

The European market potential for preserved chillies

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Pickled chillies are valued in European cuisine for their ability to add a sharp, spicy and tangy flavour. The popularity of international cuisine and spicy food adds to the growing demand for preserved chillies in Europe. Veganism has also added to the increasing consumption of chillies. European chilli consumers prefer milder chilli varieties. Germany is the largest preserved chilli importer in Europe. Opportunities for new developing-country suppliers can also be found in Spain, the United Kingdom, the Netherlands, Poland and France.

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1. Product description

All species of chilli preserved in Europe belong to the *Capsicum* genus. Preserved chilli products are mostly made with fruit of the *Capsicum annuum* species. There are three general subgroups in the species: elongated chilli peppers, bell-shaped chilli peppers and round to flattened chilli peppers.

Other *Capsicum* pepper species can also be used for preserved chilli production, including the wild chilli pepper *Capsicum frutescens* and the domesticated *Capsicum baccatum* species. The other two are the habanero-type pepper *Capsicum chinense* and the hairy-leafed *Capsicum pubescens*.

Figure 1: Preserved chillies



Source: Image by [Ирина Александрова](#) from [Pixabay](#), [Pixabay content license](#)

Several preserved chilli varieties of the *Capsicum annuum* strain are popular in European markets.

- Padrón (Spain): Small, green chillies, often pan-fried and salted. Usually have a mild flavour but are occasionally quite spicy.
- Guindilla (Spain): Long, green chillies often pickled and used in tapas or as garnishes.
- Piri Piri (Portugal and UK): Small, fiery chillies often used in marinades or sauces.
- Peperoncino (Italy): A small, red chilli variety commonly preserved in oil and used to add heat to pasta dishes.

- Jalapeños are a Europe-wide popular standard choice for “hot” peppers.

Preserved chillies are available in several forms across Europe as it is home to many culinary traditions. Whole and sliced chillies preserved in brine and vinegar are common in the Mediterranean. Premium versions are preserved in olive oil. Chillies are often used in tapas, salads and as pizza toppings in countries like Spain, Italy and Greece.

Figure 2: Peperoncino chilli peppers



Source: Image by [Herbert](#) from [Pixabay](#), Pixabay [content license](#)

Crushed and pureed preserved chillies can be used in sauces, marinades and spreads. Pickled chillies can be used in mustard-based sauces and mayonnaise, and to add flavour to sausages and other meats.

Chillies preserved in olive oil are popular in Italy in traditional dishes like pastas, pizzas and grilled meats. Meanwhile, chillies are often part of vegetable mixes in traditional dishes like stews and in antipasto platters in Germany and the Netherlands.

Preserved chillies hold a significant place in European cuisine. Exporters from developing countries should note that every European country shows distinct preferences in the types and forms of chillies used. Traditional and modern culinary uses shape the European market. The range of uses helps maintain consistent demand across the continent.

Pickled and preserved chillies can be a healthy addition to the diet when consumed in moderation. They are rich in vitamins A and C, both of which have antioxidant activity. This activity helps protect the body from damage caused by free radicals. Chillies are also low in calories. This means they can be an ideal way to add flavour without significantly increasing calorie intake.

Figure 3: Preserved chillies sold by Migros under its Condy brand in Switzerland



Source: [Autentika Global](#)

In botanical terms, chilli peppers and sweet peppers are the same species. The difference is in the presence of the capsaicin molecule, which gives the spicy heat to chilli peppers. Capsaicin is known to boost metabolism and has anti-inflammatory effects.

Most preserved chillies imported into Europe are pickled. Keep in mind that the level of acidity in a pickled product is as important to its safety as it is to taste and texture. Use canning or pickling salt. Noncaking material added to other salts may make the brine cloudy. The salt used in making brined pickles provides the characteristic flavour and is vital to safety and texture. According to the University of Georgia, salt [favours the growth of desirable bacteria](#) in fermented foods while inhibiting the growth of others.

After the chillies are washed, salt is added to a mixture of chillies and water. Vinegar, which is also added, serves as a preserving agent and gives the pickles their characteristic tanginess. Fermentation starts as soon as a brine is formed. Salt concentration applies a selective pressure on the natural flora. For a good visualisation of the chilli preservation process, watch this [video of an industrial line](#) from Mt. Olive's pepper processing plant.

Figure 4: Pickled chillies manufacturing process



Source: [Autentika Global](#)

Make sure that workers who handle chillies are properly equipped. They should wear plastic or rubber gloves when handling hot peppers. Hot pepper juice can be caustic when it comes into contact with the eyes or skin. Consult the [Pickling Chili Peppers guide](#) prepared by South Africa's Agricultural Research Council ([ARC](#)).

The term "preserved chillies" used in this study refers to the products specified in Table 1, unless stated otherwise. These trade codes in the table cover chillies that are preserved by various methods. These methods include brining, pickling, packing in oil and chillies that can be combined with other spices or sauces. The HS code 20019020 usually includes chillies preserved in vinegar or acetic acid, while 20059910 covers chillies preserved in other ways, such as in plant oil.

Table 1: Preserved chillies product group

HS Code	Description
20019020	Fruit of the genus Capsicum, other than sweet peppers or pimentos, prepared or preserved by vinegar or acetic acid
20059910	Fruit of the Capsicum genus, other than sweet peppers or pimentos, prepared or preserved otherwise than by vinegar or acetic acid, not frozen

Source: [Autentika Global](#), [TARIC](#), 2024

This study covers general information regarding the overall market for preserved chillies in Europe that is of interest to producers in developing countries. The term "Europe" in this study refers to the 27 Member States of the European Union (EU), plus the United Kingdom (UK) and EFTA countries (Iceland, Liechtenstein, Norway and Switzerland). The term "developing countries" is used for [countries that are listed on the OECD-DAC list of ODA recipients for 2024 and 2025 flows](#) (PDF).

2. What makes Europe an interesting market for preserved chillies?

Europe is an attractive market for preserved chillies because it continues to grow steadily. Over the past five years, there has been a noticeable growth in the imports of preserved chillies into Europe. This is driven by growing consumer demand for spicy and exotic flavours. This trend aligns with the rising popularity of ethnic cuisines, particularly those from Asia, Latin America and the Middle East. These cuisines commonly use chillies as an ingredient. European consumers are increasingly experimenting with bolder flavours.

The market for preserved chillies is also supported by changes in European diets and the influence of immigrant communities. These communities have brought culinary traditions that often feature preserved chillies. Countries like Germany, the Netherlands and Poland have seen significant growth in the consumption of preserved chillies. This reflects wider trends towards convenience foods that do not compromise on health or flavour.

Europe has a long history of preserved chilli consumption, and each country has its own specialities. Germany is both the biggest consumer and importer in the region.

Over the next five years, the European market for preserved chillies is likely to grow at an annual rate of 4-5% in terms of volume and 7-8% in terms of value. The annual growth rate is expressed as the cumulative annual growth rate, or CAGR. This growth is driven by the growing popularity of less processed food products and healthy snacking trends, among other factors.

European consumers are increasingly health conscious. This partly drives the demand for preserved chillies thanks to their health benefits. Chillies are rich in vitamins and fibre, appealing to consumers who want nutritious food options. There is also a growing trend of using preserved chillies as a natural flavouring agent and ingredients in various dishes, boosting their popularity.

In 2023, the value of preserved chilli imports in Europe totalled €279 million, representing a volume of 132,400 tonnes. Over the past five years, value and volume have increased by 11.7% and 5.8%, respectively. Since chilli peppers need a warm climate to grow, there is no large-scale cultivation in most of Europe.

Intra-European trade accounts for 23% of total import volumes. This leaves 77% to be imported from outside Europe, mostly from developing countries. Imports from outside Europe have increased by 7.1% in volume over the past five years, reaching 101,500 tonnes in 2023.

Source: [Autentika Global](#), [ITC Trademap](#), [Eurostat](#), 2024

Tips:

Consult the latest [news and publications](#) about the European market for processed fruit and vegetables, published by PROFEL, the European Association of Fruit and Vegetable Processing Industries. The PROFEL website provides [links to the websites of its members](#).

Take a look at the [CBI Export to Europe](#) page to learn about exporting to Europe

3. Which European countries offer the most opportunities for preserved chillies?

Europe's largest importing countries are Germany, Spain, the United Kingdom, the Netherlands, Belgium and Poland. As Europe's largest food market, Germany is an interesting focus market for exports. Germany also provides specific opportunities for organically certified preserved chillies, as it is the leading organic market in Europe. Spain and the UK are also major markets for preserved chillies, although Spain is also a re-exporter. Other large consumers include the Netherlands, Poland and France.

Source: [Autentika Global](#), [ITC Trademap](#), [Eurostat](#), [UK Trade Info](#), 2024

Belgium is Europe's fifth largest importer, importing 6,000 tonnes of preserved chillies in 2023. It is also a very significant re-exporter. In 2023, Belgium exported 5,400 tonnes of preserved chillies. This represents 90% of imported volumes. Consequently, Belgium's apparent consumption of preserved chillies is lower than that of France. Apparent consumption is calculated as the difference between imports and exports.

Germany: Europe's largest preserved chillies market

Germany is Europe's main importer and consumer of preserved chillies. Germany imported 43,800 tonnes in 2023. German imports of preserved chillies grew at a rate of 5.9% per year between 2019 and 2023. In value terms, German imports increased by 11.9% on average, reaching €97 million in 2023. The perceived nutritional and health benefits of pickles and preserved vegetables in general have increased the demand for good-quality, organic preserved vegetables in recent years.

Germany imported 30,450 tonnes of chillies preserved in vinegar or acetic acid in 2023. Imports of preserved chillies in oil and other preserved forms amounted to 13,300 tonnes in the same year. Germany is also a major exporter of preserved chillies in Europe. It exported 7,220 tonnes in 2023.

Preserved chillies made with vinegar can help to regulate diabetes. This helps to boost the consumption of preserved chillies and will continue to drive demand. According to the [IDF Diabetes Atlas](#), almost 7% of the German population suffers from diabetes. This is expected to increase to 7.9% in 2030 and 8.4% in 2045. Vegetables pickled in vinegar can help maintain haemoglobin and blood sugar levels when consumed in moderation.

The German import market is highly concentrated. Türkiye alone accounts for more than 47% of the country's total imports of preserved chillies. Türkiye, Greece and Mexico together supply more than 70% of the German market's preserved chillies. Other important developing-country suppliers to Germany include South Africa (6.4% share), Egypt (4.0%) and Peru (2.2%). Turkish exports to Germany grew by 13.4% per year between 2019 and 2023.

The organic food market in Germany is the largest in Europe. According to the German Federation of the Organic Food Industry (BÖLW), [sales of organic food in Germany rose by 5%](#) (link in German), reaching €16.1 billion in 2023. The food retail sector increased organic sales by 7.2% to €10.8 billion euros. German consumers are willing to pay a premium for organic preserved chillies, which guarantees producers higher returns.

The top suppliers of preserved chillies on the German market are [Carl Kühne](#), [Feinkost Dittmann](#), [Fuchs Gruppe](#), [Spreewaldhof Golßen](#) (part of Andros Deutschland since 2021), [Hengstenberg](#), [Stollenwerk](#) and [Alfred Paulsen](#). Preserved chilli products include conventional variants, organic products, whole chillies, chilli rings and chopped, crushed and stuffed chillies. Products intended for retail consumers are usually packed in 300-900ml glass jars. Product versions for food service are usually offered in larger 1-5 kg cans or similar formats.

The discount chain Lidl has made significant inroads into the preserved chilli market through private labels, such as Freshona, Eridanous and Vitasia. As part of their international and Asian food lines Vitasia, Lidl offers an affordable selection of preserved chillies.

Figure 8: Preserved Jalapeño chillies sold by Lidl under its Freshona brand



Source: [Autentika Global](#)

Tips:

Explore possibilities for lowering production costs to gain market share in the market.

Explore possibilities for exporting niche market varieties of preserved chillies, such as organic or novel varieties, with unique seasonings and different flavours.

Check out Germany's [2024 organic industry report](#) (in German). You can use Google Translate to read it.

Browse the [2023 Pickle Industry Directory](#) to learn more about international pickle associations and their members.

Spain: One of Europe's fastest growing import markets

Spain has a dynamic and fast-growing market for preserved chillies. This is driven by several factors. These include cultural culinary preferences, increasing consumer awareness about health and the growing demand for organic products. The Spanish palate is known for its appreciation of strong and spicy flavours. This means there are considerable opportunities for producers and exporters that focus on the Spanish market.

Spain is Europe's second-largest importer of preserved chillies. It imported 20,370 tonnes in 2023, valued at €42.1 million. Spain's import volumes increased at an annual rate of 9% between 2019 and 2023. In value terms, imports increased at a rate of 14.8% per year.

While Germany mostly imports chillies preserved in vinegar or acetic acid, Spain mostly imports other forms of preserved chillies. Imports of chillies in vinegar totalled 6,000 tonnes, while imports of other forms amounted to 14,300 tonnes in 2023.

Peru is Spain's dominant supplier with a 73% share of the market, followed by China with a 13% share. Imports from Peru are rising at a modest 1% rate. However, imports from China (134%), Morocco (25%), Egypt (347%) and Mexico (12%) are growing much faster. [Conservas El Cidacos](#) and [Conservas Jorge Bujanda](#) are some of the largest importers from Peru.

The demand for organic products in Spain has been on the rise, especially among younger consumers and those living in urban areas. Organic food sales have been growing steadily. The latest statistical data from the sector shows that the national organic sector grew 6.2% in 2023. The 2024 [Annual Report on Organic Consumption and Production \(in Spanish\)](#) by Ecovalia shows that Spanish consumers mostly favour plant-based organic foods (69%).

In terms of organic sales value, Spain is one of the top ten countries globally and the seventh in Europe. Per capita organic product sales amounted to €64 in 2023, compared to €181 in Germany and €176 in France. Every week, 43% of Spanish consumers consume organic products while only 7% never do.

Exporters to Spain should learn about local consumer preferences. In Spain, chillies are commonly known as "guindillas". The chillies most used for preserving in vinegar or oil are the Ibarra guindillas chillies, which are also known as "piparras". These are typical of the Basque Country and are recognised for their mild, spicy flavour. They are usually pickled in vinegar. However, they can also be found preserved in oil. In some regions of Spain, other types of chillies are used for preserving, such as the less spicy "choricero" pepper and the Padrón pepper.

Tips:

Contact Spain's National Federation of Associations of Processed Vegetables and Foods ([FENAVAL](#)) for more information about the Spanish preserved chilli market.

Get more insight into the local competition by searching through [FENAVAL's list of preserved food producers](#). To find Spanish preserved chilli producers, select "guindillas" from the drop-down menu on the web page.

Read more about the [importance of chilli peppers](#) in Spanish cuisine from this article by the Spanish Institute for Foreign Trade (ICEX).

United Kingdom: A large market constrained by food price inflation

The UK offers significant opportunities for exporters of preserved chillies, particularly in organic and other sustainable niches. The UK's strong consumer demand for health-conscious and environmentally friendly products helps drive the market for these goods. The UK's total market for organic products [grew 2% in 2023](#), ending the year at £3.2 billion (€3.8 billion). This is almost double its 2011 value.

Total volume sales of canned vegetables [declined by 4.9%](#) in the 52 weeks ending 9 September 2023. However, these are aggregate numbers, and more precise data for preserved chillies is not available. Inflation has also affected the overall performance of canned vegetables, which has led to a decline in sale volumes.

The UK is the third-largest importer of preserved chillies in Europe. However, imports fell by 1.6% per year between 2019 and 2023. Imports amounted to 17,300 tonnes in 2023, while the country exported fewer than 1,000 tonnes. The four largest suppliers are developing countries. Türkiye holds a 45% market share, followed by Mexico (10%), India (7%) and Egypt (5%).

Although food prices are still increasing, inflation is slowing in the UK according to a [July 2024 consumer price inflation release](#). Year-on-year food prices rose by 1.5% in July 2024, while they had increased by 7.0% in January, according to the Office for National Statistics (ONS). The annual food inflation rate of 1.5% is down from 19.2% in March 2023, the highest annual rate in 45 years.

In the UK, preserved chillies are used in a range of culinary applications. They are frequently added to sandwiches, burgers and hot dogs. They are also used as a base for spicy soups, stir fries and noodles. Preserved chillies are used to blend into dips and dressings and to marinate meats, vegetables and tofu. They provide a tangy crunch that complements the flavours of meat and cheese. They are often featured on platforms like [Great British Chefs](#) and [Jamie Oliver's website](#).

The UK's multicultural population appreciates global cuisines. This makes preserved chillies a staple in many households and restaurants. Demand is helped by a broader trend in adventurous eating. This is a trend in which consumers seek out bold and authentic flavours that are often found in international foods.

Several UK importers and distributors are already capitalising on these trends. Companies like [Belazu](#) and [The Chilli Jam Man](#) have built their brands around high-quality preserved chilli products. Belazu offers preserved "chef-grade" chillies for the premium market segment.

Innovation in preserved chilli products is also flourishing in the UK. Products like chilli-infused oils, chilli jams and pickled chillies with organic or Fairtrade ingredients are particularly popular. The Chilli Jam Man has SALSA accreditation that allows the product to be traced back to the farmer who grew the chillies. This emphasises the company's commitment to local production and small-scale, ethical sourcing.

Known for its premium herbs and spices, Bart Ingredients has a strong presence in the chilli segment. [Bart Ingredients](#) offers chilli products such as chilli paste and chopped chillies in white wine vinegar. Santa Maria UK is a significant player in the UK market, particularly in the Tex-Mex and Mexican food segments. Now part of the larger [Santa Maria brand](#) under the [Paulig Group](#), the company offers a variety of preserved chillies. Canned Jalapeño peppers are sold under the Riverdene brand. Riverdene is a canned foods brand of UK-based importer and distributor [Martin Mathew & Co.](#)

[The English Provender Co.](#) is a well-regarded player in the UK market thanks to its preserved condiments. The company is known for its innovative approach to traditional preserves. Their product range includes pickled chillies and chilli relishes, which it sells under its [Very Lazy](#) brand. Cottage Delight is known for its premium

preserved products. [Cottage Delight](#) offers a variety of chilli products, such as sweet chilli jams, pickled chillies and chillies in oil.

Tips:

Check out news from The Grocer to keep abreast of the latest developments and launches in the UK's [chilli products](#) market.

Subscribe to [Trade News](#), a monthly e-newsletter from Soil Association to learn more about news and trends in the UK's organic food market. The Soil Association's organic standards use the EU organic regulation as their baseline but are more robust in many cases.

The Netherlands: An important importer and re-exporter of preserved chillies

The Netherlands holds a unique position as a major importer and re-exporter of fruits and vegetables in the European Union. The Netherlands is the second-largest importer of fruits and vegetables in the EU, acting as a vital gateway for global produce.

The Netherlands is the fourth-largest importer of preserved chillies in Europe. In terms of volume, it imported slightly more than 10,000 tonnes in 2023. Imports increased by 17.5% per year between 2019 and 2023. With an import value of €14 million, the country is the fifth-largest importer in Europe, well behind Germany, Spain and the UK, and slightly behind Belgium. However, Belgium is a larger re-exporter than the Netherlands.

Most Dutch preserved chilli imports come from developing countries. Imports from Thailand have seen rapid growth, at a rate of 97% per year between 2019 and 2023. Thailand was the largest Dutch supplier, providing 4,500 tonnes in 2023. This corresponds to a 45% import market share. Other large suppliers include Türkiye (a 27% share), Mexico (7%) and Egypt (3%). Imports from Egypt are growing at a rate of 100% thanks to a sudden spike in 2023.

The Netherlands is a major trade hub for many kinds of products. As a result, various types of fresh vegetables are widely and cheaply available in the Netherlands. Fresh vegetables are often used instead of preserved ones in meals because consumers appreciate freshness. There is also a strong concentration in the food retail market. [Albert Heijn](#), [Plus](#) and [Jumbo](#) have relatively large market shares.

The top players in the Netherlands are the Crop Alliance (a member of [The Onion Group](#)), [Kuehne](#) and [Ahold Delhaize](#). The Crop Alliance is an established Dutch company that grows, preserves, processes and exports silverskin onions, gherkins, chillies and other vegetables. The company specialises in vinegar and brine preservation. [Sligro](#) is a wholesaler that serves the hospitality and catering sector in the Netherlands. It distributes a wide range of products, including pickled chillies and chillies in oil.

Tip:

Consult the Dutch government's [guide for exporting](#) to the Netherlands to learn more about the market. Read the Dutch Chamber of Commerce's [advice on necessary documents](#) for exporting to the Netherlands.

France: Strong ties to suppliers in Europe

France is an important consumer of preserved chillies in Europe. French imports totalled €6.6 million in value in 2023. French import volumes have risen at a 4% rate over the past five years. They reached 2,670 tonnes in 2023. Spain is the largest supplier with a 35% market share, while Greece has a 11% market share. The largest developing-country suppliers are Türkiye (13% share), Morocco (7%) and India (7%).

Swiss-based [Groupe Reitzel](#) is a leading supplier in France. The company's goal is to source 100% of Reitzel pickles from sustainable and/or environmentally certified agriculture by 2030. Reitzel sells products that it markets under private labels and under its own brands (HUGO, Jardin d'Orante, Hugo Reitzel and organic brand Bravo Hugo!).

Reitzel France has carried the PME+ label since 2023. This label is for companies that have ethical and responsible practices. The Reitzel group is relocating some production to France to serve consumers who want to eat locally-grown and organic food.

Leading organic brands and outlets that offer preserved chillies include [Biocoop](#), [Naturalia](#), [La Vie Claire](#), [Les Comptoirs de la Bio](#), [Bio c' Bon](#) and [Naturéo](#).

Tips:

Gain more insight into the ecological and ethical transition of the pickle in France by reading the [2022 Reitzel sustainability report](#).

Consult the [latest annual production and trade data](#) (in French) for processed vegetables in France from Agrimer.

Follow the [latest news on the French processed vegetables market](#) from Unilet (in French).

Poland: One of Europe's fastest growing markets for preserved chillies

Poland has a growing market for preserved chillies. This is driven by the increasing interest in international cuisines and rising popularity of spicy foods. The demand for preserved chillies has seen steady growth, supported by both local production and imports.

Polish imports reached 5,460 tonnes in 2023. Import growth amounts to 13.8% per year. The estimated consumption of preserved chillies was 4,800 tonnes in 2023, with a growth rate of 17% between 2019 and 2023. Germany is the largest supplier (28%), followed by Egypt (23%), Türkiye (22%) and South Africa (7%).

[De Care Group](#) specialises in distributing ethnic and global food products in Poland. It distributes a wide range of preserved chillies and chilli pastes under its House of Asia and Casa de Mexico brands. [Fattorie Del Duca](#) imports and distributes high-quality food products, including preserved chillies from the Mediterranean region. [Limpol](#) is a significant importer of food products. The company provides services to both FMCG and the hospitality sectors. It also offers private label products. It has a range of preserved chillies in its [Vera brand](#).

Tip:

Contact the Polish National Association of Fruit and Vegetable Processors ([KSPOIW](#)) for more insights into the Polish preserved chillies market. The association represents and protects the interests of fruit

and vegetable processors.

4. Which trends offer opportunities or pose threats in the European preserved chillies market?

Growing demand for vegan and healthy food means there are lots of opportunities for exporters from developing countries. Consumers increasingly choose convenience and easy-to-prepare foods. Preserved chillies offer this convenience. European consumers are also more conscious of sustainability and ethical considerations in their purchasing decisions. There is a growing demand for products packaged in an environmentally friendly way.

Healthy snacking trend favours preserved chilli consumption

The healthy snacking trend in Europe is significantly affecting the consumption of preserved foods. Chillies are increasingly being recognised for their health benefits. European consumers increasingly buy snacks that combine convenience with nutritional value. Chilli peppers fit into this trend well thanks to their capsaicin, vitamin and antioxidant content.

Capsaicin, the active compound in chilli peppers, is known for its metabolism-boosting properties. This can aid in weight management and is an important factor behind the popularity of healthier snack options. This aligns with the broader European trend of seeking [snacks that taste good and offer health benefits](#). Recent research shows that [taste is the main attribute](#) European healthy snacks consumers want.

Preserved chilli peppers offer a range of health benefits that are increasingly capturing the interest of European consumers. This bodes well for consumption and export. Chilli peppers are an attractive ingredient for people who want to enhance heart health. Capsaicin can help lower blood pressure and cholesterol levels. The [American Heart Association found](#) that individuals who consume chilli peppers may live longer and may have a significantly reduced risk of dying from cardiovascular diseases or cancer. These diseases are significant health concerns in Europe.

The pickling process can enhance some preserved chillies' health benefits. If the chillies are fermented, they can provide probiotics, which are bacteria that support gut health. These probiotics contribute to better digestion, a stronger immune system and overall wellbeing. The process also helps preserve the nutrients in chillies, allowing for their consumption throughout the year. In addition, it may improve the bioavailability of certain nutrients, making them easier for the body to absorb.

European consumers favour sustainably packed products, like preserved chillies

Recent surveys have shown that most European shoppers are not pleased with the amount of plastic packaging used for products in supermarkets. This bodes well for preserved chillies manufacturers.

Over [87% of 2,000 surveyed consumers](#) in the largest European markets expressed concern over the wastefulness of packaging materials. Almost 60% of consumers are concerned about plastic pollution and the role plastic plays in supermarkets. This is the result of consumer awareness of how supermarkets are instrumental in reducing plastic packaging, as supermarkets are [a major source of plastic pollutants](#).

A [survey conducted by Focaldata](#) in November 2023 revealed that 57% of surveyed European consumers were willing to pay more for products packaged in sustainable packaging. Metal packaging, with its eco-credentials, including recyclability and durability, was appreciated by 63% of respondents. Metal's recyclability affected the purchasing decisions of 82% of respondents.

A similar [Eviosys-funded survey](#) conducted a year earlier showed that more than 70% of people are not willing to sacrifice sustainability values for inflation worries. The polling showed that 40% of surveyed consumers said they would buy more food cans to help weather the cost of living crisis. Metal in preserved chilli packaging is infinitely recyclable without any loss of quality.

Preserved chillies in glass packaging have a similarly eco-friendly image. In addition to being recyclable, glass can also be reused without losing quality. Glass is one of the few packaging materials that is [infinitely recyclable](#), according to the European Container Glass Federation (FEVE). Today, a record 78% of all container glass on the market in Europe is collected for recycling. Furthermore, 91% of Europeans would recommend glass as the best packaging material for environmental and health reasons, according to a [recent FEVE report](#).

The glass packaging industry has done a lot to help lower transport costs and cheapen the cost of packaging. The industry has strengthened glass with new surface treatments and improved designs, without sacrificing improvements made by lightweighting. Ketchup bottles have [reduced in weight by 32%](#) since 1985.

Using sustainable packaging also makes good business sense. For example, the UK government remains committed to eliminating avoidable waste by 2050 and [aims to recycle 65% of municipal waste](#) by 2035. This will involve measures like a tax on non-recycled plastic packaging. This could give a competitive edge to preserved chilli products packaged in sustainable, recyclable packaging, as similar trends are seen all across Europe.

[Montaña Azul](#) is a family-run Costa Rican company that produces canned Jalapeño peppers, palm hearts and palm ceviche. The company uses glass and cans for food service and retail instead of plastic. The company has multiple certifications, including a social compliance certification from Elevate.

To find out more about general trends, read our study about [Trends on the European Processed Fruit and Vegetables Market](#).

Tips:

Promote the nutritional properties of your preserved chillies, especially related to proteins, fibres and vitamins. However, avoid health or nutritional claims that are not substantiated by scientific evidence. Promote their exotic flavour and accurately describe their spiciness, as different markets may have different preferences.

Check the websites of European trade shows and exhibitions to discover the latest trends. The most important trade fairs in Europe relevant to preserved chillies are [SIAL](#) (France, every even year in October), [Anuga](#) (Germany, every other year in October) and [BioFach](#) (Germany, organic products, every year in February).

Consider using a [free carbon footprint calculator](#) to calculate the carbon footprint of your products and to explore how you can improve your score.

[Autentika Global](#) carried out this study on behalf of CBI.

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