



PERÚ

Ministerio
de Desarrollo Agrario
y Riego



Análisis del mercado de Quinoa en grano



Expositor:
Mg. Juan José Ríos Zurita

UIC

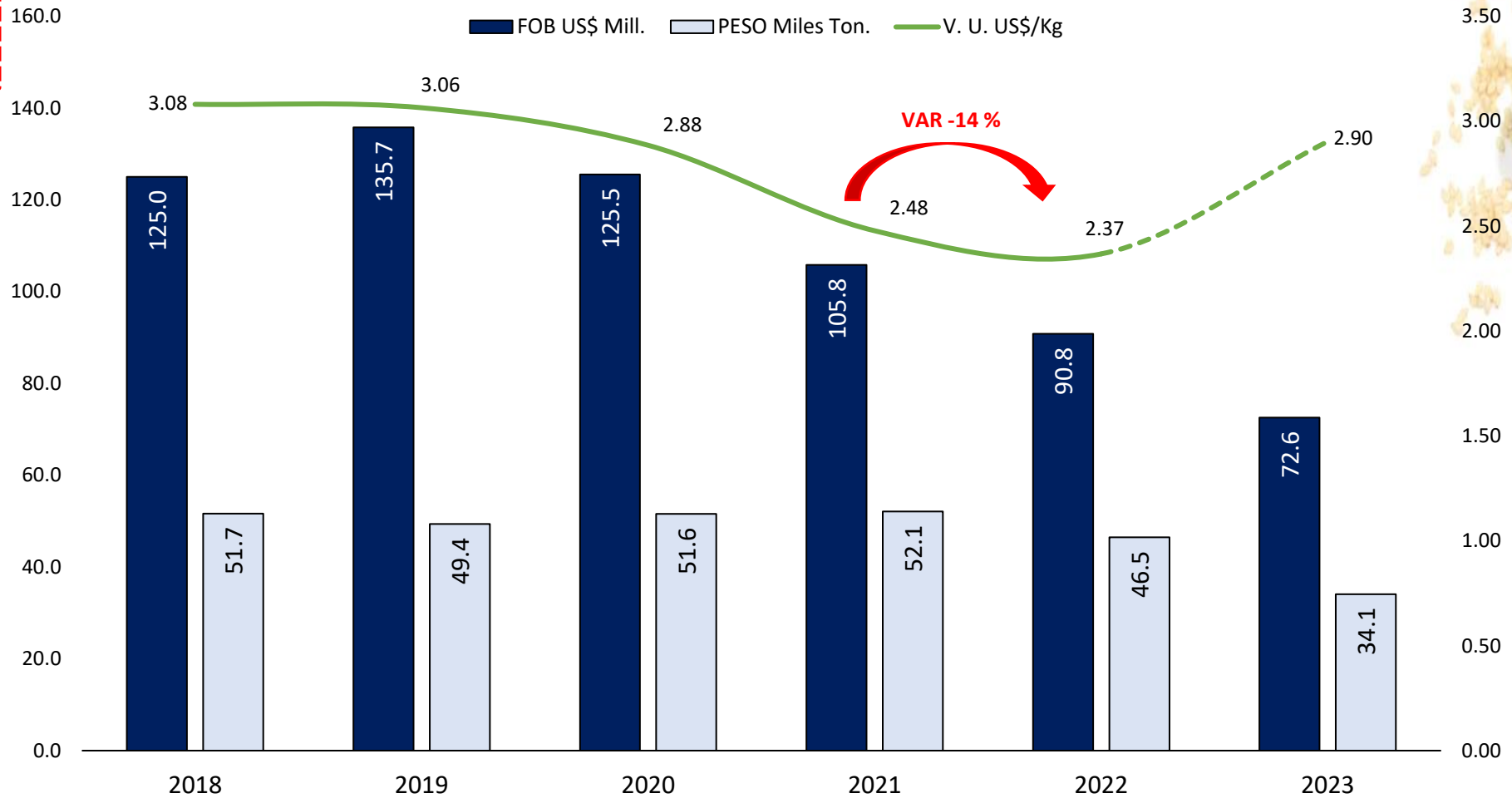
Unidad de Inteligencia
Comercial



Perú: Análisis de exportación

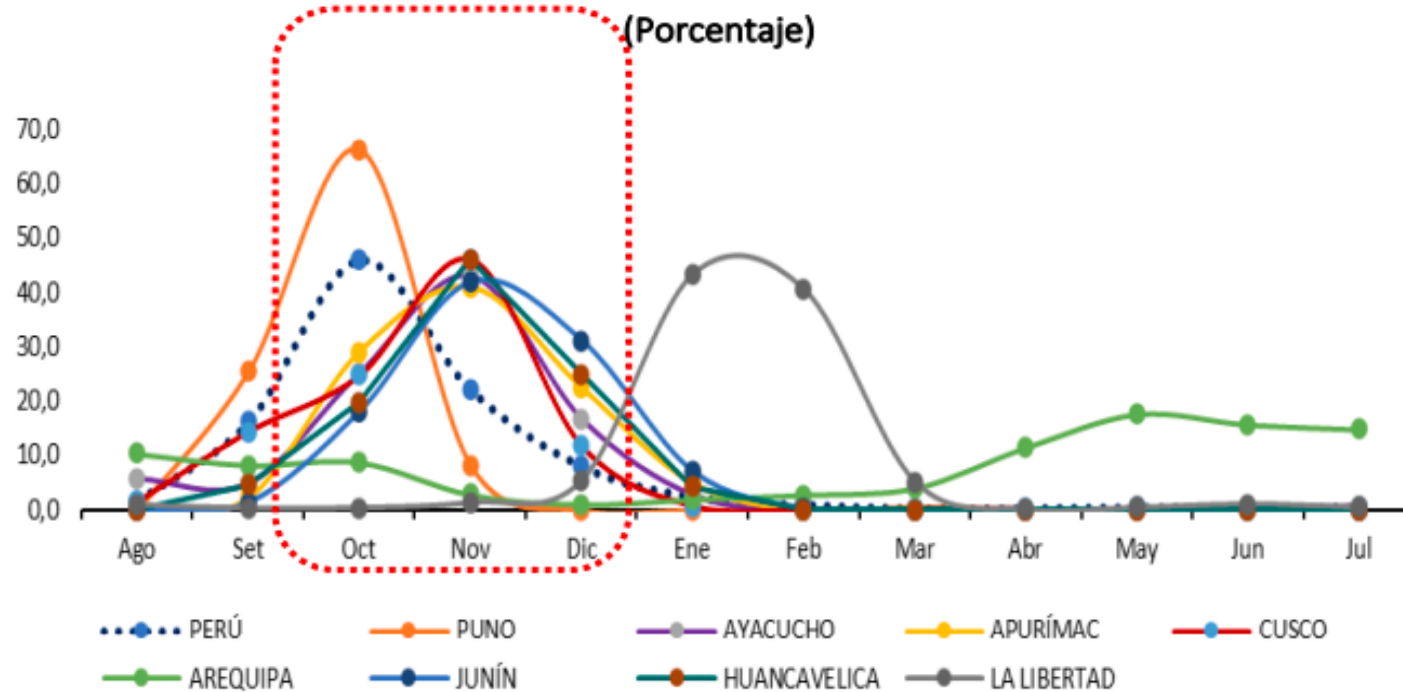
TCA
(2018-2022)
-7.7%

Evolución de exportación



Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)
Fuente: VERITRADE, 2023

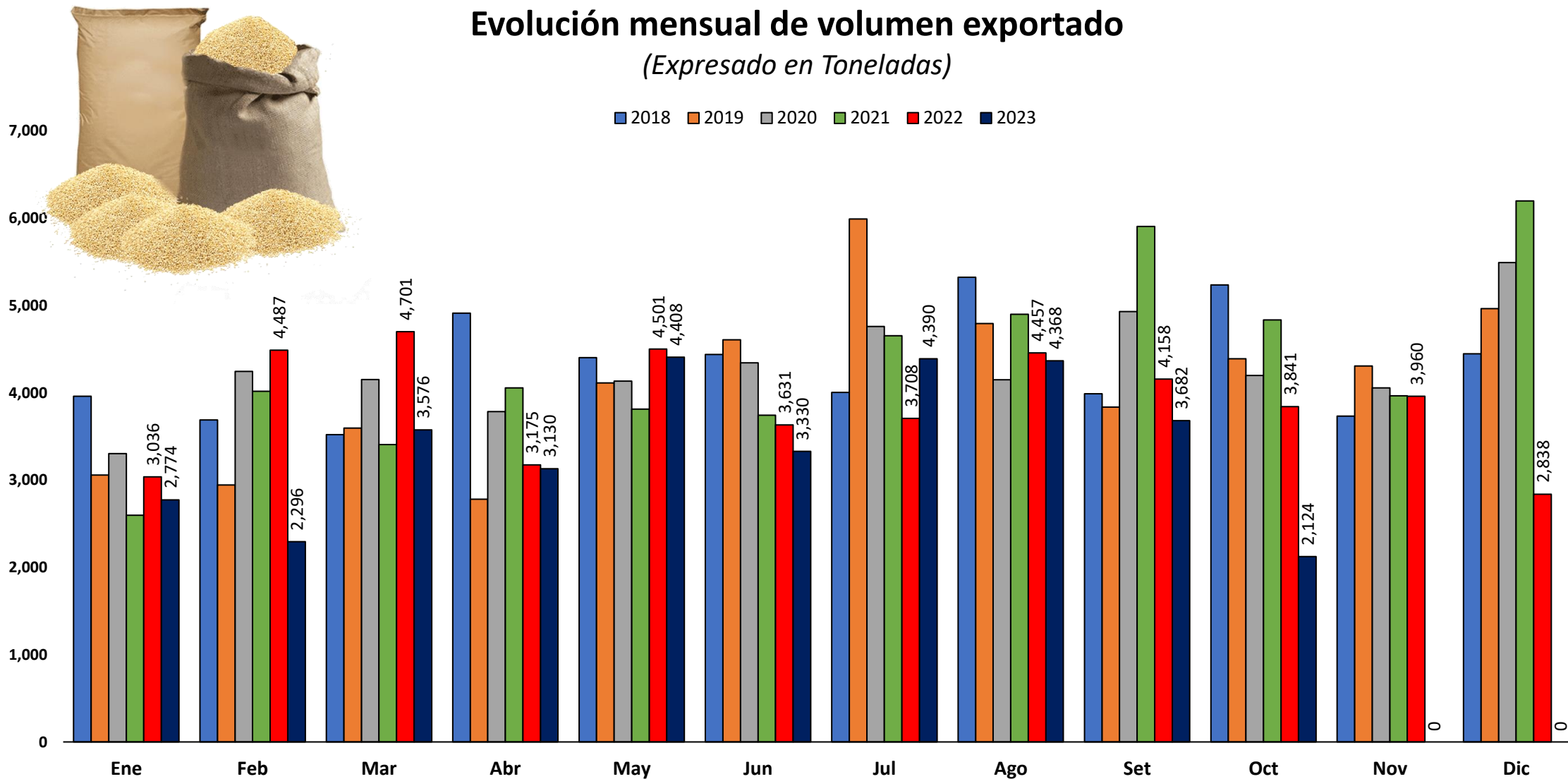
PERÚ: CALENDARIO DE SIEMBRAS DE QUINUA A NIVEL NACIONAL, Y DE PRINCIPALES DEPARTAMENTOS
PROMEDIO 2018-2022



Fuente: Midagri - Sistema Integrado de Estadística Agraria
Elaboración: Midagri - Dirección de Estudios Económicos



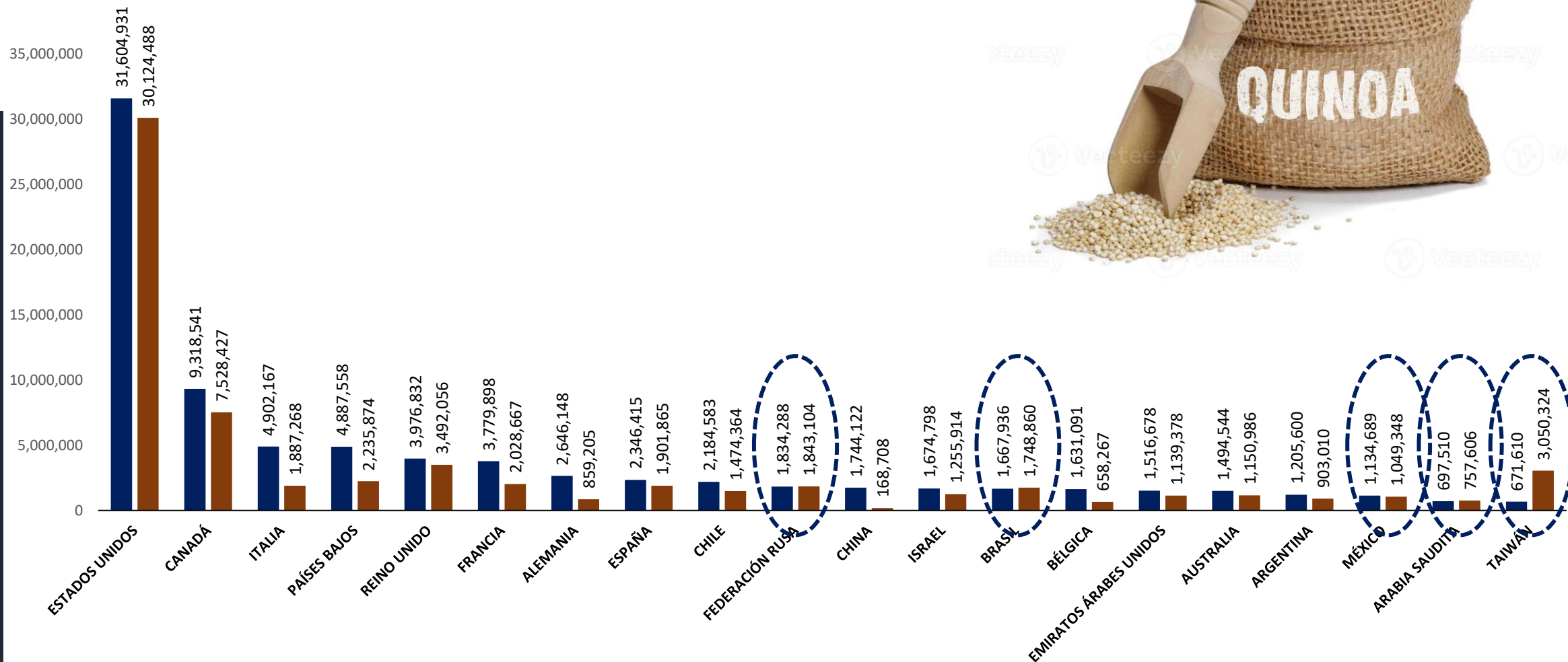
Evolución mensual de volumen exportado (Expresado en Toneladas)



Top 20, Principales destino

(Según valor FOB US\$)

■ 2022 ■ 2023



MERCADOS 2023

Peso Kilos		
DESTINO	2022	2023
ESTADOS UNIDOS	14,348,152	13,386,957
Ene	684,187	688,147
Feb	1,780,280	802,188
Mar	1,255,554	1,676,887
Abr	887,954	1,380,132
May	1,272,643	2,027,132
Jun	1,376,921	1,327,123
Jul	861,838	1,740,980
Ago	1,316,336	1,703,347
Set	1,283,548	1,255,473
Oct	1,348,433	785,550
Nov	1,329,480	
Dic	950,977	

Peso Kilos		
DESTINO	2022	2023
CANADÁ	4,995,626	3,576,651
Ene	390,351	360,350
Feb	424,984	283,594
Mar	386,991	268,422
Abr	369,061	285,484
May	504,919	432,197
Jun	203,984	329,639
Jul	308,933	501,451
Ago	657,873	452,246
Set	364,990	500,789
Oct	607,303	162,477
Nov	541,098	
Dic	235,140	

Peso Kilos		
DESTINO	2022	2023
TAIWÁN	321,540	1,361,001
Ene	10,050	
Feb	48,000	80,000
Mar	44,000	20,000
Abr	48,500	33,001
May	44,000	193,000
Jun		253,000
Jul		415,000
Ago	8,000	246,000
Set	48,000	71,000
Oct	19,990	50,000
Nov	26,000	
Dic	25,000	

Peso Kilos		
DESTINO	2022	2023
COLOMBIA	63,150	291,900
Ene	5,000	
Feb	5,000	47,000
Mar	10,500	
Abr	10,000	20,000
May		54,200
Jun		54,000
Jul		20,000
Ago		23,550
Set		50,150
Oct		23,000
Dic	32,650	

V.U. US\$/Kg		
DESTINO	2022	2023
ESTADOS UNIDOS	2.43	3.66
Ene	2.35	2.50
Feb	2.33	2.69
Mar	2.45	2.47
Abr	2.43	2.59
May	2.36	10.95
Jun	2.35	2.65
Jul	2.47	2.53
Ago	2.51	2.59
Set	2.54	2.72
Oct	2.41	3.09
Nov	2.41	
Dic	2.56	

V.U. US\$/Kg		
DESTINO	2022	2023
CANADÁ	2.40	2.37
Ene	2.30	2.29
Feb	1.94	2.51
Mar	1.95	2.34
Abr	2.45	2.43
May	1.96	2.18
Jun	2.28	2.38
Jul	2.53	2.44
Ago	2.05	2.47
Set	2.35	2.22
Oct	2.14	2.57
Nov	4.24	
Dic	2.21	

V.U. US\$/Kg		
DESTINO	2022	2023
TAIWÁN	2.49	2.25
Ene	6.35	
Feb	2.07	2.32
Mar	2.10	1.96
Abr	2.37	2.26
May	2.43	2.32
Jun		2.19
Jul		2.22
Ago	2.65	2.34
Set	1.94	2.20
Oct	2.40	2.56
Nov	1.71	
Dic	1.81	

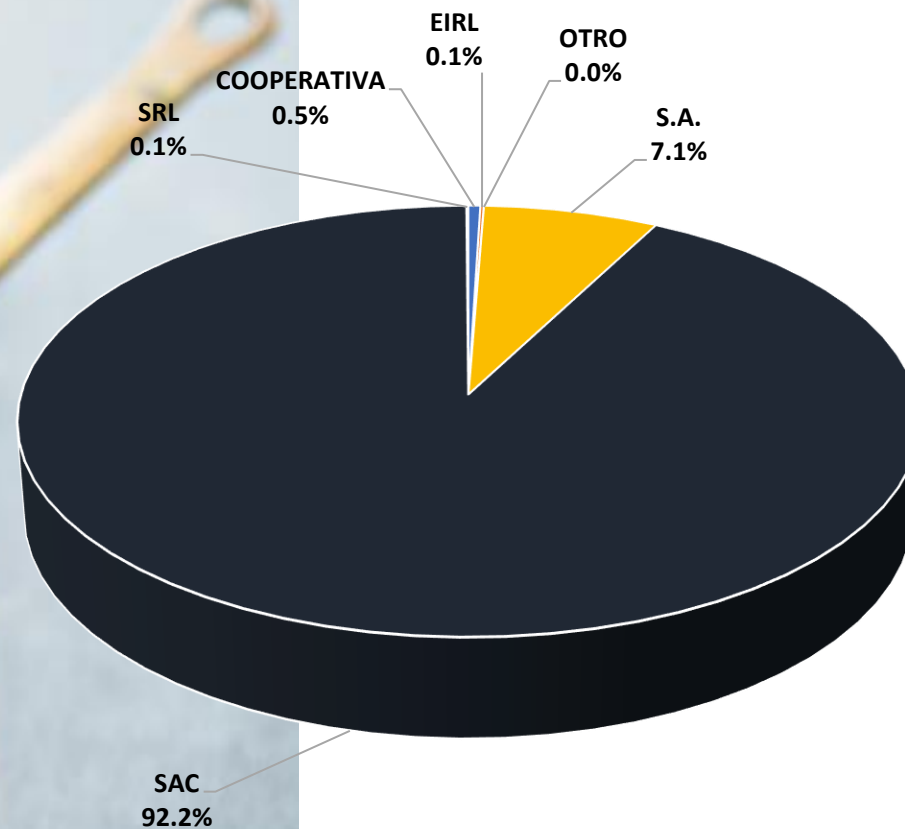
V.U. US\$/Kg		
DESTINO	2022	2023
COLOMBIA	2.37	1.58
Ene	2.82	
Feb	2.84	1.62
Mar	2.18	
Abr	1.45	0.20
May		2.02
Jun		0.65
Jul		0.20
Ago		1.84
Set		1.61
Oct		2.20
Dic	1.33	

Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)

Fuente: VERITRADE, 2023

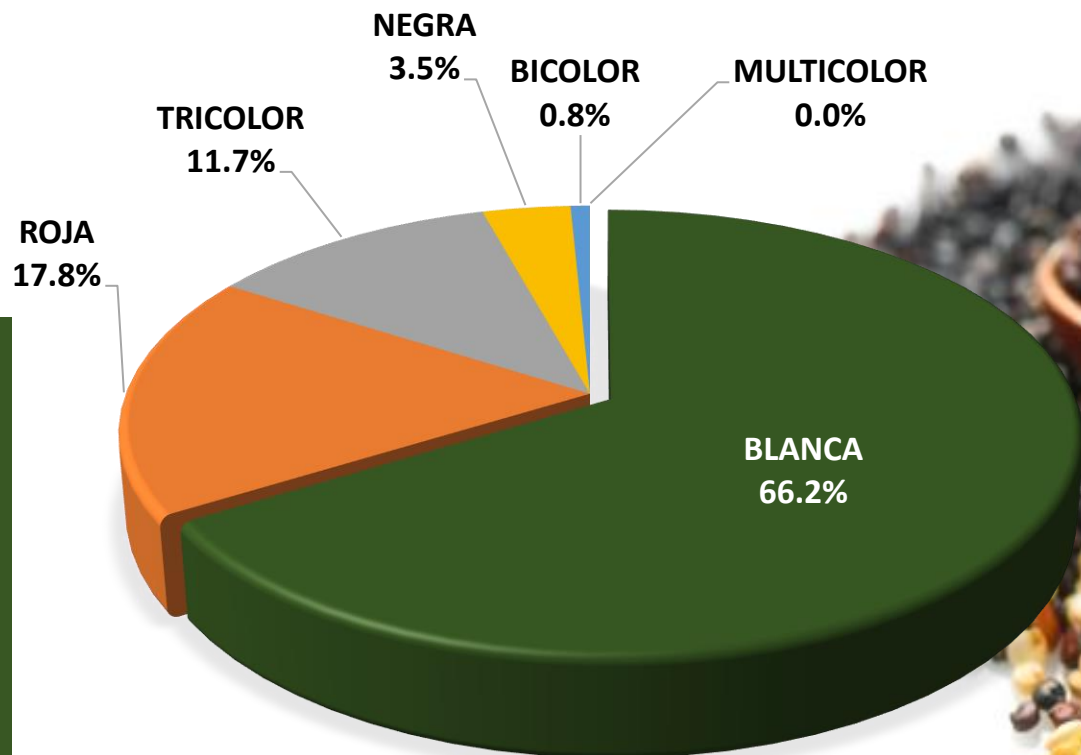
Participación según tipo de empresa 2022

TIPO DE EMPRESA	2018	2019	2020	2021	2022	2023*
SAC	108,760,489	122,772,752	111,469,175	95,881,700	83,760,603	70,167,924
S.A.	12,283,296	10,275,649	12,027,667	8,528,368	6,418,332	1,935,615
COOPERATIVA	826,784	1,017,001	1,107,766	804,548	437,737	176,742
EIRL	2,471,505	843,112	473,460	530,024	124,393	187,392
SRL	514,289	715,775	410,794	54,649	72,426	60,984
OTRO	142,321		1,062	735	6,510	26,208
ASOCIACIÓN		115,730	40,422			
PERSONA NATURAL	113	2,644	44			
Total Valor FOB US\$	124,998,797	135,742,663	125,530,390	105,800,024	90,820,000	72,554,865



Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)
Fuente: VERITRADE, 2023

PARTICIPACIÓN SEGÚN VARIEDAD 2022

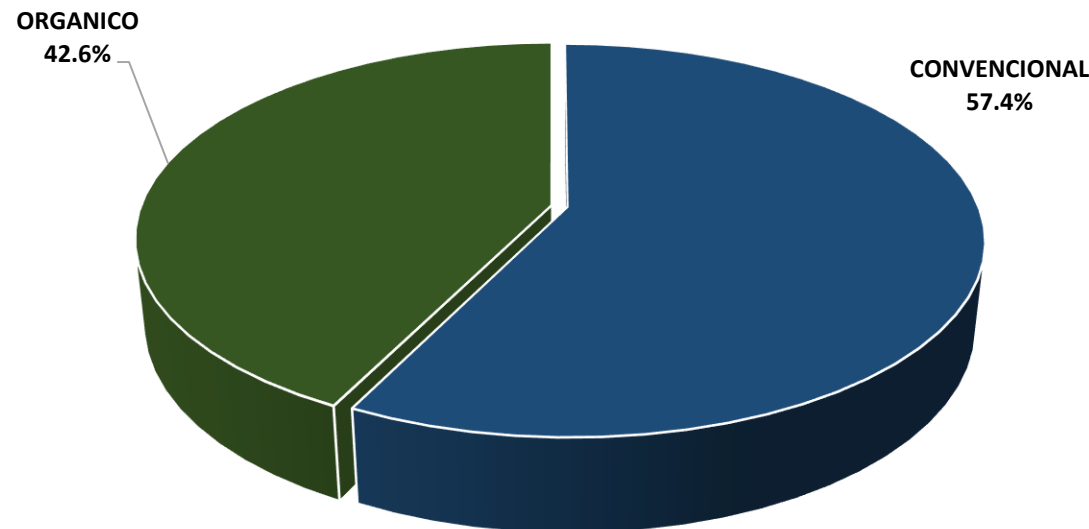


VARIEDAD	2018	2019	2020	2021	2022	2023
BLANCA	36,595,103	34,865,472	35,674,079	36,076,520	30,800,778	22,664,107
ROJA	9,636,964	8,857,175	9,384,410	8,487,682	8,278,136	6,765,659
TRICOLOR	3,405,275	3,792,347	4,402,773	4,794,005	5,422,755	3,475,234
NEGRA	2,016,548	1,853,029	2,022,793	2,586,074	1,633,899	1,098,139
BICOLOR	4,091	10,942	60,247	88,438	356,224	67,848
MULTICOLOR	2,750	2,641	5,968	66,336	3,005	6,341
Volumen Total Kg	51,660,730	49,381,605	51,550,270	52,099,056	46,494,797	34,077,329

Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)
Fuente: VERITRADE, 2023



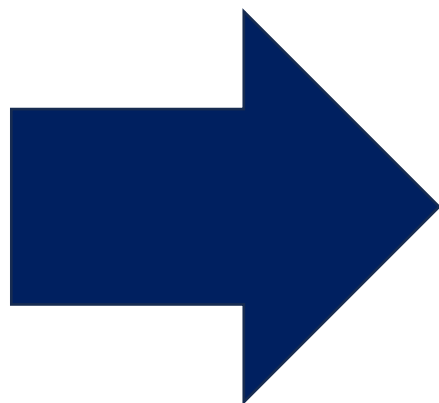
Orgánico vs convencional, 2022 (Según volumen)



VARIEDAD	2018		2019		2020		2021		2022		2023	
	VOL. Kg	V.U. US\$/Kg	VOL. Kg	V.U. US\$/Kg	VOL. Kg	V.U. US\$/Kg	VOL. Kg	V.U. US\$/Kg	VOL. Kg	V.U. US\$/Kg	VOL. Kg	V.U. US\$/Kg
CONVENCIONAL	31,560,547	2.622	29,966,000	2.818	29,499,686	2.641	29,957,921	2.261	26,697,217	2.146	21,461,134	2.2750
ORGANICO	20,100,183	3.807	19,415,604	3.439	22,050,584	3.231	22,141,136	2.769	19,797,580	2.648	12,616,196	2.873
Total /Promedio	51,660,730	3.080	49,381,605	3.064	51,550,270	2.885	52,099,056	2.478	46,494,797	2.367	34,077,329	2.512

74 mercado en el 2022

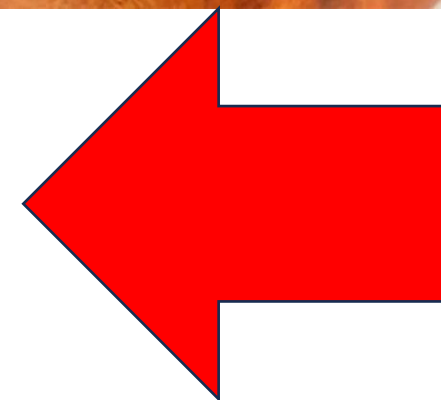
72 mercado en el 2023*



TRINIDAD Y TOBAGO
ECUADOR
MAURICIO
HUNGRIA
(Se retoma ingresos)
REP. CHECA (Muestra)



TURQUIA
PORTUGAL
CROACIA
UCRANIA
ARGELIA
NORUEGA



* A la fecha enero - octubre

Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)
Fuente: VERITRADE, 2023

QUINUA



CORTEZA DE CHOCOLATE DE QUINOA



TORTITAS DE QUINOA



SOPA DE POLLO CON QUINOA



BARRAS DE QUINOA Y CHÍA



BOWL DESAYUNO DE QUINOA



ENSALADA DE QUINOA GRIEGA



TACOS DE QUINUA



SOPA DE VERDURAS Y QUINOA



<https://www.natures-intent.com/>





Categories

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MORE INFO



Red Quinoa

We distribute in bulk and in private label

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We distribute in bulk and in private label

MORE INFO



<https://www.ardovlm.com/>



EST 1934

<https://rolandfoods.com/>



<https://www.olamgroup.com/>

The screenshot shows the Karavansay website interface. At the top, there is a search bar with the text "Busca tus productos aquí" and a magnifying glass icon. To the right of the search bar are icons for "Mi cuenta" (user profile) and "Carrito" (shopping cart). Below the search bar is a navigation menu with the following items: "Inicio", "Tienda" (with a dropdown arrow), "¿Qué nos mueve?", "Recetas", "Contacto", and a flag icon for "Argentina". The main content area displays four product listings in a grid:

- Quinoa tricolor 350g**: Price \$ 16.000 (IVA Incluido)
- Quinoa negra 350g**: Price \$ 16.000 (IVA Incluido)
- Quinoa roja 350g**: Price \$ 16.000 (IVA Incluido)
- Semillas de Chia x 250G**: Price \$ 16.918 (IVA Incluido)

<https://karavansay.com/productos/granos-y-semillas/>

Datos 2023, Ene- Ago (Final), Set-Oct (Preliminar)
Fuente: VERITRADE, 2023

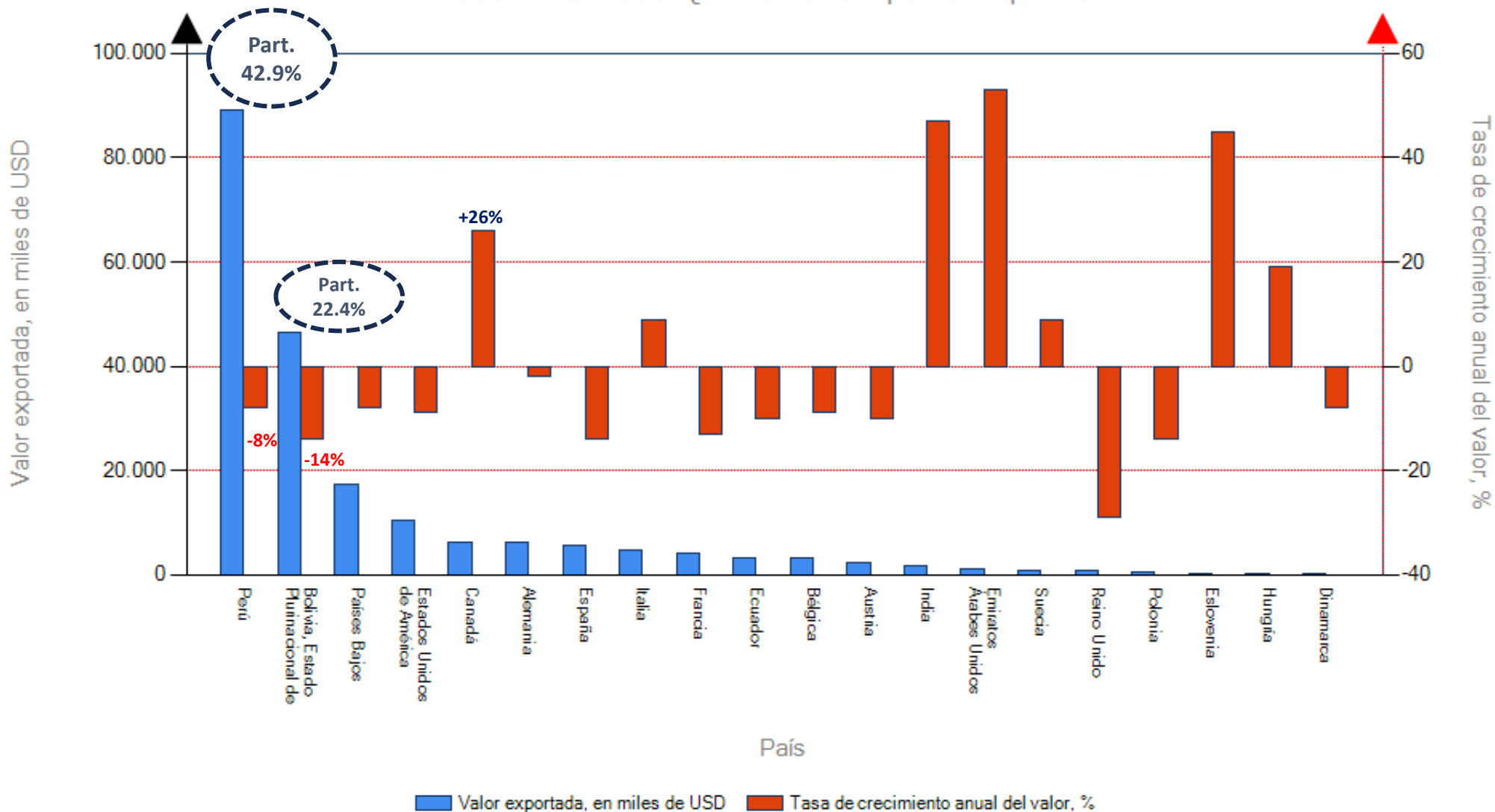
Análisis mundial



Lista de los países exportadores para el producto seleccionado en 2022
 Producto : 100850 Quinoa "Chenopodium quinoa"



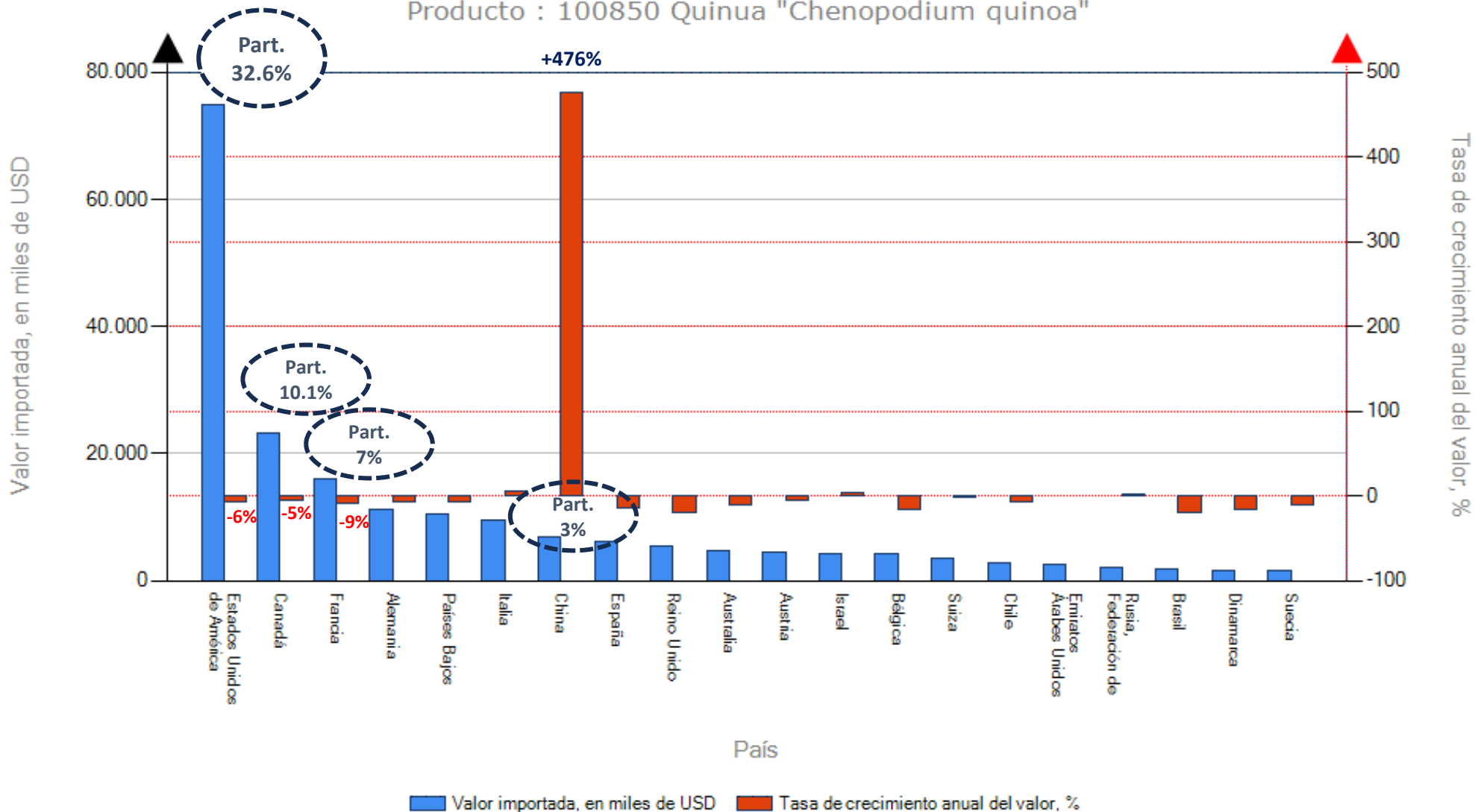
PRINCIPALES EXPORTADORES





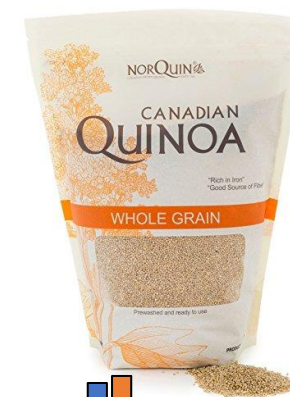
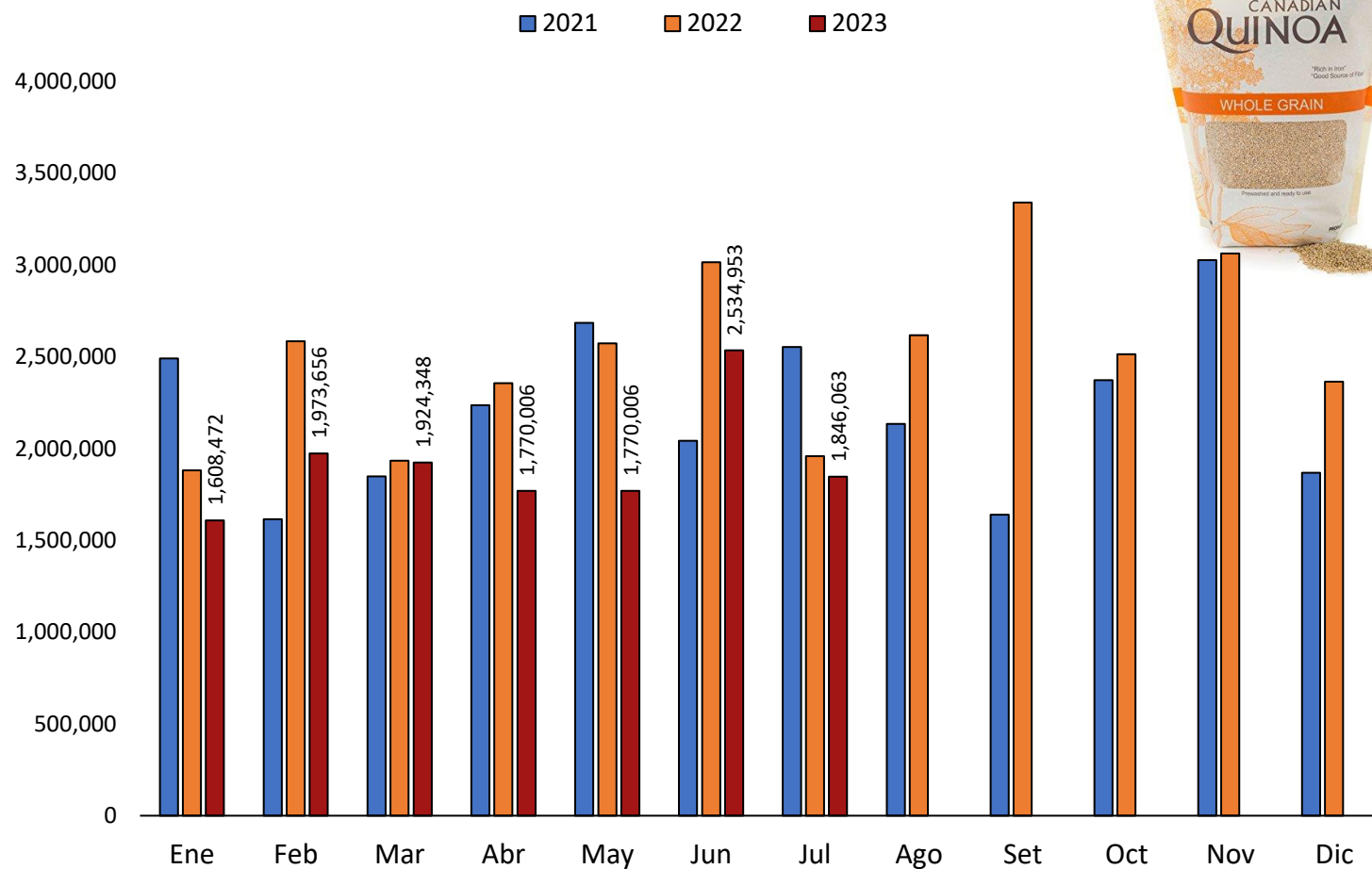
Lista de los países importadores para el producto seleccionado en 2022

Producto : 100850 Quinoa "Chenopodium quinoa"



VALOR CIF US\$			
PAIS ORIGEN	2021	2022	2023
PERU	10,159,198	13,030,315	6,126,931
BOLIVIA	10,214,424	12,505,653	6,302,254
UNITED STATES	4,409,627	3,156,884	540,284
ECUADOR	1,160,632	995,367	161,674
CHILE	456,629	255,998	32,298
BRAZIL	1	123,448	204,232
INDIA	42,397	56,333	24,661
NETHERLANDS	26,422	35,668	13,763
CHINA	19,348	16,090	1,940
CANADA FREE ZONE	6,822	10,664	2,230
ISRAEL		9,658	68
ITALY	243	1,924	1,239
PAKISTAN		489	
SAINT VINCENT AND THE GRENADINES		79	
MEXICO	2,491	69	
FRANCE	2,834	64	
PORTUGAL		1	
SWEDEN	150		
GREECE	7		
ARGENTINA			2
JAPAN	1,354		
AUSTRIA	13		
SPAIN	125		
TURKEY	6,934		13,996
TAIWAN, PROVINCE OF CHINA	102		
UKRAINE	3		
POLAND	10		
DENMARK	3		6
GERMANY	46		
EGYPT			1,926
Total general	26,509,815	30,198,704	13,427,504

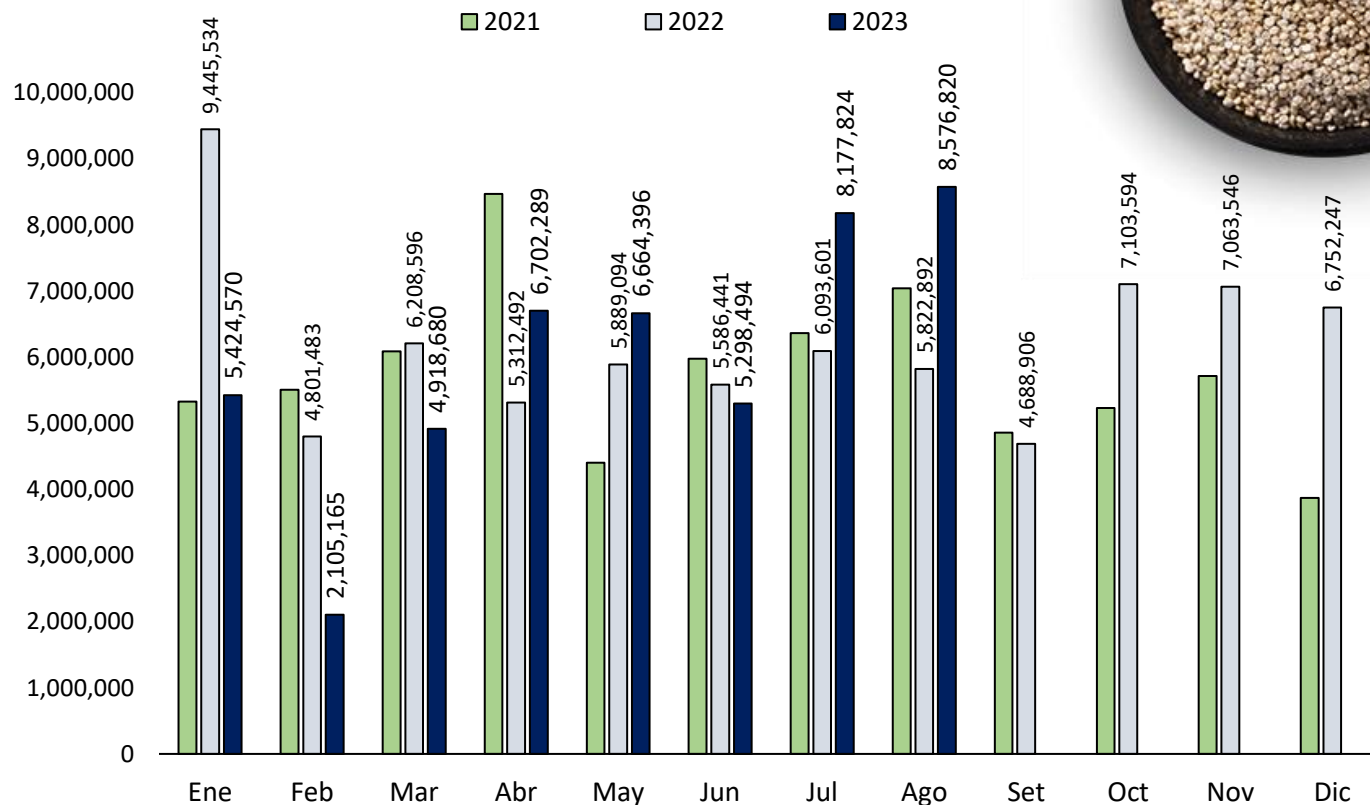
Canadá: Importación de Quinoa



Datos 2023, Ene-Jul (Final)

Fuente: VERITRADE, 2023

Estados Unidos: Importación mensual (Según valor CIF US\$)



VALOR CIF US\$ US\$ CIF

	2021	2022	2023
QUINOA (CHENOPODIUM QUINOA), CERTIFIED ORGANIC	40,983,943	49,592,543	30,272,051
BOLIVIA	18,778,703	28,002,232	14,573,869
CANADA	1,237,239	1,093,604	1,010,142
CHINA		3,004	
FRANCE		52,173	
INDIA	179,487	539,678	292,609
ITALY	72,098	25,919	18,585
NETHERLANDS	22,379		
PERU	20,694,037	19,875,933	14,376,846
QUINOA (CHENOPODIUM QUINOA)	27,882,885	25,175,883	17,596,187
ARGENTINA		7,562	
BOLIVIA	5,493,644	3,361,339	2,781,985
CANADA	4,566,221	3,854,105	1,600,327
CHILE		44,240	42,600
CHINA	5,263	2,394	
ECUADOR	593,716	870,436	492,950
FRANCE	45,662	53,636	68,666
GUINEA	2,227		
INDIA	66,785	11,504	21,076
ISRAEL	297,742	166,279	87,776
ITALY	116,575	145,323	83,636
MEXICO	74,022	35,388	165,292
NETHERLANDS	4,791		
PERU	12,614,172	15,175,597	11,722,698
SOUTH KOREA	8,595	10,315	2,336
SPAIN	3,993,470	1,386,525	526,845
TAIWAN, PROVINCE OF CHINA		51,240	
Total general	68,866,828	74,768,426	47,868,238

Datos 2023, Ene-Ago (Final)

Fuente: VERITRADE, 2023



REWE



gluten-free

free from any animal-derived ingredients

light and fresh

Kosher certified

100% quinoa-based

vegan & organic

SUPERFOOD MADE BEER

GRACIAS



PERÚ

Ministerio
de Desarrollo Agrario
y Riego



**sierra y selva
exportadora**



Gobierno del Perú



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