



Food and Beverage to Papua New Guinea.

Trends and opportunities

The market

The value of Australia's food and beverage exports to Papua New Guinea were estimated at A\$100 million in 2004–05.

Papua New Guinea has an estimated population of 5.5 million people of which 15 per cent of the population dwell in urban areas throughout the 19 provincial centres. **It is the primarily the urban population, especially the expatriate community, that is the market for imported food and beverages.**

The majority of the remaining 85 per cent of the population derive their livelihood through **subsistent and small cash crop farming** and have very little influence on the import of fresh food, processed food, and beverage products.

Opportunities

The major opportunities for Australian exporters in Papua New Guinea's food and beverage industry include:

- ✍ Fresh fruit and vegetables – stone fruit, deciduous fruits, exotic vegetables, salad greens
- ✍ Dairy products – fresh milk, cheese, butter, ice cream
- ✍ Meat – beef and lamb cuts
- ✍ Beverages – wines, fruit juice, flavoured milk, sports and health drinks
- ✍ Ethnic food – Asian, Indian, Italian and Mexican
- ✍ Grocery products – pasta, breakfast cereal, snacks, condiments
- ✍ Frozen foods – vegetables, pizza, pastry
- ✍ Gourmet foods – salamis, flavoured cheese, dips and pates
- ✍ Food ingredients for the manufacturing sector in Papua New Guinea

Competitive environment

There has been an increase in food and beverage imports from Asia. This is due to an increase in the Asian community in Papua New Guinea and that members of that community are developing businesses.

There is consumer demand for an increasing variety of food types. This is consistent with trends in the region.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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Call Austrade on 13 28 78 or [Email us](mailto:info@austrade.gov.au)
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