

International Exports Review and Outlook 2023/24

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BORD BIA
IRISH FOOD BOARD



China

Performance and prospects



Pigmeat in China



Decreased
consumption in the
category



Post-Covid
economic recovery



China has
returned to its
boom and
bust cycle



China remains a
highly valuable
market for
pigmeat
exports

Pigmeat exports amounted to €115m
in 2023, a slight decrease on 2022.

Beef In China

爱尔兰牛肉厨艺挑战赛
IRISH BEEF CULINARY CHEF CHALLENGE



Market access
granted



China is now our
largest beef
market in Asia



Foodservice and
retail channels are of
particular interest

Exports amounted to €31.6m in 2023, despite
setbacks on access

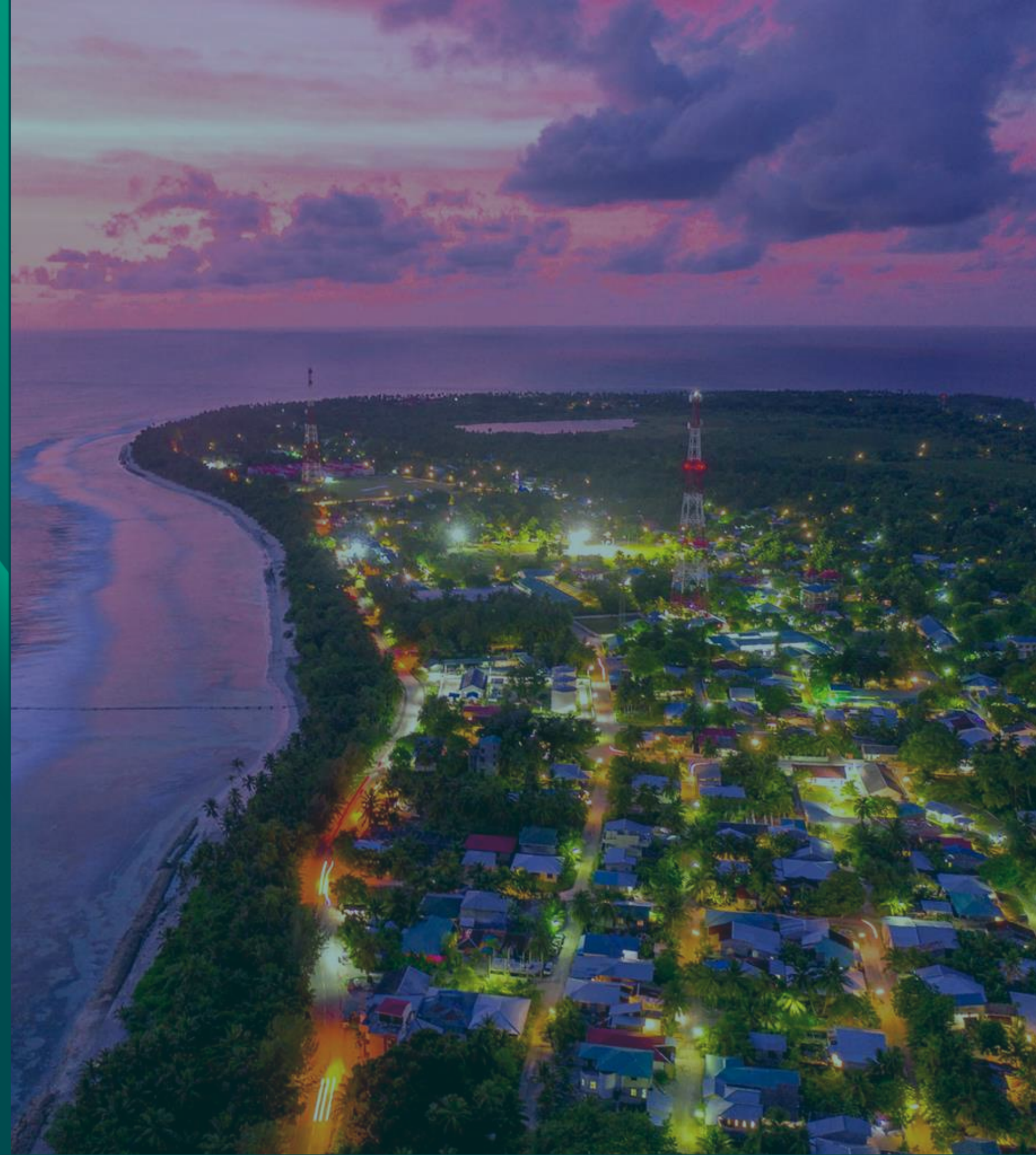
Beef in China



China Video

The Philippines

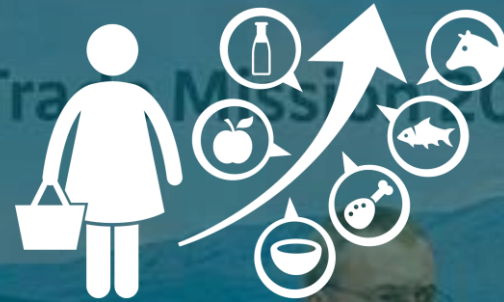
Performance and prospects



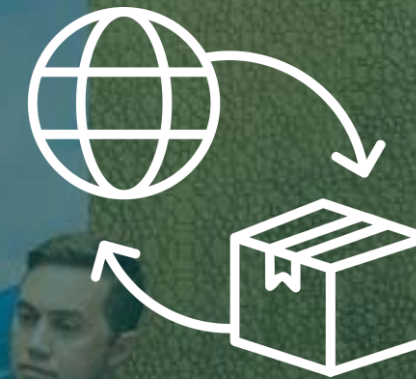
Meat in the Philippines



Imports dropped as part of a broader trend from all suppliers



Low disposable income and cost of living crisis contributed to this downturn



Strong imports in 2022 and logistics delay led to full warehouses in 2023

South East Asia Trade Mission 2023



Malaysia

Performance and Prospects



Pork Market Access



Japan

Performance and prospects



Meat in Japan



Japan experienced highest inflation in over a decade in 2023



Pigmeat and beef exports were down in 2023, but long-term potential is positive



Japan remains to be the 3rd largest beef importer, and 2nd largest pigmeat importer

Japan Video

B2B Activations

Shokuhin Sangyo
Shimbun magazine



Japan Food Journal



Chikusan
Nippo



Syokuniku Tsushin



Meat Promotion



豪華アイルランドグッズ
プレゼント!

キャンペーン期間
2023. 12.14(木) ▶ 2024. 1.20(土)

抽選で
20名様に
当たる!

アレンジレシピ
投稿キャンペーン

#アイルランド牧草牛ビーフジャーキーレシピ2023



South Korea

Performance and Prospects



Meat in South Korea



South Korea
was the 4th
largest beef
importer in
2022



Korea took the
place of 5th largest
pork importer in
2022



Despite recent
economic
difficulties,
forecasts for 2024
are promising



Short term economic challenges

Medium- to long-term, high potential markets