

## Practical market insights into your product

# Exporting Guayusa to Europe

The European market is showing growing demand for guayusa products. Growth is driven by increasing demand for high-quality natural ingredients and products. However, the market remains small because of low consumer awareness and a lack of scientific evidence on guayusa's health benefits. Guayusa is marketed in powder and leaf format. It is important to note that the EU Novel Food Regulation only enables some guayusa products to be sold in Europe. They are as aqueous extracts of dried leaves of *Ilex guayusa* for use in the specified food category of herbal infusions and food supplements as defined in Directive 2002/46/EC.

## THE EUROPEAN MARKET POTENTIAL FOR GUAYUSA?

The European market for guayusa has shown healthy growth in the last few years. A major driver of growth is increasing popularity of guayusa and growing consumer demand for natural products. European companies are seeking natural ingredients that have active and functional properties. This presents an opportunity for guayusa suppliers because of its unique properties and its niche applications.

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PRODUCT DESCRIPTION

FIGURE 1 VARIOUS FORMS OF GUAYUSA: LARGE CUT, SMALL CUT, POWDER AND EXTRACT.



Source: Various

*Ilex guayusa*, commonly known as guayusa is a species of tree of the holly genus that is native to the Amazon Rainforest. Guayusa has been used for centuries by the Kichwa people indigenous to the Amazon. It is consumed as a tea to provide a natural source of energy and a way to connect with the Pachamama (mother earth). Guayusa is part of the spiritual and cultural heritage of the Amazonian Kichwa people; it is used in various medicinal plant brews and consumed during shamanic ceremonies.

Ecuador is the world's largest producer of guayusa. It is estimated that [approximately 98 percent](#) of the world's guayusa comes from Ecuador. Guayusa also grows in Bolivia and Peru; in these countries, there is hardly any commercial production and almost all guayusa is consumed locally. The plant grows in high altitudes of the Amazonian rainforest. Guayusa is available in several forms, including guayusa leaf and guayusa extract. Guayusa leaf comes as loose or powdered form. Guayusa extract is available in liquid and as powder.

Guayusa has many nutritional benefits. It contains high levels of caffeine, which is released slowly and evenly that does not result to jitters and crashes. Guayusa provides a smooth flavour without bitterness, and it also contains stimulants, such as methylxanthine alkaloid, theophylline and theobromine. Guayusa contains twice as much antioxidants as regular green tea. It also contains L-theanine, which has a relaxing effect on the nervous system.

Guayusa also contains phenolic compounds and flavonoids that prevent cell damage by oxidative stress, as well as guanidine, which can lower blood sugar levels. It also has anti-inflammatory, anti-viral and anti-carcinogenic properties because of the presence of oleanolic and ursolic acid. Guayusa also contains potassium, magnesium, calcium, zinc and chromium, and vitamins D and C. Guayusa does not contain tannins often found in teas which have side-effects such as obstructing the body's absorption of iron along with hindering its digestion and metabolism.

TABLE 1: NUTRITIONAL COMPARISON OF GUAYUSA AND YERBA MATE

Nutritional Content (units/100g)	Guayusa (Average)	Yerba Mate	Units
Energy	313.6	294	kcal/100g
Energy	1,303.4	1,229	kJ/100g
Total Fat	7.96	2.7	g/100g
Saturated Fatty Acids	3.36	1.83	g/100g
Sodium	3.9	<3	mg/100g
Total Carbohydrate	64.1	71.7	g/100g
Total Dietary Fibre	36.98	36.5	g/100g
Available Carbohydrate	27.12	35.2	g/100g
Total Sugar	4.84	4	g/100g
Protein	14.92	14.1	g/100g

Source: The Advisory Committee on Novel Foods and Processes

Guayusa has a wide range of applications, as shown in table 2. Guayusa is mainly used in the food and drink sector as a tea. The powder and extract can be used in products, such as chocolate, snacks, beer or other functional drinks. Guayusa is also used in nutraceuticals, especially energy drinks, where guayusa extract is used in product formulations. The presence of active ingredients, such as caffeine and the high concentration of antioxidants, there are also possible uses of guayusa extract in cosmetics. It can be used in personal care products as a treatment of cellulite, as well as in anti-ageing products.

TABLE 2: APPLICATION OF GUAYUSA

Sector	Application	Guayusa ingredient
<b>Food</b>	Tea Confectionery (chocolate) Drinks (Beer, juices)	Leaves, powder and extract
<b>Health Products</b>	Energy Drinks Supplements Protein Powders	Powder, extracts
<b>Personal &amp; Home care</b>	Skin Care	Powder, extracts

Source: Ecovia Intelligence

Guayusa is fairly new in the European market; exports from Ecuador only started in the late 2000s. Thus, little information is available about guayusa imports into Europe.

Guayusa leaf is traded under HS Code 090300 which refers to Yerba Mate. Guayusa extract is traded under HS Code 210120, which refers to extracts, essences and concentrates of tea or mate, and preparations with a basis of these extracts, essences or concentrates, or with a basis of tea or mate. Since mate is more popular and an established commodity in the European market, import data for guayusa is skewed.

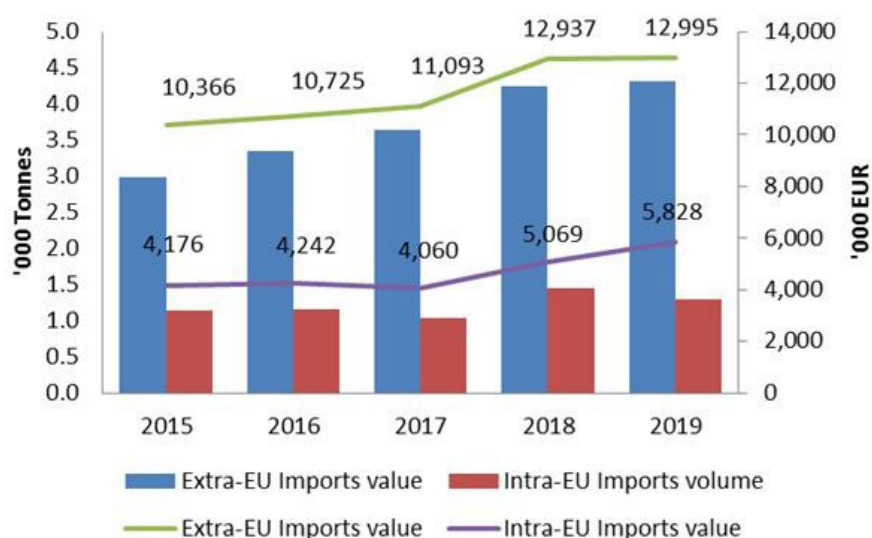
**TIPS:**

- Look for credible literature sources on the benefits of guayusa. Use these references in your product documentation and marketing materials. You can find various scientific studies on platforms, such as [NCBI](#) and [ResearchGate](#). Scientific studies include [guayusa and diabetes treatment](#), the [general composition and chemical analysis of guayusa](#), the [general characteristics of guayusa tea](#) and the [safety of guayusa tea consumption](#) respectively.
- Work with a local or European university or a scientific organisation to test your guayusa. They can help analyse the chemical profile which is necessary for your product documentation.

**WHAT MAKES EUROPE AN INTERESTING MARKET FOR GUAYUSA?**

Increasing life expectancy of European consumers makes them look for products improving their overall health; this is making them seek healthier alternatives to beverages, such as coffee and black tea. This is generating demand for guayusa products.

Guayusa's caffeine content, taste and novelty make it an alternative to yerba mate. It has several similar characteristics and a similar chemical composition. The differences between guayusa and yerba mate include guayusa's smooth, earthy and slightly sweet taste compared to yerba mate's somewhat bitter taste. Unlike yerba mate, guayusa contains amino acid L-theanine which relaxes and reduces stress without causing drowsiness, therefore making it an alternative to yerba mate.

**FIGURE 2: IMPORTS OF YERBA MATE TO THE EU, 2015-2019**

Source: Eurostat

Figure 2 shows that the imports of yerba mate to Europe have been increasing. The imports increased in volume and value. This reflects the growing demand for traditional South American hot drinks. Since, guayusa has similar properties to yerba mate, it is expected that European consumers will increasingly demand guayusa products in the coming years. At the same time, guayusa has properties that are different from yerba mate as well as properties that are not found in yerba mate. Thus, differences between guayusa and yerba mate makes guayusa more interesting to the European market.

Guayusa is also marketed as a tea drink. Apart from caffeine, guayusa contains twice as more antioxidants than green tea. According to industry sources, younger consumers are looking for innovative tea flavours. European manufacturers are launching guayusa tea to cater to changing consumers' needs.

In addition to growing demand for conventional guayusa in Europe industry sources have highlighted growing demand for organic guayusa in Europe.

On 1<sup>st</sup> January 2017, Ecuador entered the Andean trade agreement; the EU had this trade agreement with Colombia and Peru in 2013, whilst Ecuador entered in 2017. The agreement gives market access for agricultural products and reduces technical barriers to trade. This is because it could make it easier for European importers importing guayusa to the European market.

It is expected that demand for guayusa in the European market will continue to increase. Since several sub-products of guayusa were added to the Novel Food Catalogue in December 2017, there has been an increase in companies supplying guayusa products in the European market. It is expected that the demand will grow as consumer awareness rises.

**TIP:**

- Familiarise yourself with products competing with guayusa that are available on the European market. Learn about their strengths and weaknesses.

## WHAT EUROPEAN COUNTRIES OFFER MOST OPPORTUNITIES FOR GUAYUSA?

The European countries that offer guayusa suppliers the most opportunities are Germany, France, the UK, Italy the Netherlands and Spain. These countries have some of the largest consumer markets. Consumers in these countries also have a high level of health consciousness. Increasing disposable income in these countries is generating demand for guayusa products. Table 3 shows imports of guayusa to European countries.

**TABLE 3: IMPORTS OF GUAYUSA TO LEADING EUROPEAN COUNTRIES**

2019	Tonnes
<b>Germany</b>	5
<b>France</b>	5
<b>The Netherlands</b>	2
<b>The United Kingdom</b>	0.3
<b>Spain</b>	0.01

Source: SENA, Pro Ecuador

### GERMANY

It is estimated that Germany accounts for about 45 percent of the total guayusa market in Europe. German consumers are also the leading consumers of energy drinks in Europe. Doehler is a leading importer. German companies that use guayusa in their products include GUYA – Guayusa GmbH, Matchachin, Kallari-Futuro GmbH and Macojo.

Germany is a prospective market for guayusa from developing countries. There is high demand for high quality and environmentally-friendly products.

Awareness of guayusa is growing among health-conscious German consumers. It is expected that this pattern will continue in the future, as German consumers are avid buyers of health products.

**FIGURE 3: GUAYUSA PRODUCTS ON THE GERMAN MARKET**



Source: Various

## FRANCE

France has the largest food and drink market in terms of turnover. Alvy is one French importer of guayusa; other important market players include Ubulawu, Guayusa France, and Le Jardin Ethnobotanique. France accounts for around 35-40 percent of the total guayusa market in Europe.

According to industry sources, it is expected that demand for guayusa in the French market will continue to grow in the near future. Growing consumer demand for high quality natural products is expected to stimulate demand for guayusa.

**FIGURE 4: GUAYUSA PRODUCTS ON THE FRENCH MARKET**



Source: Various

## THE NETHERLANDS

The Netherlands is a significant entry point of raw materials into Europe. Leading operators in the Netherlands include Waking Herbs, Nightwatch, Zamnesia, Jivaro, Globalherb-wholesale, Solshine Botanicals (Conexión Mexicana BV) and Holotropic Herbs. The Ecuadorian supplier Greenmatters uses the storage facility of the Dutch company Amsterdam Warehouse Company. It is estimated that the Netherlands accounts for less than 10 percent of the guayusa market in Europe. The Netherlands is likely to remain a leading export destination for guayusa.

**FIGURE 5: GUAYUSA PRODUCTS ON THE DUTCH MARKET**



Source: Various



## THE UK

The UK has one of the most prospective markets for guayusa. The UK has one of the largest consumer markets in Europe. Important market players include [The Guayusa Company](#), [Brite Drinks](#), [Tealyra](#), [Primal Taste](#) and [Snuff](#).

The demand for guayusa is driven by increasing consumer awareness and rising demand for natural and healthier products. A potential no-deal Brexit may disrupt supply chains for ingredients, such as guayusa. This creates uncertainty for suppliers of guayusa. It may take some time to re-negotiate trade deals with developing countries.

**FIGURE 6: GUAYUSA PRODUCTS ON THE UK MARKET**



Source: Various

## ITALY

Italy has one of the largest consumer markets in Europe. Fitvia is an important Italian market player. Italian consumers are demanding high-quality and natural products. It is expected that demand will continue to increase in the coming years. Most of guayusa in Italy comes from intra-EU re-exports.

**FIGURE 7: GUAYUSA PRODUCTS ON THE ITALIAN MARKET**



Source: Fitvia

## SPAIN

Spain has one of the largest consumer markets in Europe. It is expected that the demand will increase from the nutraceutical sector, as well as the energy drinks market. Leading Spanish market players include ESPUMA and Té Valle Gourmet. Part of guayusa market in Spain comes from intra-EU re-export.

**FIGURE 8: GUAYUSA PRODUCTS ON THE SPANISH MARKET**



Source: Various

In conclusion, the most prospective countries for guayusa are Western European countries. According to industry sources, consumer awareness of guayusa is increasing in countries, such as Germany and France. Market growth is driven by rising consumer demand for natural and healthy products.

### TIPS:

- Focus on Western European countries when exporting guayusa. In countries, such as Germany, The Netherlands, and the UK, consumers and buyers are already familiar with guayusa. When speaking to buyers from other European countries, refer to examples of guayusa products already launched in Europe.
- When approaching European buyers, focus on the beneficial properties of guayusa. Its caffeine content and gradual release into the human body compared to coffee, is a good selling point.

## WHAT TRENDS OFFER OPPORTUNITIES ON THE EUROPEAN MARKET?

Guayusa has been gaining popularity in the European market. However, its benefits are known only to a relatively small part of the population. Most demand for guayusa products is coming from health conscious consumers who are willing to pay for high quality products. This why there is a growing demand for certified organic guayusa as it is perceived to be of high quality.

### RIISING DEMAND FOR NATURAL PRODUCTS AND INGREDIENTS

European consumers increasingly demanding natural and healthier products. This health conscious trend is driven by higher life-expectancy of European consumers, as well as rising rates of obesity, chronic, as well as auto-immune conditions. The [European Alliance of Chronic Diseases](#) claims that cancer, chronic respiratory diseases and diabetes, are the leading causes of mortality in Europe. They represent 77 percent of the total disease burden and 86 percent of all deaths. European consumers are looking for healthier alternatives to everyday products that they purchase.



[According to Mintel](#), more than half of German consumers say that they would like to have a wider choice of energy drinks made with natural ingredients, such as flavour and colours. Around 41 percent claim that they are willing to pay more for drinks with natural stimulants. 54 percent of Italian consumers and 61 percent of Polish consumers said they would like to see energy drinks with more natural ingredients. Companies are responding to consumer demand by creating innovative products. In 2014, around 24 percent of energy drinks launched in Europe were making natural claims, compared to 17 percent in 2012.

**TIPS:**

- Create a nutrient profile for your ingredients and products, in order to support claims.
- Do not make medicinal claims when approaching buyers in the supplements industry.

**LOW AWARENESS ABOUT THE GUAYUSA PRODUCTS AMONGST EUROPEAN CONSUMERS**

The demand for guayusa products is hampered by an overall low awareness of guayusa among European consumers. Even though there are new market players entering the market every year, consumer awareness remains low. The British company [The Guayusa Co](#) was founded in 2015; it claims to be the first to actively raise awareness of guayusa in the UK and Europe.

Consumers in countries, such as Germany and the UK are more open to guayusa products. However, European consumers are still not fully educated on the health properties of guayusa. Suppliers of guayusa products usually target the largest consumer markets for health products. Most guayusa products are marketed in specialist retailers (health food shops and organic food retailers).

**TIPS:**

- Be willing to devote time on training and educating buyers on the benefits of guayusa powder and its potential use in products. Show the traditional uses of guayusa in Ecuador. Refer to guayusa products that are already present on the market.
- Make sure you build up your online presence via social media and / or via your website. You increase the awareness of guayusa through your online activity. Creating a blog is also a great way how to increase traffic on your website. Make sure you regularly update your blog and share your content on social media.

**WHAT REQUIREMENTS MUST GUAYUSA COMPLY WITH TO BE ALLOWED ON THE EUROPEAN MARKET?**

**WHAT ARE MANDATORY REQUIREMENTS?**

When importing guayusa extract on the European market you have to make sure that you comply with the EU [Novel Food Catalogue's](#) regulatory requirements for guayusa. You must comply with the [new Novel Food Regulation](#) that came into force in January 2018. You must therefore provide toxicological, microbiological and allergenic property data of guayusa you are exporting to the European market.

Your guayusa must comply with 'maximum level's' of use "in line with requirements for herbal infusions and food supplements of a similar aqueous extract of dried leaves of yerba mate (*Ilex paraguariensis*).

The European Union's Novel Food Catalogue outlines mandatory compositional requirements for aqueous extract of dried leaves of *Ilex guayusa* in order for it to enter and trade on the European market. They are:

- Protein: < 0,1 g/100 ml
- Fat: < 0,1 g/100 ml
- Carbohydrate: 0,2–0,3 g/100 ml

- Total sugars: < 0,2 g/100 ml
- Caffeine: 19,8–57,7 mg/100 ml
- Theobromine: 0,14–2,0 mg/100 ml
- Chlorogenic acids: 9,9–72,4 mg/100 ml

If guayusa is used in supplements, you must be compliant with [EU food supplement legislation](#) and the [European General Food Law](#). You also have to be compliant with the [Directive 2004/24/EC](#), which provides a special registration procedure for those herbal medicinal products. Well-structured and organised product and company documentation is necessary when trading guayusa onto the European market.

**TIPS:**

- Determine and ensure you are compliant with the EU Novel Food Catalogue's with 'maximum level's' of use for guayusa. This will be in line with normal use in herbal infusions and food supplements of a similar aqueous extract of dried leaves of *ilex paraguariensis*, more commonly known as yerba mate.
- Ensure you are compliant with the [EU Novel Food Catalogue's](#) 'additional specific labelling requirements' for guayusa.

**CONVENTION ON BIOLOGICAL DIVERSITY (CBD) / ACCESS AND BENEFIT-SHARING (ABS)**

Compliance with Convention on Biological Diversity (CBD) is necessary when trading guayusa. This is because CBD is a part of EU law. European companies need to comply with The Nagoya Protocol's Access and Benefit-Sharing (ABS) legislation; ABS is also likely to be a part of your country's regulations. As an exporter of turmeric to the natural health product sector, make sure you abide by ABS.

In recent years, there is growing consumer awareness and demand for more environmentally-friendly products, a trend set to continue. This is leading European buyers to seek ethically sourced ingredients, something which is likely to become more important in the future.

**TIPS:**

- Ensure you comply with Convention on Biological Diversity (CBD) and Access and Benefit-Sharing (ABS).
- Visit the CBD website as it provides a range of useful information on CBD and ABS, for example, country profiles.
- Consider ethically sourced turmeric because this is something European buyers are increasingly seeking.

**Labelling, packaging and advertising**

Guayusa can be found in its traditional form or in blends with other ingredients, such as cocoa, cinnamon, orange, mint, lemongrass and roses. For example, pre-packaged guayusa tea on its own or in a combination with other ingredients. If you export pre-packed guayusa tea to Europe you must comply with the EU's labelling, packaging and advertising [requirements](#). In addition, if your guayusa is used in food products you must comply with the EU's labelling, packaging and advertising [requirements](#).

Guayusa can be used in food supplements, if your guayusa is used in food supplements you must comply with [EU labelling and nutrition of food supplements](#) requirements.

**TIPS:**

- Familiarise yourself the EU's labelling and nutrition of food supplements requirements.
- For further information about labelling of consumer foodstuffs visit the [European Union's Export Helpdesk](#).

## ADDITIONAL REQUIREMENTS FOR GUAYUSA

### Food safety management of guayusa

Having quality and safety management certifications demonstrates commitment to high standards of production. The most common certifications demanded by European buyers demonstrating safety are [International Food Safety \(IFS\)](#); [Food Safety Certification \(FSSC 22000\)](#); [Safe Quality Food \(SQF\)](#); and [British Retail Consortium \(BRC\)](#) certification.

#### TIPS:

- Consider being compliant with HACCP, an additional buyer requirement if your guayusa is going to be used in the European food supplements market. This is because it helps to demonstrate your guayusa is of good quality.
- If you do not have additional certification, determine whether there is a business case for your guayusa to acquire certification which demonstrates its safety. Remember doing so will help you in an increasingly competitive market driven by higher buyer demands. A trend which is set to continue.

## ETHICAL SOURCING AND TRACEABILITY

To give your guayusa an edge in the European market you should try and ensure it is ethically sourced. There are various ethical schemes that may improve the sustainability profile of guayusa. These include:

- [Good Agricultural and Collection Practices \(GACP\)](#) guidelines,
- [Union for Ethical BioTrade](#)
- [Supplier Ethical Data Exchange \(SEDEX\)](#) platform

#### TIPS:

- Consider certification that proves your guayusa has been produced according to environmental/sustainable standards.
- If you already have certification which proves your guayusa has been produced sustainably, inform European buyers when you approach them. This is because doing so helps you establish yourself in the European market.

## NICHE REQUIREMENTS FOR GUAYUSA

### Organic and fair trade

Across Europe there is growing consumer demand for certified organic products. You can find information on the [EU organic certification](#) on the IFOAM website.

Fair trade is also becoming popular among European manufacturers. This is because it pertains to various environmental and social attributes of sustainability.

Examples of various fair trade standards include:

- [Fairtrade International](#)
- [Ecocert Fair Trade](#) and [Fair for Life](#)
- [FairWild](#)

Across Europe there is [increasing consumer demand for ethically produced products](#), particularly food products which showed the highest growth of sustainable product sales, 18.3 percent in the last five years. Demand for guayusa that meets social / sustainability standards is on the rise.

#### TIP:

- Ensure you have a Certification of Inspection (COI), which is up to date to with the [latest changes made by the European Union](#) that came into force on the 3rd of February 2020. This is because this is a mandatory requirement of the European Union if you want to trade organic guayusa on the European market.

## THROUGH WHAT CHANNELS CAN YOU GET GUAYUSA ON THE EUROPEAN MARKET?

The commercial production of guayusa is very concentrated. It is estimated that more than 98 percent of guayusa is sourced from Ecuador. The European supply chain of guayusa is still in a nascent stage compared to the North American market. Guayusa is sourced on the European market direct or via traders.

### HOW IS THE END MARKET SEGMENTED?

The market for guayusa in Europe can be segmented according to end-user markets. These include:

#### Nutraceuticals

This product category includes energy drinks, sports drinks and functional beverages that use guayusa as an ingredient. Such drinks use guayusa extract, which requires less raw materials. Guayusa is used in drinks because of its caffeine content and nutritional properties. In addition to caffeine, guayusa contains stimulants such as methylxanthine alkaloid, theophylline found in green tea and theobromine, which is also in dark chocolate. Drinks with guayusa are in specialist retailers, as well as some mainstream retailers. For example, RUNA drinks are in the UK super-market Waitrose. They are also in online retailers and catering and foodservice outlets.

Energy drink companies with guayusa are marketing their products on claims such as:

- Increased energy levels
- Better distribution of caffeine comparing to coffee
- Naturalness
- Health

Guayusa extract is also sold as a tincture. Guayusa contains magnesium, calcium, zinc, potassium and vitamins D and C. It also contains chlorogenic acids, very beneficial for cardiovascular health and essential amino acids. The caffeine content in guayusa is on average 3 percent and contains antioxidants with a greater ability to absorb free radicals than green tea. The supplements market is small, however it is expected to increase as awareness of guayusa rises among manufacturers and buyers. These products are in specialist retailers and online shops.

Guayusa tincture is available in European specialist retailers. [Holotropic Herbs](#) is a Dutch retailer that has guayusa tincture. Some of the claims that are used to market guayusa tincture include:

- Increased energy levels
- Naturalness
- Beneficial properties of guayusa on health

Guayusa powder can be also used in protein powders.

#### Food and drinks sector

Guayusa leaves are sold as tea or in tea blends. This is the leading segment for guayusa in the European market. Guayusa is sold either as a loose leaf tea or in teabags. Guayusa tea is mainly sold in specialist and online retailers. According to industry sources, the market is growing at double-digit growth rates.

Guayusa leaves are used as an herbal tea for similar reasons; [Jivaro](#) is one European herbal tea company that markets guayusa tea on its health benefits. Some of the claims that are used to market guayusa tea include:

- Wellness
- Relax
- Less fatigue
- Increased focus
- More antioxidants than green tea

Guayusa extract can be also used in confectionery products, snacks, as well as drinks, such as beer and juices.

### Personal Care Sector

Guayusa extract can be used in personal care products. This is due to its high content of anti-oxidants and caffeine. The application of guayusa in personal care products is not common. However, industry sources expect that the application rate will increase in the future, as cosmetic formulators look for new novel ingredients for their products.

**FIGURE 9: EXAMPLES OF GUAYUSA PRODUCTS IN THE EUROPEAN MARKET**



Source: Various

#### TIPS:

- Visit trade fairs to test the industry is open to your product, get market information, and find potential buyers. They will also give you the chance to speak to end-users, distributors and gauge your competition, especially how they are marketing their products.
- Some smaller guayusa tea companies in Europe look for suppliers online. Make sure you have a strong online presence.

## THROUGH WHAT CHANNELS DOES GUAYUSA END UP ON THE END-MARKET?

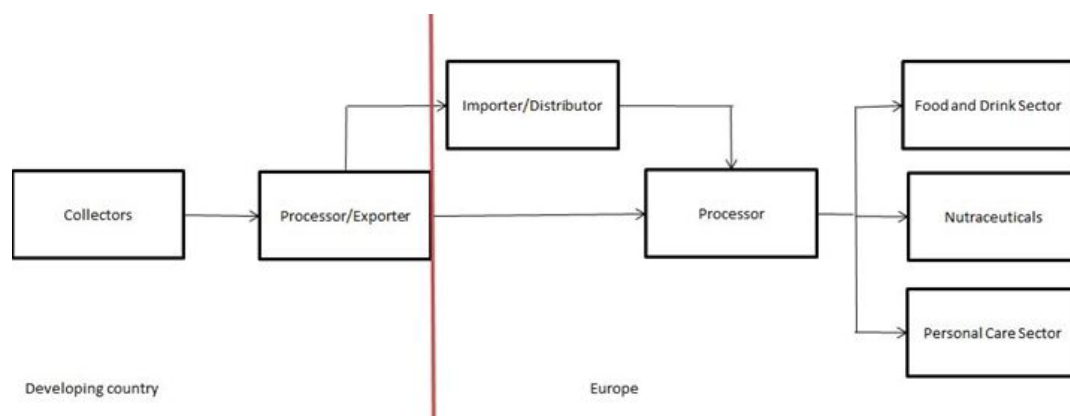
Figure 4 shows the export value chain for guayusa. In Ecuador, guayusa processing and exporting is often combined and done by the same company. Guayusa processing in developing countries mostly consists of drying or milling guayusa leaves to produce a powder. Production of guayusa extract also takes place in North America. Guayusa comes into the European market in various forms; apart from powder, it comes in small, medium and large-sized leaves as well as extracts.

Many European companies source guayusa directly from Ecuador. This enables greater transparency and control over product quality. The Dutch company Nightwatch sources directly from a supplier in Ecuador called [Greenmatters](#). It is common for European buyers to travel to Ecuador to meet with their suppliers of guayusa in person. The import volumes in this channel range from a couple of kilos to tens of tonnes, depending on the buyer needs.



The German company Doehler is an important trader of guayusa in Europe. The company offers guayusa leaves, as well as guayusa extract. Guayusa enters the European market as dried and ground, or in a form of extract that can be liquid or powdered. Other traders of guayusa include Global Herb Wholesale, Wayusa and Dethlefsen & Balk. Import volumes in this channel are higher, usually in tonnes. There are some finished guayusa products imported in the European market. These include energy drinks, chocolate and tea.

**FIGURE 10: EXPORT VALUE CHAIN OF GUAYUSA**



Source: Ecovia Intelligence

**TIP:**

- Consider expanding your portfolio of guayusa raw materials, including leaf and extracts. This will help you find a wider range of customers.

**WHAT IS THE MOST INTERESTING CHANNEL FOR YOU?**

European companies are interested in sourcing guayusa directly. Larger companies prefer to set up grower projects. European companies also make more profit when sourcing guayusa directly. The market is still quite small, consisting of many small players and manufacturers. It is estimated that there are around 60 players in the European market.

Companies that source guayusa directly include Kallari-Futuro GmbH, Jivaro Drinks and Nightwatch. These companies have close relationship with their suppliers in Ecuador. Representatives of these companies visit their exporters in person on a regular basis. These companies either sell guayusa as a tea (Kallari-Futuro GmbH, Jivaro), or drinks (Nightwatch). These companies are in countries, such as Germany, the Netherlands. The Netherlands is an important entry point for raw materials in Europe.

These companies put a lot of emphasis on speedy delivery, quality, and overall reliability of their suppliers, including clear communication. Many of these smaller players can be approached online or you can meet them in person at trade shows.

Doehler is an important trader of guayusa. The German company acquired American botanical extracts company Teawolf in 2016. Teawolf has a processing facility based in New Jersey. Teawolf also supplies guayusa extract to an American company RUNA. This channel is interesting if you are able to supply consistent larger volumes of guayusa. Doehler supplies both guayusa leaf and extracts. At ANUGA 2019, Doehler introduced its portfolio of a [new generation of energy drinks](#) based on ingredients, such as guayusa. You can meet large importers at trade show in the food and drink industry.

Some small importers include Waking Herbs and Wayusa. Both of these companies supply guayusa in the European market in bulk, as well as for the retail sector. These buyers consider quality control, technical documentation, large quantities and needs of their customers.

This type of buyer focuses on global sourcing, analysis and quality control, rectification, blending, product documentation and sales to processors and end-product manufacturers.

**TIPS:**

- Ensure your guayusa is of the highest quality before entering the European market. This is because European buyers lose interest with a new supplier who delivers a low-quality product.
- Develop a technical dossier for your guayusa and ensure it is compliant with international standards. This is because doing so will give you an advantage in your journey to enter the European market.

## WHAT COMPETITION DO YOU FACE ON THE EUROPEAN GUAYUSA MARKET?

Guayusa is still a very niche sector in the European market. There are a few important suppliers that control the majority of the market. With increasing awareness of Guayusa on the European market, it is expected that the market will grow further. This will create an opportunity for new suppliers to enter the guayusa market.

### WHICH COUNTRIES ARE YOU COMPETING WITH?

Guayusa is fairly new to the European market. There is little information concerning its export to Europe. For example, information about volumes and values of guayusa imported to Europe is unavailable because guayusa does not have its own HS Code. Guayusa is cultivated at high altitudes, which prevents growth in other regions.

The future exports of guayusa from Ecuador is expected to remain stable as the supply chain is already established. There are also a number of organisations that promote trade and build awareness of guayusa in Ecuador. For example, [Aliados](#) was created as merger between RUNA Foundation and PlanJunto CI in 2018. It is an indigenous-owned guayusa business that focuses on building a community-based guayusa business in Ecuador. The weaknesses of exporting guayusa from Ecuador include language barrier, lack of reliability and different business culture.

**TIPS:**

- Ensure you are a reliable trading partner, otherwise European buyers of guayusa may choose to import guayusa from other suppliers.
- Ensure guayusa you export to European buyers reaches them on time. Speedy delivery was quoted by many European companies as one of the main issues when dealing with exporters of guayusa from Ecuador.

### WHICH COMPANIES ARE YOU COMPETING WITH?

[Green Matters](#) is a company successfully exporting guayusa to the European market. One of its strengths is that it has a wide range of certifications, including EU organic certification. Green Matters is able to provide a wide range of guayusa, including tea bags cut, powdered and liquid guayusa extract, and guayusa leaf. This is another of Green Matter's key strengths.

Green Matter's other key strength is it is committed to meeting and upholding environmental and social standards to the extent that it has its own [foundation](#). Green Matters ability to export large volumes of guayusa consistently via sea and air is another of its key strengths.

[Waykana](#) is another successful company exporting guayusa to the European market. Waykana has [organic certification](#), and it is upholding environmental and social standards. It is paying its guayusa farmers a 15 percent higher salary compared to Fairtrade standards.

[Runa](#) is a vertically integrated company working with growers to cultivate guayusa and its processing, and the manufacturing of finished guayusa products. Strengths of Runa include it having Fairtrade and B-Corporation certification, and it having its own foundation that is bringing social and environmental benefits to farmers as well as the planet.

**TIP:**

- Make sure you meet and uphold environmental and social standards. Sustainability and traceability of raw materials is becoming very important for European buyers.

**WHICH PRODUCTS ARE YOU COMPETING WITH?**

**Yerba Mate**

Yerba mate is the main competing product to guayusa. It is much more popular than guayusa and European consumers are more familiar with it. Yerba mate has natural [caffeine content](#) which provides an energy boost. Guayusa when consumed as a tea offers an alternative to yerba mate because it contains higher levels of caffeine released slowly over a longer period of time.

**Guarana**

Guarana, is another competing product to guayusa in the European market. It is an [effective stimulant](#) because its seed may contain four to six times more caffeine compared to coffee seeds. Guarana also slowly releases caffeine compared to coffee, similar to guayusa. Its application includes food, beverages and nutraceuticals. European consumers and buyers are also more familiar with guarana than guayusa.

**Matcha**

Matcha is popularly consumed as an herbal tea throughout the world because of its health [benefits](#), as it contains high levels of antioxidants alongside boosting brain function. Compared to guayusa, matcha is well-established in the European market. As an exporter of guayusa, you should therefore use guayusa's novelty and benefits as a tea when approaching European buyers; this is likely to increase your chance of entering the European market.

**TIPS:**

- Familiarise yourself with substitute products competing with guayusa that are available in the European market. Learn about their strengths and weaknesses.
- Use guayusa's strengths as an opportunity to persuade European buyers to purchase it from you. For example, its novelty.
- Build a marketing story for your guayusa. Emphasise the long-standing traditional use of the plant and how it can be used to increase energy levels.

WHAT ARE THE PRICES FOR GUAYUSA ON THE EUROPEAN MARKET?

According to industry sources, there has been a slight increase in guayusa prices in the European market. Prices of raw materials are relatively low. According to industry sources, they range between EUR 0.65-0.75 kg. Guayusa is supplied to the European market by both the sea and air. The shipping cost tends to be relatively high. Some European companies said they even stopped sourcing guayusa, as the shipping costs were as much as the price of guayusa leaves itself.

The wholesale price of guayusa depends on many variables, such as quality, volumes, certification, as well as the nature of business relationship between a supplier and an importer. The wholesale price of guayusa ranges between EUR 2.5-7 per kg. Price of organic and fair trade guayusa can reach up to EUR 10-14 per kg.

FIGURE 11: ESTIMATED PRICE BREAKDOWN OF GUAYUSA PRODUCTS IN THE EUROPEAN MARKET



Source: Ecovia Intelligence

It is expected that the price for guayusa could decrease because of higher volumes coming into the market. New market entrants will also put downward price pressure.

TIPS:

- Ensure that your price reflects the quality levels and delivery conditions.
- Be flexible with price when buyers order larger quantities. You can offer them a discount once you establish a relationship with them.

This survey was compiled for IPD by Ecovia Intelligence in collaboration with sector expert Rosa Nelly Castro Varas.