers offering this service with home delivery. Notably, online sales of alcohol opened up in Iceland over the past years, see section IV under Food Retail Sector for further information.

Table 1. Advantages and Challenges for U.S. Producers exporting products to Iceland

Advantages	Challenges
<i>Icelanders are affluent consumers, and their purchasing power is projected to increase in the coming decades</i>	<i>Iceland is a small market, due to the small population size</i>
<i>Icelanders value pure and quality foods, offering opportunities for high-quality products</i>	<i>Logistics to Iceland depend on air or sea freight, which can be costly, especially from the U.S. west coast</i>
<i>Iceland offers opportunities for produce and fruits, as it cannot grow all of these themselves, due to the country's geographical location</i>	<i>Certain ingredients (such as particular additives and colorings) and pesticides are not permitted under EU regulation, part of Icelandic regulation</i>

² <https://www.icelandreview.com/news/2-3-million-tourists-to-visit-iceland-in-2023-model-predicts>

³ <https://www.euronews.com/travel/2023/09/25/sustainable-tourism-this-nordic-nation-is-introducing-tourist-tax-to-protect-its-unspoilt->

Icelanders are fond of American products, through a long history of importing American products and frequent travel to the United States

Meat from third countries (e.g., the United States) needs to be frozen for 30 days before it may be imported into Iceland

The tourism industry offers opportunities for typical American products, as 27 percent of visiting tourists were from the U.S. in 2022

Retailers and importers highly consolidated, therefore it can be challenging to establish an importer

Products may be labeled with an English food label, if the format is compliant with EU Food Regulation 1169/2011 (part of [Iceland regulation 1294/2014](#))

EU-based competitors do not incur tariffs since they fall within the European Economic Area, and their products are produced in accordance with EU regulation, so compliance is easier

SECTION II. EXPORTER BUSINESS TIPS

Before engaging in business with Iceland, it is good to be aware of all regulatory requirements pertaining to the product. See Section III for more resources. Additionally, market research is important, and a detailed analysis should be made of the type of sector targeted (e.g., processing industry, retail, or hotel, restaurant and institutional (HRI)) and the type of customer. Due to the small market size of Iceland, it is important to research where the product fits in terms of market demand, and the cost-benefit analysis of exporting such product.

Iceland, due to its geographic location and historic connection, has a strong inclination towards American food products in retail. Additionally, other international food products seem to make it to the market shelves. With that, the assortment of products in food retail seems to differ starkly from that in the European Union, offering unique opportunities.

For alcoholic beverages, a thorough examination should be conducted of the government-owned alcohol stores (i.e., Vínbúðin, also known under the name ÁTVR, which is an abbreviation of the store's official name, 'The State Alcohol and Tobacco Trade' or *Áfengis- og tóbaksverslunar ríkisins*). Exporters looking to export alcoholic beverages should acquaint themselves with Vínbúðin's sales system. To do so, an important first step is to establish contact with an importer with a [valid alcohol wholesale license](#), which is a prerequisite for conducting business with Vínbúðin. Vínbúðin operates [59 stores in the country](#) (of which 14 are in Reykjavík), and is the only enterprise in the country permitted to sell alcoholic beverages above 2.25 volume percent of alcohol.⁴ Vínbúðin stores do not carry many non-alcoholic beverages, due to low supply.

Through a registered importer, any product may be offered to Vínbúðin. There are no tenders or requirements, Vínbúðin decides whether the product fits the current product range, and if so, will negotiate a further purchase. It should be noted that retailed alcoholic beverages are subject to [alcohol duties](#), and a Value Added Tax (VAT) of 11 percent. Vínbúðin also adds a surcharge on the purchase price of 11 percent, and a recycling tax. An additional alcohol tax of 18 percent is added for beverages with less than 22 percent alcohol by volume, and for beverages over that percentage, 12 percent. These tax rates are [among the highest in Europe](#), and [are planned to be raised](#) in 2024. Current rates may be found [on the website of Vínbúðin](#).

⁴ Similar to the limit set by the state monopoly in Sweden (Systembolaget), except that Sweden allows supermarket sales of beers with an alcohol percentage between 2.25 and 3.5 percent. For more information, see [SW2023-0003 Swedish Alcohol Purchasing Process – Overview of Systembolaget](#).

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES

Iceland is not part of the European Union. However, together with Norway and Liechtenstein, the country forms the so-called European Economic Area (EEA). This is an agreement between aforementioned countries and the European Union (Member States). The overall goal is to facilitate free movement of goods within their territories. Together, in the EEA Joint Committee, they decide on the incorporation of EU regulations into the agreement. Once in the agreement, Iceland incorporates these EU regulations into its own Icelandic law. In short, this means that only if an Icelandic law says so, particular EU regulation applies in Iceland. In practice, most EU food regulations apply in Iceland, nonetheless with a small number of exceptions.

The buyer and local freight forwarder are in the best position to supply information on whether exceptions apply, and which documentation is needed. They are also in the best position to consult [the Iceland Food and Veterinary Authority \(Matvælastofnun\)](#) and [Iceland Customs and Revenue](#); the authorities on import and export of agricultural goods. EU regulation can however serve as a starting point, and is found in the [EU Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#) and [EU FAIRS Export Certificate Annual](#).

Notable deviations from EU law are [animal health regulations](#). For example, meat from third countries should be frozen for 30 days below 18 °C (-0.4 Fahrenheit), prior to customs payment. The import of livestock is also forbidden. Food labeling on the other hand follows [EU Food Regulation 1169/2011](#) (through [Icelandic regulation 1294/2014](#)), and a label can be in English or a Nordic languages (except Finnish). Fully English labeled products are very common in retail.⁵

Iceland has various high custom tariffs in place to [protect](#) some of its agricultural sectors. These tariffs are higher for countries that Iceland does not have a trade agreement with. More information may be found on the [website of Iceland Revenue and Customs](#).

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Icelandic Food Retail Sector

Turnover of Iceland food retail (grocery stores and convenience stores) was \$1.86 billion in 2022. The market is very consolidated, with Hagar Group, Festi Holding and Samkaup jointly accounting for three quarter of the market share.⁶ See Table 2 for a description. Note that in the past decade, some mergers have occurred, causing some smaller retail chains to have continued under another name.

Table 2. Overview of the largest Icelandic supermarkets and their market share in 2021



[Bónus](#) had the largest market share (30.9 percent) in 2021. The chain was founded in 1989. There are 31 stores, of which 18 are in Reykjavík. Opening hours are more limited compared to other supermarkets, usually from 10 am to 7/8 pm. Bónus is owned by Hagar Group. Hagar Group, which also operates non-food stores, reported sales of \$1.16 billion in 2022.

⁵ See attachment 1.

⁶ According to Meniga, see <https://www.meniga.is/blog/meniga-i-tolum-2021#top>



[Krónan](#) had the second largest market share (28.3 percent) in 2021. A discount supermarket chain, it was founded in 2000. There are 26 stores in Iceland. Groceries may be ordered online and picked up at the store or delivery point. Among its private labels is First Price. Krónan is owned by Festi Holding, which also operates non-food stores, and reported sales of \$874.7 million in 2022.



Hagkaup had a market share of 13 percent in 2021. Similar to a small department store, offering a wide range of non-food products, its first store opened its doors in 1967. Nowadays there are 7 stores, of which 6 in Reykjavik, and 2 are open 24 hours. The store also organizes annual '[American Days](#)' showcasing American products. Hagkaup is owned by Hagar Group.



[Nettó](#) had 10.6 percent of the market share in 2021. It currently operates 21 stores, and groceries can also be shopped online. One store is open 24 hours. Among its private labels is [Xtra](#). Nettó is owned by [Samkaup](#), who reported a retail revenue of \$294.3 million in 2022.



American-owned [Costco Wholesale](#) opened one store in Iceland in 2017. Offering competitively priced food, but also non-food items and gasoline, a Costco membership gained popularity fast among Icelanders; in 2018, its market share was estimated at 8 percent.⁷ In 2023, Costco started offering alcohol for sale online, to be picked up in-store.

Other stores, sharing 17.2 percent of the market share, include among others the Samkaup-owned smaller convenience stores [Kjörbúðin](#) (16 stores), [Krambúðin](#) (21 stores), and [Iceland](#) (4 stores). Privately-owned department store-like [Fjarðarkaup](#) (1 store) is also well known, as is [Melabúðin](#). The country also features an [American specialty store](#), as well as grocery stores for other regions. Apart from that, there are still a couple of [historically independent corner shops](#) operating.

E-commerce grocery shopping seems not to have gained a lot of momentum in Iceland yet. However, [Heimkaup](#), an online-only food retailer, made it to the top ten of largest market shares in food retail in 2021. What contributes to an increase in online shopping, is that alcohol can be sold online in Iceland. With only state-owned monopoly stores in Iceland, this does sound counterintuitive. However, it is allowed due to Icelandic alcohol regulations having been written before the existence of e-commerce – the law simply does not forbid the online sales of alcohol.⁸ In 2023, Costco started offering alcohol for purchase online by anyone over the drinking age of 20 years,⁹ to be collected at a pick-up point in their store, which has proved very popular.

Icelandic Wholesale & HRI Industry Sector

There were in total 120 enterprises registered with as main activity the wholesale of food (Table 3). Although Statistics Iceland keeps statistics on the turnover of wholesale trade in all goods (\$1.76 billion in 2022) based on VAT periods, it does not provide statistics on food wholesale trade anymore after 2008. There are several wholesalers that mainly distribute food and beverages to the Icelandic HRI sector. A list may be supplied upon request by the FAS/The Hague office.

⁷ <https://uni.hi.is/th/files/2022/07/BavenoRARCSDudlaugsson2022.pdf>

⁸ <https://vb.is/frettir/ljost-ad-netverslanir-setja-rekstur-atvr-i-uppnam/>

⁹ See e.g., <https://grapevine.is/mag/2019/06/21/ask-an-historian-why-drinking-age-iceland-so-high>

Table 3. Registered enterprises involved in food wholesale activities in 2022

Wholesale of other food n.e.c.	47
Non-specialized wholesale of food, beverages, and tobacco	73

Source: [Statistics Iceland](#)

Food and beverage service activities' gross output was \$1.88 billion in 2022. There were 1,170 enterprises registered in Iceland in this sector in 2022, of which 1,065 restaurants and mobile food services (Table 4). As for Iceland as a whole, tourism is important for the HRI-industry. Although the COVID-19 pandemic slowed the stream of tourists, 1.7 million tourists returned in 2022 and 2.3 million are forecasted for 2023. Inbound tourists spent \$344 million on food & beverage services in 2022, which is above pre-COVID level (also caused by inflation).

Table 4. Registered enterprises involved in food service activities in 2022

Hotels and similar accommodation, with restaurants	331
Restaurants and mobile food service activities	1065
Beverage serving activities	164
Event catering activities	64
Other food service activities	105

Source: [Statistics Iceland](#)

Established Products

Several U.S. product categories firmly established themselves in the Iceland market (Table 5): food preparations, sauces, grapes, and (processed) fruits and vegetables. There are good opportunities for quality and well-appearing fruit and vegetables, since local supply is not sufficient or impossible to grow. Other U.S. products with a market presence include cereal, distilled spirits, wine, potatoes, avocados, fruit juices, bread, pastries, cakes and biscuits. General tree nut imports are steadily declining, although the U.S. is still a number one supplier; pistachios, almonds, brazil nuts, other nuts, and peanuts alone accounted for \$1.4 million in 2022.

Table 5. U.S. Products Established in the Icelandic Import Market

Product	Import Rank	U.S. Share in Imports in 2022	Value of U.S. imports
Grapes (HS:080610)	#1	45.7 percent	\$2,465,774
BICO Tree Nuts	#1	40.6 percent	\$2,069,575
BICO Soup & Other Food Preparations	#1	20.2 percent	\$8,466,280
Food Preparations (HS:210690)	#1	22.2 percent	\$8,379,279
BICO Condiments and Sauces	#1	17.7 percent	\$3,323,766
BICO Processed Fruit	#1	14.3 percent	\$2,904,787
BICO Processed Vegetables	#4	10.3 percent	\$2,754,043
BICO Distilled Spirits	#4	8.3 percent	\$858,786
BICO Fresh Fruit	#5	6.8 percent	\$3,090,214
BICO Wine & Related	#5	4.9 percent	\$1,596,596
BICO Fresh Vegetables	#7	2.5 percent	\$615,961

Source: Trade Data Monitor

Alcoholic Beverages

Vínbúðin is the state-owned monopoly with the sole right to sell alcoholic beverages above 2.25 percent ABV in physical stores. Stores are divided per type of alcoholic beverage, and thereafter per country. See section II for more information on how to conduct business with Vínbúðin. In 2022, Vínbúðin carried over 4,700 different products, sold 24.2 million liters, and the revenue of alcoholic beverages was \$237 million excluding VAT. Consumer demand was down in 2022 at Vínbúðin and sales decreased in all categories; in wine by 12.3%, in distilled spirits by 8.1% and in beer by 7.5%.¹⁰ This was a general trend for 2022, where alcohol sales decreased overall by 8.4 percent.¹¹ It is not clear what the role of internet sales of alcoholic beverages was in this. Still, as Iceland is reliant on imports, there are ample market opportunities for U.S. exporters:

- In 2022, \$1.6 million of wine was imported. The U.S. supplied 4.9 percent. More than half of Icelandic wine imports are supplied by Italy, France, and Spain. The U.S. is nonetheless Iceland's 5th largest wine supplier. Wine in boxes have been very popular in the Nordics and have good prospects in the Icelandic market.
- Beer only became legal in 1989 in Iceland,¹² but nowadays Iceland has several popular breweries, and domestic supply is able to compete well with imports. Beer imports were \$8.2 million in 2022, and the U.S. was the 15th largest supplier (or 0.8 percent of the imports) - with the top three suppliers being Denmark, Belgium and the United Kingdom.
- More opportunities are available for U.S. distilled spirits and mixed drinks, of which 1.5 million liters were sold in Vínbúðin in 2022.¹³ U.S. imports of distilled spirits totaled \$858,786 (or 8.3 percent of the imports) in 2022. As of 2023, Vínbúðin is selling 28 different American bourbon and whiskeys [online](#), which are offered at a retail price between 7890 ISK (\$57) and 14890 ISK (\$107) for a 700 ml bottle.

Consumer Trends

The average Icelander eats 123.2 grams seafood, 595 grams dairy, 170.3 grams meat, and 30.7 grams eggs a day¹⁴. The Icelandic consumer, apart from its interest in traditional food which leans on animal products, is very interested in shopping for international products. American products are well liked, and in almost every product section American products can be found. Like most Nordic countries, Icelanders love their confectionary, with lots of shelf space offered for these products. There is an opportunity for (exclusive) U.S. confectionary not yet known in Iceland. Organic products are not heavily promoted, but vegan and vegetarian products are garnering attention.

Opportunities in Growth Sectors

There are a few product categories that saw notable growth in imports in the past five years (Table 6). Among them are confectionary and chocolate which, as described above, are popular with the Icelandic consumer. Especially new or exclusive flavors are in demand. Non-alcoholic beverages are a product category that, in part, are also driven by the tourism industry and therefore seems like a growth product for the years to come. Other products that saw notable growth are dog & cat food, frozen seafood (squid and cuttle fish), as well as wheat flour, offering an array of opportunities for U.S. exporters.

¹⁰ <https://arsskyrsla2022.atvr.is/eigandinn/>

¹¹ <https://vb.is/frettir/ljost-ad-netverslanir-setja-rekstur-atvr-i-uppnam/>

¹² <https://www.bbc.com/news/magazine-31622038>

¹³ <https://arsskyrsla2022.atvr.is/sundurliðanir/>

¹⁴ <https://www.visir.is/g/20232414066d/islandzcycy-wyberaj-mi-so-i-produkty-pochodzenia-zwierz-cego>

Table 6. Trade Data on Products with Growth Opportunities (in terms of value/percentual growth over 2018-2022

HS code	Product	Total Icelandic imports 2022	Growth 2018-2022	Growth 2021-2022	Value of US imports 2022	Share U.S. in overall Icelandic imports 2022
180620+180631	Chocolate and cocoa food preparations	\$8,781,004	74.39%	13.05%	\$581,252	6.62%
230910	Dog & cat food (retail)	\$10,313,053	56.53%	4.27%	\$65,370	0.63%
030743	Frozen squid and cuttle fish	\$6,422,647	56.53%	-4.96%	\$1,023,904	15.9%
220210	Non-alcoholic beverages: mineral, sweetened or flavored waters	\$34,963,572	38.67%	6.39%	\$776,011	2.22%
170490	Sugar confectionary	\$10,387,696	35.08%	-0.48%	\$646,285	6.22%
110100	Wheat or meslin flour	\$3,404,363	26.59%	20.98%	\$248,703	7.31%

Source: Trade Data Monitor

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Iceland imported most food (in terms of value) from Norway, Denmark, the Netherlands, and Germany. Iceland imported \$1.09 billion of agricultural and related products in 2022. From the United States the share of imports was \$49.2 million (see Table 7), making the United States the 7th largest supplier to Iceland. The leading imported U.S. agricultural and related products into Iceland are listed in Table 8, and are mainly consumer products, with the majority being food preparations.

Table 7. Total Agricultural and Related Products Imports into Iceland from the United States

Agricultural and Related Imports	2018	2019	2020	2021	2022
Iceland Total	\$834,339,180	\$828,320,453	\$822,334,366	\$983,192,772	\$1,094,632,949
From the United States	\$49,401,141	\$48,379,244	\$47,326,226	\$51,034,085	\$49,154,955
U.S. Share of Total	5.92%	5.84%	5.76%	5.19%	4.49%

Source: Trade Data Monitor

Table 8. Top 10 imported Agricultural and Related Imports into Iceland from the United States

	HS Code	Imported Product	2020	2021	2022	Growth 2019-2022
#1	210690	Food Preparations	\$8,193,624	\$10,137,096	\$8,379,279	6.6%
#2	190410	Cereal Products	\$3,216,873	\$3,284,825	\$2,669,189	-24.9%
#3	210390	Sauces	\$2,590,665	\$2,563,220	\$2,493,664	-9.9%
#4	080610	Grapes	\$2,115,565	\$1,684,862	\$2,465,774	38.7%
#5	220421	Wines of Grapes	\$1,481,093	\$1,478,229	\$1,232,677	1.9%
#6	080620	Raisins	\$1,061,682	\$995,670	\$1,167,928	9.8%
#7	200899	Fruits (not specified)	\$990,209	\$1,275,412	\$1,137,047	18.67%
#8	071420	Sweetpotatoes	\$1,577,234	\$1,153,136	\$1,133,678	-13.2%
#9	030743	Fr. squid, cuttle fish	\$1,831,437	\$2,183,127	\$1,023,904	211.6%
#10	190590	Bread, Pastry, Cakes	\$1,016,699	\$1,390,430	\$1,004,165	-12.7%

Source: Trade Data Monitor

SECTION VI. KEY CONTACTS & FURTHER INFORMATION

USDA Foreign Agricultural Service

Covering the Netherlands, Denmark, Sweden, Norway, Finland, and Iceland

Embassy of the United States of America

John Adams Park 1, 2244 BZ Wassenaar, the Netherlands

E-mail: AgTheHague@usda.gov Tel: +31 70 310 2428

Government

Ministry of Food, Agriculture and Fisheries of Iceland

Borgartún 26,

105 Reykjavík, Iceland

Tel. : +354 545 9700

Website:

<https://www.stjornarradid.is/raduneyti/matvaelaraduneytid/>

Icelandic Food and Veterinary Authority (Matvælastofnun)

Austurvegi 64,

800 Selfoss, Iceland

Tel. : +354 530 4800

Website: <https://www.mast.is/en>

Icelandic Customs

Katrínartún 6,

105 Reykjavík, Iceland

Tel. : +354 442 1000

Website: <https://www.skatturin.is>

Business Iceland (Íslandsstofa)

Bjargargata 1,

102 Reykjavík, Iceland

Tel. : +354 511 4000

Website: <https://www.islandsstofa.is/en>

Attachments:

No Attachments.