o capture a larger market share in Poland.

Market research shows that about 32 percent of the Polish population buys a variety of nuts and dried fruits throughout the year. Nearly 65 percent of the Polish population purchases nuts once a month, 25 percent purchases nuts once a week, and 7 percent purchases nuts more than once a week. Among the nuts available on the Polish market, the following are the most popular: peanuts, walnuts, hazelnuts, almonds, and pistachios.

No detailed data on dried fruit consumption is available. The most popular dried fruits on the Polish market are: raisins, prunes, dates, apricots, figs, apples, and pears. Dried cranberries are occasionally offered on the market, however; due to the implementation of an ad valorem tariff which is being applied to certain US products in retaliation for unfair trade activities by the US; the potential for expansion in this area has been limited.

Demand for these products greatly increases between January and May. This is stimulated by Carnival season, Easter holidays, and a decrease in fresh fruit consumption during this period. Polish consumers, ages 15 to 19, are the biggest consumers of dried fruit and nuts. This age group likes the health food aspect and use of nuts and dri

|  |  |
| --- | --- |
| **Advantages** | **Challenges** |
| Polish consumption of dried fruit & nuts is on the rise. | Competition with snack food industry. |
| Market is opening to new products such as flavored and roasted peanuts and almonds. Further development of alcoholic beverage advertisement could be utilized to promote this new category. | EU member states are allowed duty free market access. |
| Tariffs on walnuts, pistachios, raisins, prunes, and mixed nuts have been significantly reduced:  in shell walnuts (20%) decreased to 4%, while shelled walnuts (25%) decreased to 5.1%, pistachios (16%) decreased to 1.6%, while raisins (9%) dropped to 2.4%, prunes (25%) fell to 9.6%, and mixed nuts (25%) decreased to 4%. | Spanish producers currently dominate the market for almonds due to much lower product costs. Market promotions of US products are required in order to convince Polish importers to switch to US products. |
| Consumers consider U.S. products to be higher quality. | Getting fresh products to the consumer. |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Almonds, In Shell, Fresh or Dried, 080211 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| United States | 150 | 399297 | 264 | 660175 | 182 | 569355 |
| Spain | 22 | 64374 | 9 | 31678 | 1 | 5539 |
| World Total | 191 | 520968 | 274 | 695051 | 184 | 575355 |
|  | | | | | | |
| Almonds, Fresh or Dried, Shelled, 080212 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Spain | 609 | 1935108 | 842 | 3132410 | 923 | 3964709 |
| United States | 693 | 1993908 | 837 | 2537318 | 893 | 3666245 |
| Italy | 0.025 | 132 | 0.143 | 813 | 66 | 321546 |
| Greece | 0 | 0 | 0 | 0 | 12 | 57109 |
| World Total | 1365 | 4117979 | 1709 | 5797673 | 1896 | 8016483 |
|  | | | | | | |
| Raisins, 080620 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Iran | 6578 | 4373601 | 7210 | 4713098 | 8426 | 6953038 |
| Greece | 3931 | 3726799 | 3271 | 3106914 | 1831 | 2352061 |
| Turkey | 2847 | 1896085 | 2310 | 1807547 | 1724 | 1504077 |
| United States | 1180 | 1277239 | 1071 | 1069420 | 777 | 858719 |
| World Total | 14830 | 11583263 | 14466 | 11228618 | 13715 | 12846489 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Peanuts, In Shell, Not Roasted or Cooked, 120210 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| China | 4408 | 2773741 | 8412 | 3932126 | 6189 | 3932126 |
| Switzerland | 9 | 4784 | 113 | 54284 | 103 | 54013 |
| Vietnam | 5 | 3855 | 4 | 1771 | 2 | 1576 |
| Uzbekistan | 0 | 0 | 0 | 0 | 1 | 239 |
| World Total | 4466 | 2831260 | 8816 | 4777897 | 6294 | 3987996 |
|  | | | | | | |
| Peanuts, Shelled, Not Roasted, or Cooked, 120220 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| China | 10756 | 7607755 | 11499 | 7517295 | 15025 | 11366787 |
| Argentina | 4794 | 3907682 | 4554 | 3330696 | 7351 | 5816550 |
| Brazil | 104 | 61907 | 255 | 155776 | 817465 | 1180 |
| United States | 897 | 763653 | 3499 | 2983975 | 692 | 681727 |
| World Total | 19797 | 14528486 | 22203 | 15445040 | 25251 | 19422010 |
|  | | | | | | |
| Mixture of Nuts or Dried Fruits, 081350 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Germany | 17 | 66666 | 20 | 104105 | 35 | 154160 |
| Hungary | 0 | 0 | 0 | 0 | 42 | 16989 |
| Austria | 1 | 10217 | 2 | 12135 | 1 | 16580 |
| Ukraine | 2 | 8174 | 0 | 0 | 9 | 6580 |
| World Total | 29 | 107860 | 30 | 129258 | 93 | 225479 |
|  | | | | | | |
| Pistachios, Fresh or Dried, 080250 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Iran | 867 | 2687093 | 951 | 3023327 | 1147 | 3465081 |
| Turkey | 183 | 507372 | 31 | 99032 | 41 | 122391 |
| United States | 1 | 2179 | 0 | 0 | 31 | 73566 |
| Italy | 13 | 32191 | 30 | 84639 | 21 | 62139 |
| World Total | 1066 | 3238827 | 1025 | 3248252 | 1241 | 3733519 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Prunes, Dried, 081320 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Argentina | 70 | 10168 | 621 | 855355 | 1759 | 2453891 |
| United States | 2499 | 3620118 | 1011 | 1734554 | 971 | 1526560 |
| Chile | 423 | 563147 | 1085 | 1454830 | 934 | 1330000 |
| France | 26 | 44603 | 1 | 5281 | 72 | 112626 |
| Slovakia | 0 | 0 | 24 | 42270 | 24 | 39679 |
| World Total | 3044 | 4342616 | 2881 | 4278769 | 3849 | 5547830 |
|  | | | | | | |
| Walnuts in Shell, Fresh or Dried, 080231 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| France | 274 | 197578 | 230 | 210129 | 250 | 224895 |
| United States | 103 | 62441 | 95 | 57718 | 90 | 79394 |
| Spain | 0 | 0 | 0 | 0 | 2 | 4367 |
| World Total | 377 | 260803 | 327 | 270446 | 342 | 309243 |
|  | | | | | | |
| Walnuts, Fresh or Dried, Shelled, 080232 | | | | | | |
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Moldova | 2 | 9428 | 0.336 | 502 | 6 | 51834 |
| Germany | 2 | 11916 | 1 | 6054 | 3 | 42918 |
| India | 4 | 31659 | 2 | 19014 | 2 | 24030 |
| France | 9 | 43141 | 32 | 91290 | 2 | 14829 |
| World Total | 46 | 165180 | 45 | 139730 | 21 | 155401 |
|  | | | | | | |
| Sunflower Seeds, Whether or Not Shelled and in a Grey and White Striped Shell (Excl. for Sowing), 12060091 | | | | | | |
|
|  | 2001 | | 2002 | | 2003 | |
| Country | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ | Quantity in Metric Tons | US$ |
|
| Hungary | \* | \* | 8989 | 3942452 | 7180 | 3734635 |
| China | \* | \* | 907 | 782405 | 2782 | 2224313 |
| United States | \* | \* | 1487 | 1195407 | 664 | 453091 |
| Czech Republic | \* | \* | 175 | 63114 | 373 | 152213 |
| World Total | \* | \* | 11932 | 6173517 | 11318 | 6704127 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Product** | **Price** | **Quantity** | **Brand** |
| Double Crunch Peanuts, Flavors:  Chili, BBQ, and Paprika | 4.89 | 120g | Felix |
| Double Crunch Peanuts, Plain | 4.09 | 125g | Lorenz |
| Double Crunch Peanuts, Plain | 4.19 | 150g | Felix |
|  |  |  |  |
| Honey Roasted Peanuts | 4.29 | 150g | Aromat |
| Honey Roasted Peanuts | 6.79 | 300g | Felix |
|  |  |  |  |
| In-Shell Salted Peanuts | 1.99 | 250g | Euroshopper |
| Lightly Salted Peanuts | 7.99 | 500g | Felix |
| Mexican Peanuts | 3.65 | 120g | Aromat |
| Mexican Peanuts | 3.75 | 150g | Aromat |
| Picante Peanuts | 2.45 | 90g | Konpex |
| Paprika (Picante) Peanuts | 4.19 | 150g | Felix |
| Picante Peanuts | 6.59 | 300g | Felix |
|  |  |  |  |
| Mixed Nuts | 13.99 | 185g | Vivat |
| Mixed Nuts | 11.95 | 250g | Uno Quality |
| Mixed Nuts with Raisins | 5.89 | 200g | Lorenz |
| Mixed Nuts with Raisins | 9.95 | 300g | Uno Quality |
| Mixed Fruits | 5.79 | 200g | Not Available |

|  |  |  |  |
| --- | --- | --- | --- |
| Pistachios | 4.55 | 65g | Konpex |
| Pistachios | 4.99 | 80g | Uno Quality |
| Pistachios | 5.39 | 100g | Felix |
| Pistachios | 7.99 | 100g | Uno Quality |
| Pistachios | 16.95 | 250g | Uno Quality |
| Pistachios | 15.49 | 300g | Felix |
| Pistachios | 17.95 | 400g | Bakalland |
|  |  |  |  |
| Dried Apricots | 6.99 | 200g | Hypernova |
| Dried Apricots | 9.95 | 250g | Uno Quality |
| Dried Apricots | 15.95 | 500g | Bakalland |
|  |  |  |  |
| Prunes | 2.39 | 100g | Bakalland |
| Prunes | 9.95 | 200g | Sunsweet |
| Prunes | 17.89 | 270g | St. DalFour (French) |
| Prunes | 9.95 | 300g | Uno Quality |
| Prunes | 12.95 | 500g | Bakalland |
| Prunes | 22.95 | 500g | Sunsweet |
|  |  |  |  |
| Raisins | 2.49 | 200g | Bakalland |
| Raisins | 3.99 | 500g | Makar |
| Raisins | 5.49 | 500g | Bakalland |
| Greek Raisins | 2.99 | 300g | Hypernova |
| Greek Raisins | 3.49 | 300g | Albert |
|  |  |  |  |
| Almonds | 2.99 | 50g | Cięte |
| Almonds | 6.99 | 200g | Hypernova |
| Almonds | 8.99 | 200g | Albert |
| Almonds | 12.95 | 250g | Uno Quality |
| Almonds | 19.95 | 500g | Bakalland |
| Salted Almonds | 6.99 | 80g | Konpex |
|  |  |  |  |
| Salted Peanuts | 1.49 | 80g | Jutrzenka |
| Salted Peanuts | 2.45 | 90g | Konpex |
| Salted Peanuts | 2.89 | 150g | Hypernova |
| Salted Peanuts | 2.99 | 150g | Albert |
| Salted Peanuts | 3.15 | 100g | Aromat |
| Salted Peanuts | 3.55 | 150g | Aromat |
| Salted Peanuts | 4.19 | 200g | Lorenz |
| Salted Peanuts | 4.29 | 150g | Felix |
| Salted Peanuts | 4.65 | 500g | Pop Top |
| Salted Peanuts | 6.99 | 500g | Gorilla |
| Salted Peanuts | 8.49 | 500g | Felix |
| Salted Peanuts | 13.99 | 1000g | Aromat |
|  |  |  |  |
| Unsalted Peanuts | 4.29 | 150g | Felix |
| Unsalted Peanuts | 8.49 | 500g | Felix |

|  |  |  |  |
| --- | --- | --- | --- |
| Walnuts | 6.45 | 250g | Florpak |
| Walnuts | 12.95 | 400g | Uno Quality, Bakalland |
|  |  |  |  |
| Almonds in Shell | 17.99 | 225g | Noci |
| Walnuts in Shell | 16.99 | 350g | Noci |
| Sunflower Seeds in Shell | 1.79 | 200g | Brand Not Available |
| Sunflower Seeds in Shell | 0.99 | 100g | Brand Not Available |
|  |  |  |  |
| **BULK** |  |  |  |
| Peanuts in Shell | 9.95/kg |  |  |
| Shelled Peanuts | 12.95/kg |  |  |
| Raisins | 9.95/kg |  |  |
| Mixed Dried Fruit | 29.95/kg |  |  |
| Sunflower Seeds | 8.99/kg |  |  |
|  |  |  |  |
| **ORGANIC** |  |  |  |
| Walnuts | 16.49 | 100g | Imported, Brand Not Available |
| Raisins | 10.49 | 200g | Imported, Brand Not Available |
| Dried Apricots | 13.99 | 200g | Imported, Brand Not Available |
| Dried Apricots | 4.99 | 150g | Bakal Center |

|  |  |  |
| --- | --- | --- |
| CN Code | Name of Product | EU Tariff |
| 08021110 | Almonds, in shell, bitter | 0% |
| 08021190 | Almonds, in shell, other | 5.6%\* |
| 08021210 | Almonds, shelled, bitter | 0% |
| 08021290 | Almonds, shelled, other | 3.5%\* |
| 080231 | Walnuts, in shell | 4% |
| 080232 | Walnuts, shelled | 5.10% |
| 080250 | Pistachios | 1.60% |
| 080620 | Raisins | 2.40% |
| 081320 | Prunes, dried | 9.60% |
| 08134095 | Cranberries, dried | 2.4%\*\* |
| 08135031 | Mixture of nuts | 4% |
| 120210 | Peanuts, in shell | 0% |
| 120220 | Peanuts, shelled | 0% |
| 12060091 | Sunflower Seeds | 0% |