

### Estimated Retail Sales by Country

Country	2010 (in €)	2011 (in €)	Growth Rate
<b>AUS/NZ</b>	125,940,187	150,276,220	19%
<b>Austria</b>	87,000,000	100,000,000	15%
<b>Belgium</b>	72,000,000	77,000,000	7%
<b>Canada</b>	194,935,883	199,768,996	3%*
<b>Czech Republic</b>	2,704,370	2,859,432	6%
<b>Denmark</b>	62,535,857	74,908,637	20%
<b>Estonia</b>	606,247	496,640	-18%
<b>Finland</b>	93,001,210	102,673,112	10%
<b>France</b>	303,314,314	315,416,709	4%
<b>Germany</b>	340,000,000	400,544,747	18%
<b>Ireland</b>	138,000,000	158,864,349	15%
<b>Italy</b>	49,400,006	57,542,552	16%
<b>Japan</b>	14,434,289	19,386,202	29%*
<b>Latvia</b>	425,936	492,031	16%
<b>Lithuania</b>	751,776	624,091	-17%
<b>Luxembourg</b>	6,200,000	7,491,910	21%
<b>Netherlands</b>	119,000,000	147,300,000	24%
<b>Norway</b>	43,756,694	53,617,544	23%
<b>South Africa</b>	1,898,889	7,273,254	283%
<b>South Korea</b>	–	17,106,828	n/a
<b>Spain</b>	14,363,009	20,026,046	39%
<b>Sweden</b>	108,477,630	134,335,702	17%*
<b>Switzerland</b>	219,918,679	264,754,487	20%
<b>UK</b>	1,343,956,837	1,498,207,592	12%*
<b>USA**</b>	936,973,359	1,030,670,695	10%
<b>Rest of world</b>	39,443,874	74,741,866	89%
<b>Grand Total</b>	<b>4,319,039,047</b>	<b>4,916,379,643</b>	<b>12%</b>

\* Growth rate is based on the percentage increase reported in the local currency, not the value converted into euros.

\*\* All 2011 USA figures are projected sales based on figures from 2008-10 and market knowledge.

Fairtrade International calculates the total estimated retail sales value based on both out of home sales and retail sales since this more accurately reflects what consumers spend on Fairtrade products.

Out of home sales come from products consumed outside of the home; for example in cafés and restaurants. Retail sales come from consumer products bought in stores and supermarkets.





















In 2011 the following countries calculated their out of home sales value using the average out of home retail price; for example, the average price of a cup of coffee at a café: Canada, Finland, Germany, Ireland, South Korea, Spain and countries with no national Fairtrade organization ("Rest of world").

The following countries calculated their out of home sales value using the average retail price for consumer

products bought in stores and super-markets: Belgium, France, Italy, Japan, Sweden and Switzerland.

The rest of the countries do not separate out of home sales from retail sales. Out of home retail prices often have a higher value per volume sold than the retail sale price found on products in stores. Therefore, the countries that use the out of home retail price for their calculation may have relatively higher sales values.

### Estimated Sales in Volume per Product

Product	Unit	2010 Total	2011 Total	Conventional		Organic	Growth rate
Bananas	MT	294,447	320,923	69%		31%	9%
Cocoa (cocoa beans)	MT	35,285	40,198	85%		15%	14%
Coffee (roasted, instant)	MT	87,780	98,073	53%		47%	12%
Cotton (lint)	MT	–	8,223	81%		19%	n/a*
Dried fruit	MT	673	955	59%		41%	42%
Flowers and plants	1,000 stems	327,053	362,067	100%		0%	11%
Fresh fruit	MT	18,398	16,165	62%		38%	-12%
Fresh Vegetables	MT	–	474	99%		1%	n/a
Fruit juices	1,000 litres	25,468	38,775	95%		5%	52%
Herbs and Spices	MT	408	255	34%		66%	-38%
Honey	MT	2,072	2,070	62%		38%	0%
Oilseeds and Oleaginous Fruits	MT	854	1,219	66%		34%	43%
Quinoa	MT	1,288	691	12%		88%	-46%
Rice	MT	5,048	5,718	69%		31%	13%
Sports balls	1,000 items	286	160	100%		0%	-44%
Sugar (cane sugar)	MT	127,149	138,308	88%		12%	9%
Tea	MT	12,370	13,398	83%		17%	8%
Timber	Cubic metres	–	324	100%		0%	n/a
Wine	1,000 litres	13,155	11,786	83%		17%	-10%**

As in previous years, these figures are calculated using estimated retail sales in consumer countries. Figures are estimates only.

\* Previous reports showed the number of cotton items sold. From 2011 onwards we estimate the lint volume sold, using retail sales figures.

\*\* The 2010 figure for wine is lower than previously published, due to a reporting error last year.