

BREAKING INTO THE ZIMBABWEAN BEVERAGE MARKET

A Guide to Exporting
Beverages with Confidence
and Compliance

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1 INTRODUCTION

Zimbabwe imports a variety of beverages such as alcohol, fruit and vegetable juices, coffee and tea extracts, energy and sports drinks, mineral water and soft drinks. According to the United Nations Comtrade database, the global value of beverage trade in **2021 was approximately \$21 billion**. Of which, Zimbabwe beverage trade accounted for about **\$54 million in the same year**.

Zimbabwe regulates imported beverages through its **CBCA (Consignment Based Conformity Assessment)** programme. Cotecna is an accredited Zimbabwe CBCA service provider and is permitted to test, inspect and issue Certificates of Conformity for all regulated products exported to Zimbabwe, including beverages.

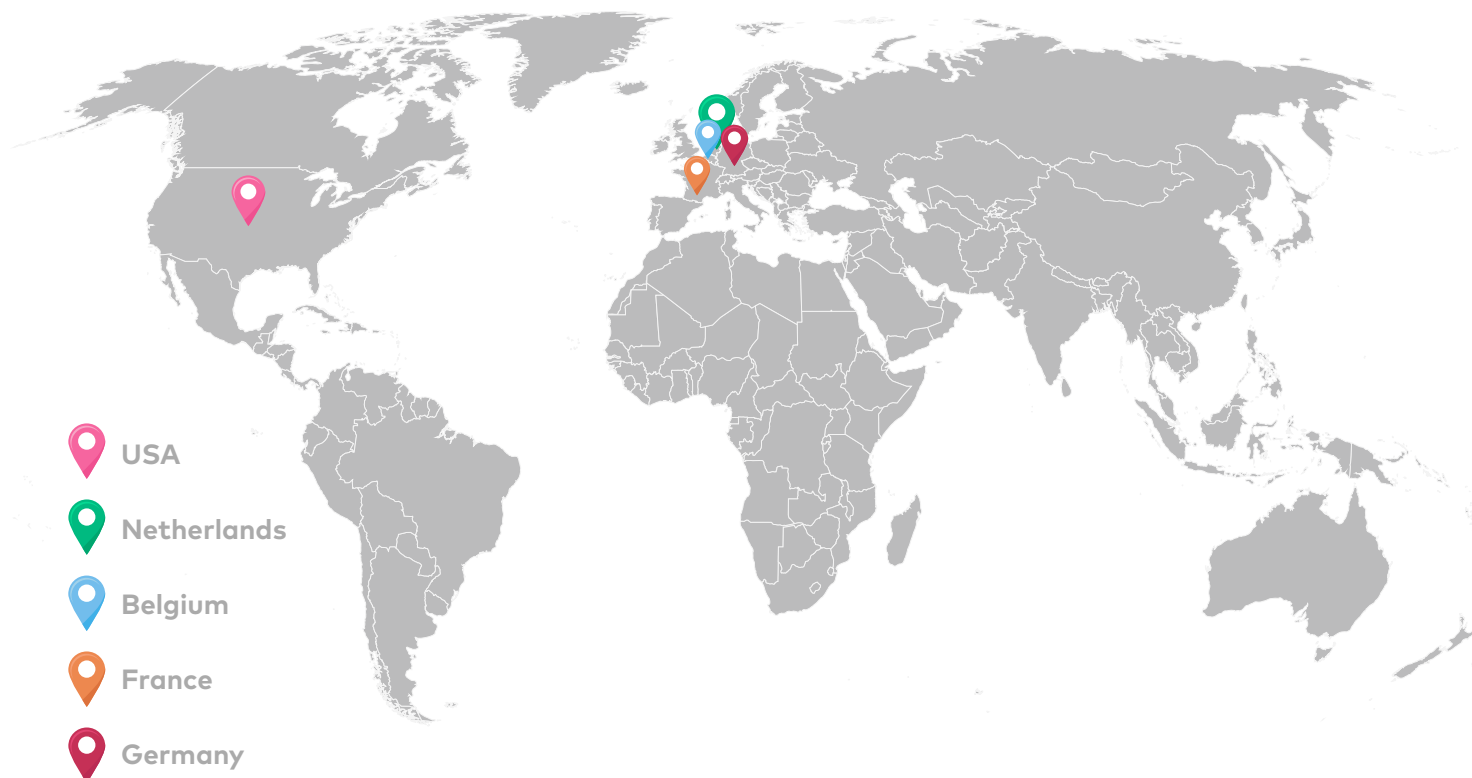
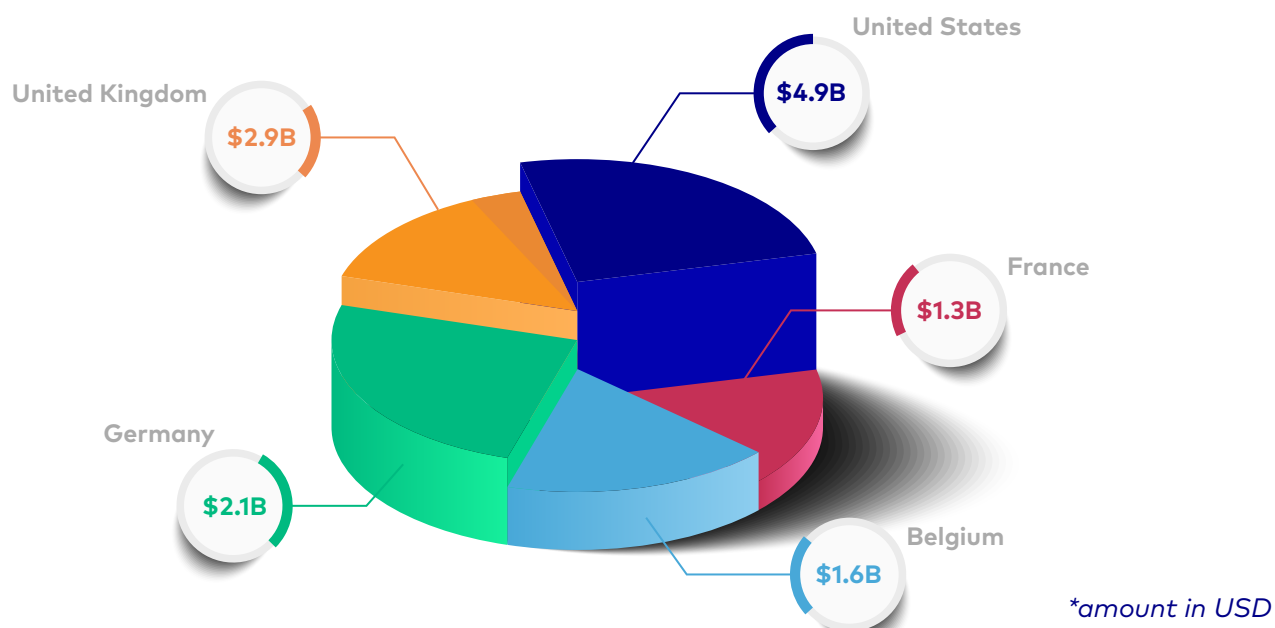
To ensure the regulatory compliance of beverages exported to Zimbabwe, Cotecna can issue you the mandatory Certificate of Conformity in the country of export before shipment. Alternatively, we can assist you at the port of entry with a Destination Inspection.

Cotecna is a leading global provider of testing, inspection and certification services. One of our areas of specialty is Food Safety where our expertise helps clients meet international, regional and local beverage regulatory requirements. **This whitepaper aims to provide beverage exporters with a guideline to help them start exporting to Zimbabwe while avoiding delays and unnecessary expenses arising from fines or repatriated goods.**

2 TRADE STATISTICS

GLOBAL BEVERAGES IMPORTING COUNTRIES

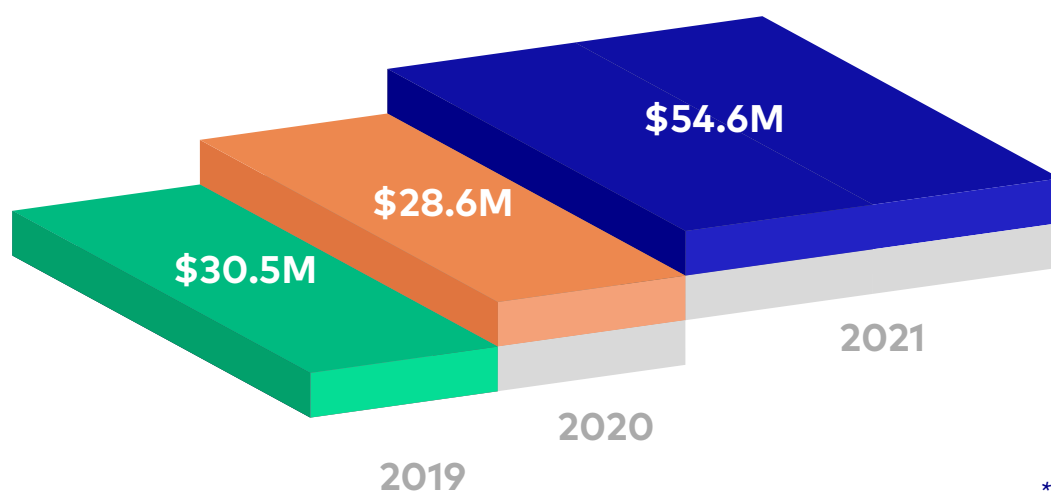
Considering all beverages products range, in 2018, the top beverages importing country was USA, followed by UK, Germany, Belgium & France. In the same year, Zimbabwe had just 0.01% share of the world beverages import market, but it has experienced a strong growth rate ever since.



ZIMBABWEAN BEVERAGES MARKET GROWTH

Zimbabwe's beverage import market has experienced **positive growth from 2018 to 2021**, reaching a place among the top 20 importing countries in 2021. The below graph displays this significant increase in the demand for beverages, spirits & vinegar in the country.

The major imported beverage categories include alcoholic beverages such as beer, wine, and spirits, as well as non-alcoholic beverages such as fruit juices, soft drinks, and energy drinks.

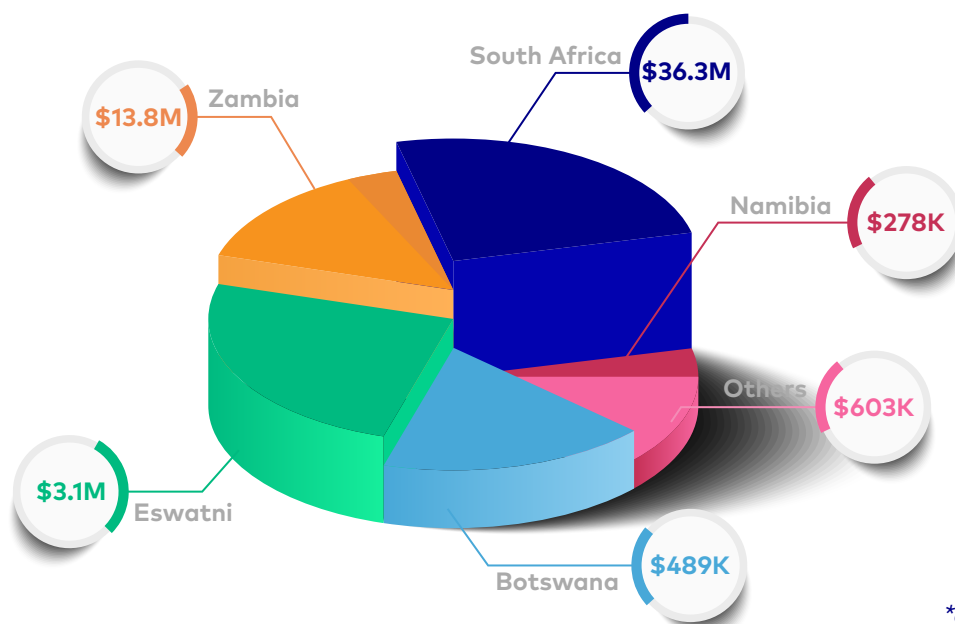


**amount in USD*

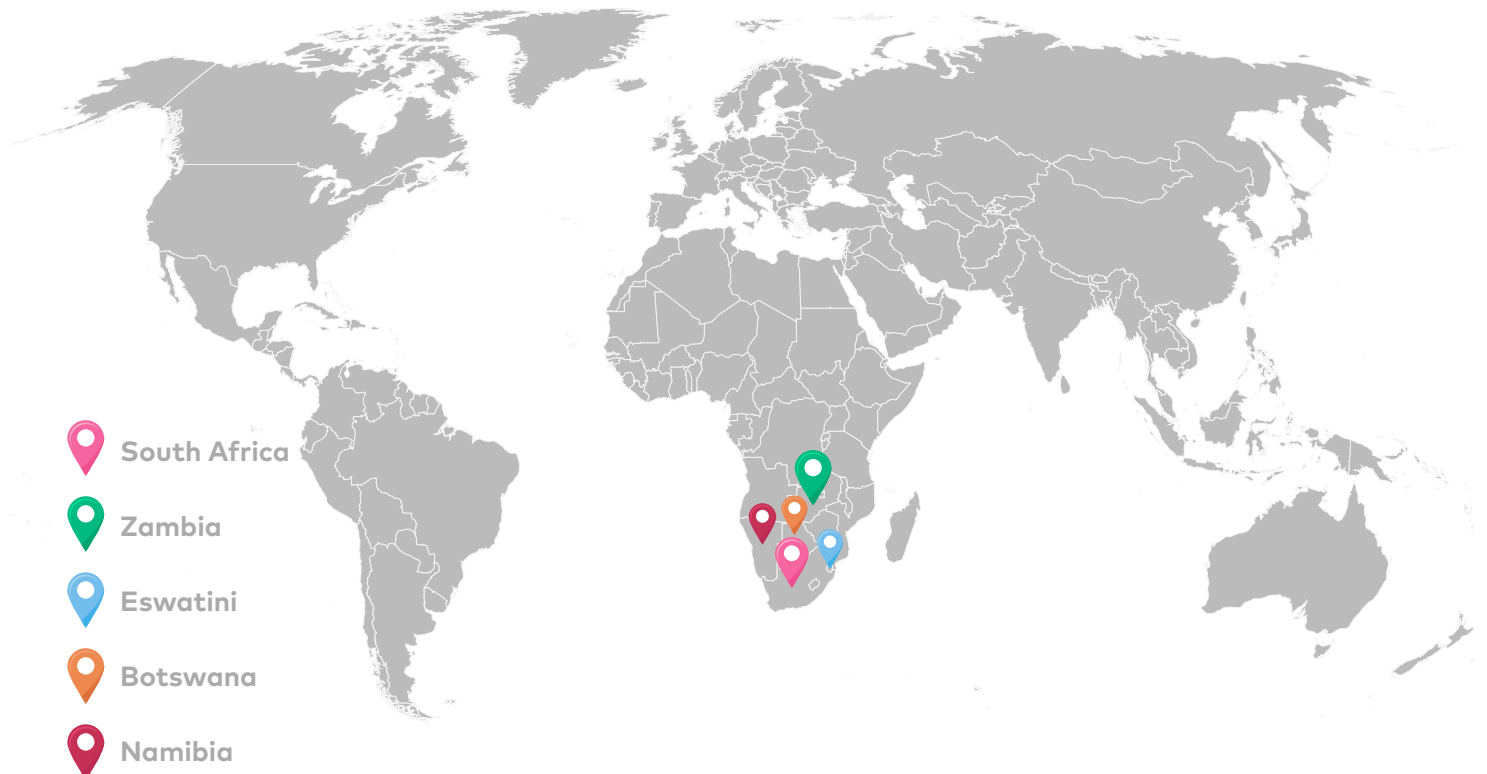


TOP EXPORTING COUNTRIES

In 2021, Zimbabwe has imported beverages, spirits & vinegar for **a total value of \$54.6 million**, with **South Africa as a top importer**, followed by Zambia, Eswatini, Botswana and Namibia with the below share:

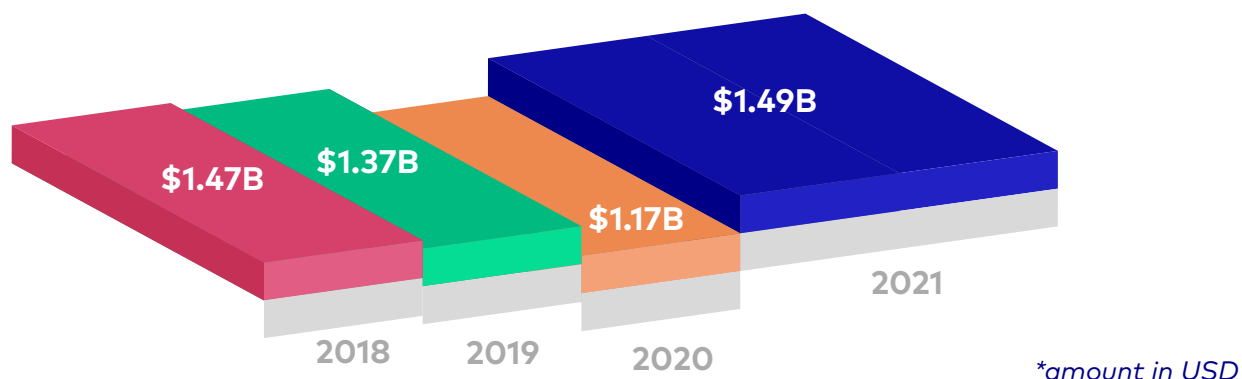


**amount in USD*



ZOOM ON SOUTH AFRICA BEVERAGES EXPORTS

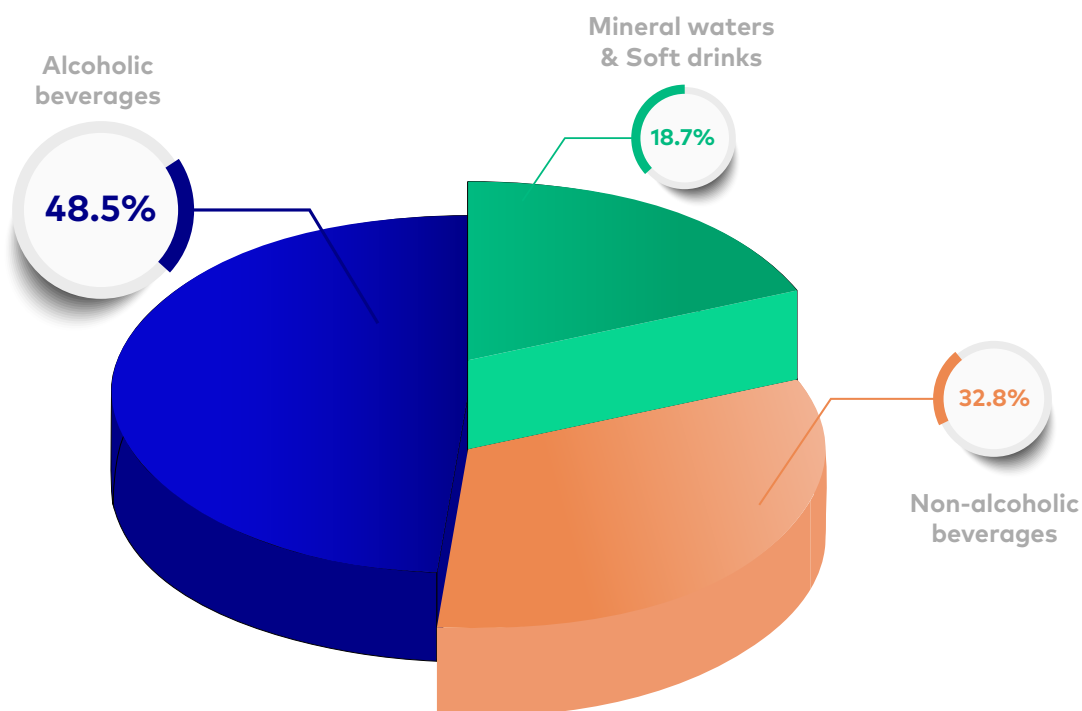
Taking a closer look at South Africa as the top beverages exporter to Zimbabwe, South Africa's total exports of beverages, spirits and vinegar was US\$1.49 Billion during 2021, according to the Observatory Economic Complexity ranking on international beverages trade, with the below growth rate.



TYPES OF BEVERAGES EXPORTED

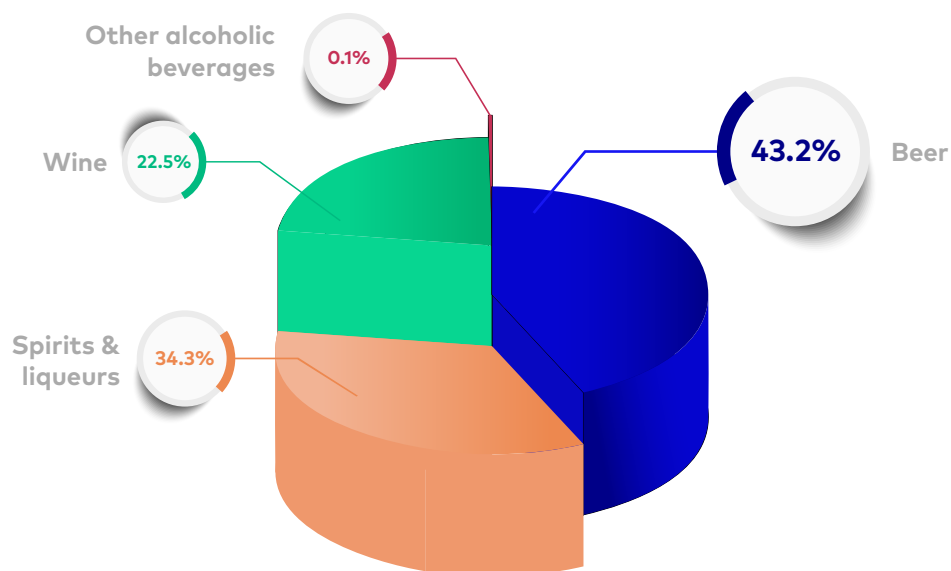
From a Zimbabwe market perspective, and according to the Zimbabwe National Statistics Agency, it has been observed that the most imported beverages are alcoholic drinks and carbonated beverages. Although, the market remains open to a wide range of other beverages such as juices, tea, coffee, and soft drinks.

An overview of beverages categories imported in Zimbabwe in 2021:

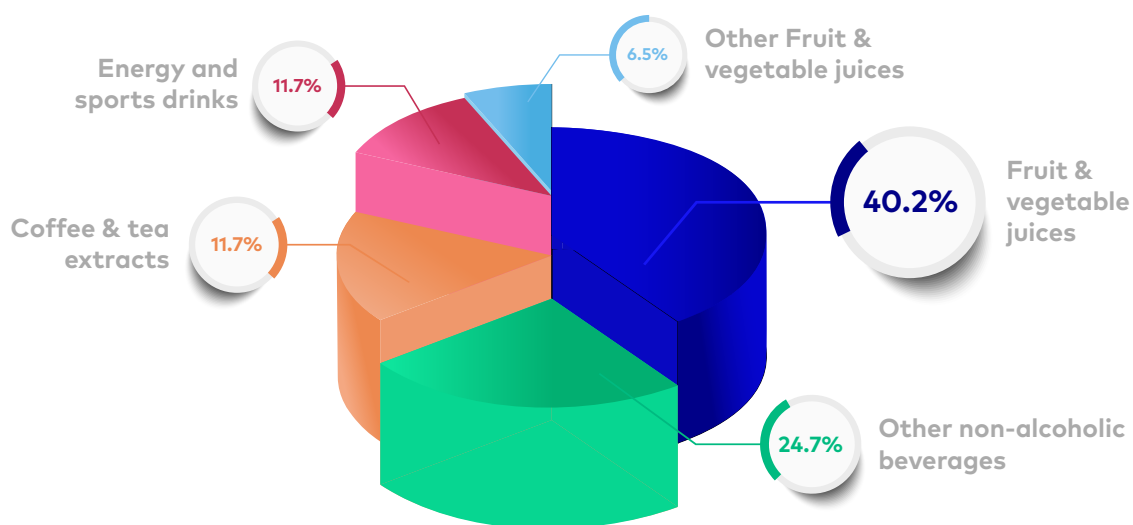


A product category breakdown of Zimbabwe's beverage imports in 2021:

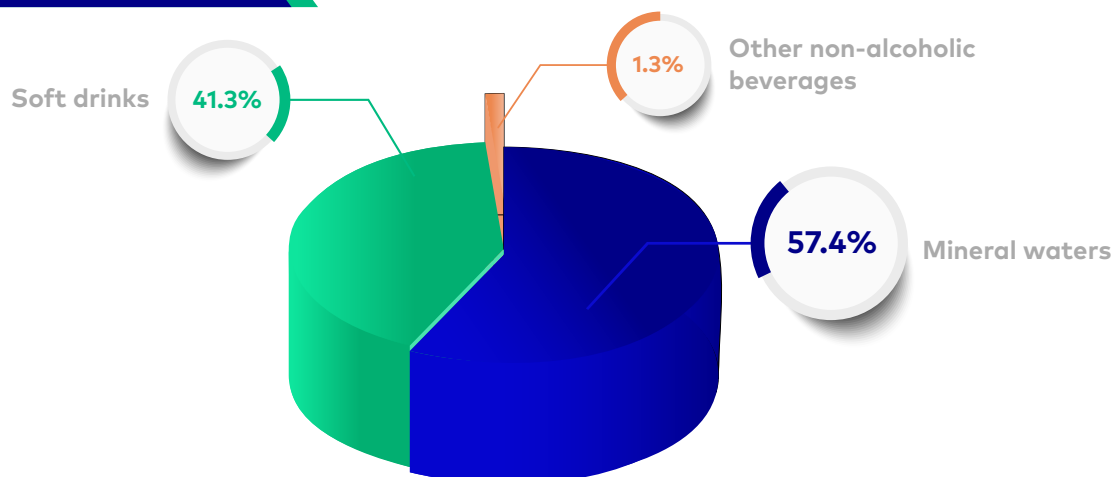
ALCOHOLIC BEVERAGES

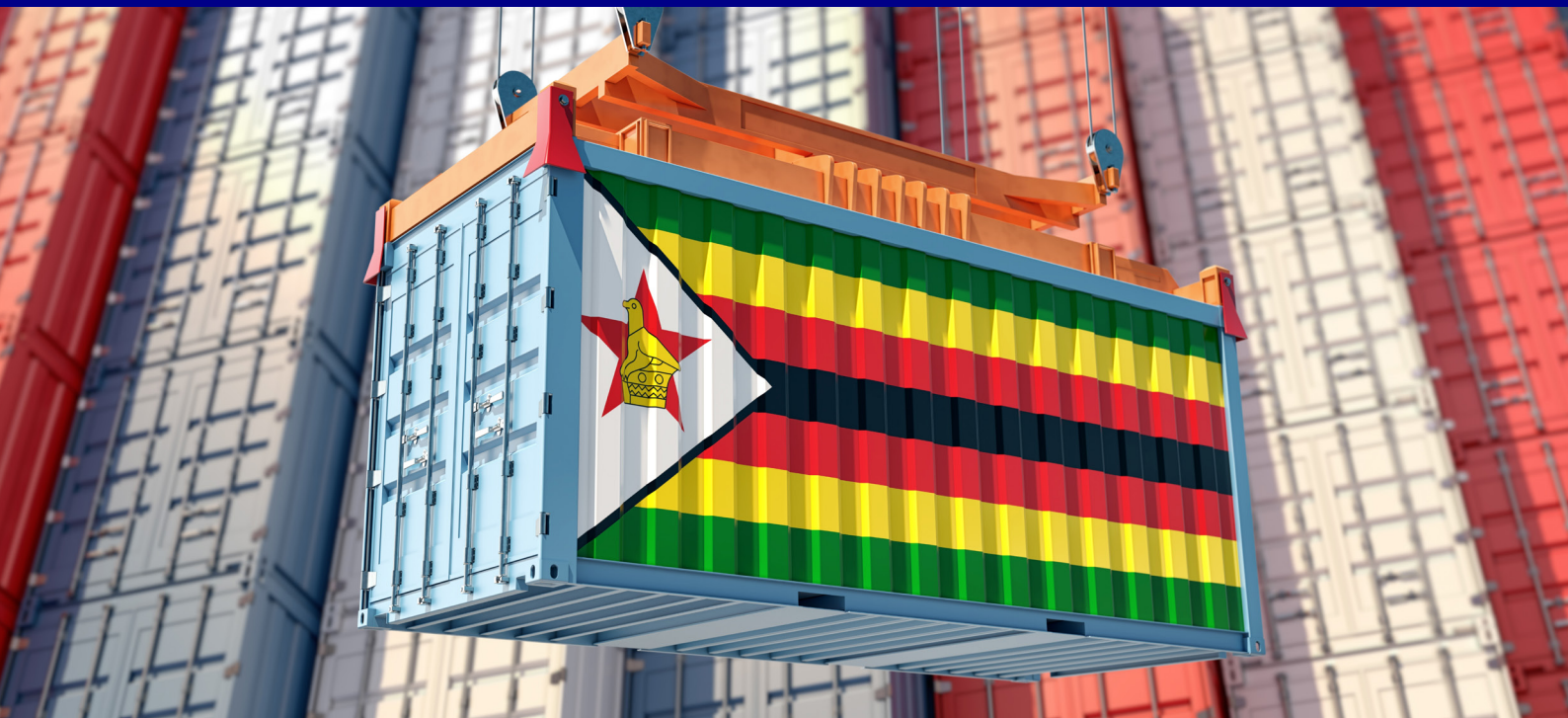


NON-ALCOHOLIC BEVERAGES



MINERAL WATERS AND SOFT DRINKS





3 EXPORT PROCESS

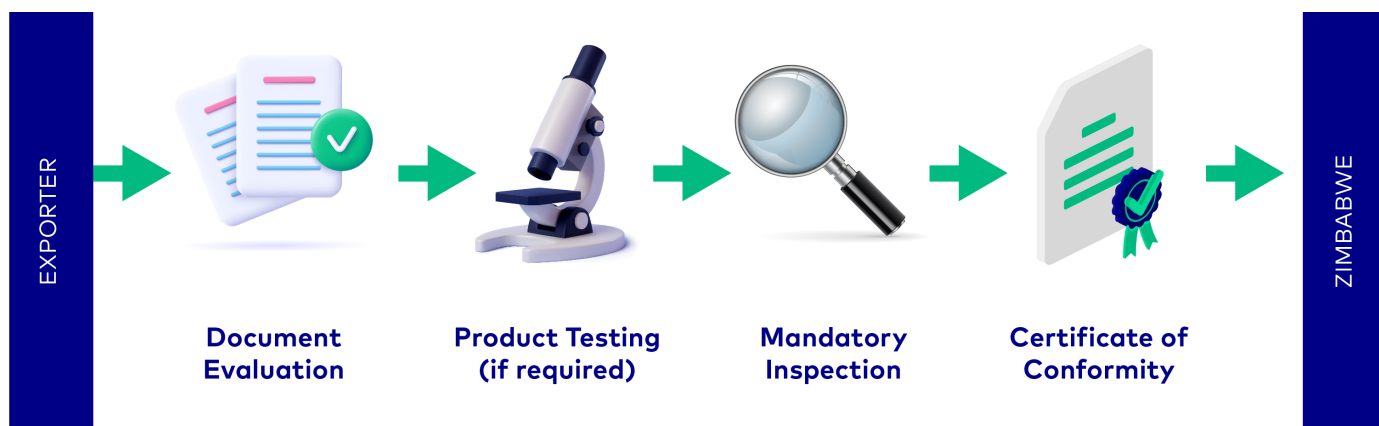
To export beverages to Zimbabwe, exporters must obtain a **Certificate of Conformity (COC)** from an approved **Conformity Assessment Body (CAB)** such as Cotecna.

The COC confirms that the products meet the locally approved regulations and standards of **Consignment Based Conformity Assessment (CBCA)**.

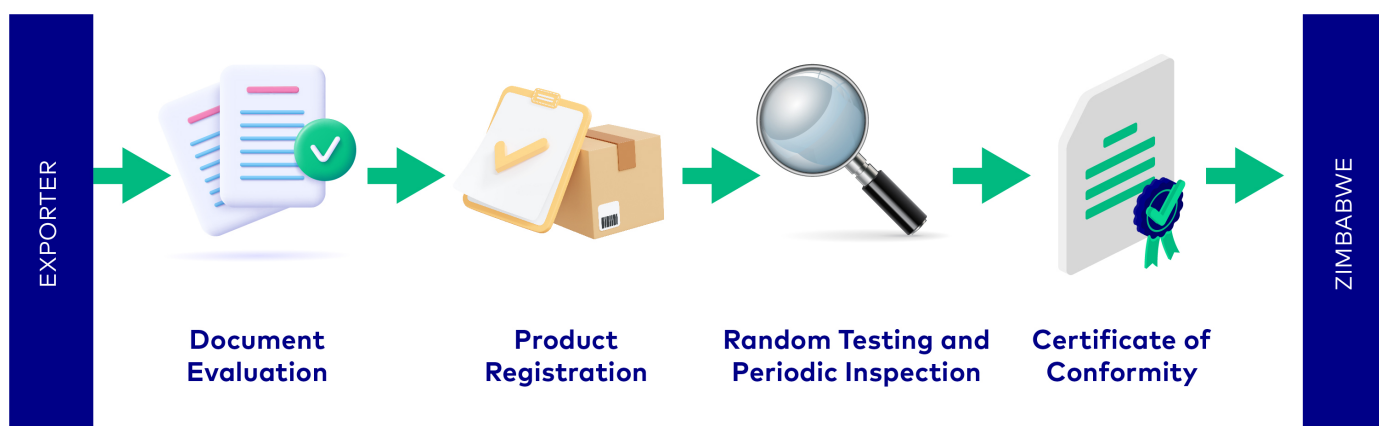
Exporters can then initiate the conformity assessment process by submitting the necessary documentation and samples to an approved CAB. The CAB then conducts a product review to ensure that the products meet the required standards. The technical review includes **testing, inspection, and evaluation** of the product's conformity to Zimbabwean regulations and standards.

To assess the conformity of a shipment, the verification of conformity process will take one of the three following routes, depending on the profile of the exporter:

Route A for exporters with infrequent shipments



Route B for exporters with regular shipment



Route C for manufacturers





4 TECHNICAL REQUIREMENTS

PRODUCT REVIEW

The technical review is a critical step in the conformity assessment process under CBCA. It involves testing the product's safety, performance, and quality to ensure that it complies with Zimbabwean regulations and standards. The technical review also evaluates the labelling of the product, ensuring that it is accurate and compliant.

Overall, the stage helps to ensure that the imported product is safe, of high quality, and complies with the regulations and standards of the importing country.

Any international standards can be followed. Here below we took the example of CODEX standards that might be followed when exporting beverages to Zimbabwe:

**Codex 227-2001: General Standard for Bottled/Packaged Drinking Waters
(Other Than Natural Mineral Waters)**

Codex 108-1981: Standard for Natural Mineral Waters

Codex 247-2005: General Standard for Fruit Juices and Nectars

Codex 192-1995: General Standard for Food Additives

Codex 193-1995: General Standard for Contaminants and Toxins in Food and Feed

TESTING PARAMETERS

Zimbabwe has established a set of technical regulations and standards for alcoholic beverages, non-alcoholic beverages, and mineral waters and soft drinks. These technical regulations and standards specify the testing requirements for each product category, including:

MAIN MICROBIOLOGICAL TESTING PARAMETERS

- > Total aerobic count
- > Coliforms
- > Escherichia coli
- > Yeast and moulds
- > Staphylococcus aureas
- > Shigella
- > Salmonella
- > Vibrio cholera

HEAVY METAL TESTING PARAMETERS

- > Arsenic (As)
- > Lead (Pb)
- > Tin (Sn)
- > Mercury(Hg)
- > Cadmium (Cd)

Please note that some additional testing paremeters might be needed.

We encourage you to [contact us](#) to determine the specific testing requirements for your product.

LABELLING & PACKAGING

Labelling is an essential aspect when exporting beverages to Zimbabwe. The labelling requirements for beverages in Zimbabwe include the product name, ingredients, net weight, and the name and address of the manufacturer or importer. The labelling should also be in English and must comply with the relevant Zimbabwean standards.

Standards Association of Zimbabwe, SAZ has established specific labelling and packaging requirements for beverages, which include the following:

Labelling requirements: According to CODEX 1-1985, the label on the product must be in English and clearly display the following information:

- > Name of product
- > List of all ingredients shall be listed in descending order of ingoing weight (m/m) and it shall include specific names of additives and/or the INS number at the time of the manufacture of the drink/beverage (where applicable)
- > Name, physical location and address of manufacturer
- > Net Volume in ml or L
- > Batch number
- > Expiry date
- > Country of Origin/Manufactured/Produced
- > Storage conditions
- > Directions of use stating the recommended amount of the product (where applicable)
- > Cautionary statement (where applicable) For example "upon opening a can of the product, contents should be consumed within a stated time period"
- > Other claims (i.e. electrolyte drink, Nutrition claim, Caffeinated, Alcohol, Carbonated, etc...) where applicable

any misleading labelling/picture should not be allowed

Packaging Types in Zimbabwean Market

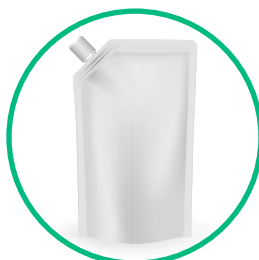
Packaging is a main component of the beverage industry, ensuring that products remain fresh and protected during transportation and storage. The packaging type also influences the product's shelf life and impacts the overall environmental footprint of the beverage industry. According to a recent report on Zimbabwe's beverage import market, the most common packaging types for imported beverages in Zimbabwe are:



GLASS PACKAGING



METAL



POLY-POTHELENE BAGS



PLASTIC



PAPER

Packaging Requirements

The packaging material used for beverages must be of a type and quality that is suitable for the product and prevents contamination or adulteration. In addition, the packaging must meet the following requirements:

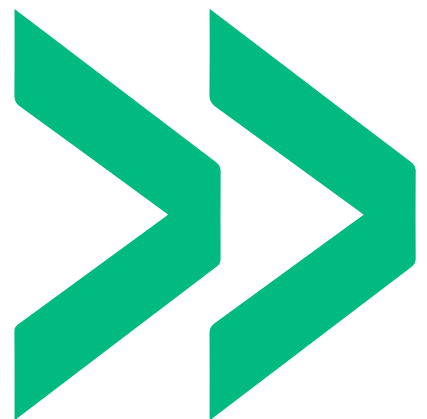
- 1. The packaging must be clean, dry, and free of any foreign material or odour.**
- 2. The packaging must be sealed in a way that prevents tampering or contamination.**
- 3. The packaging must be durable enough to withstand the rigors of transport and storage.**



Exporters should ensure that their products meet these labelling and packaging requirements before exporting to Zimbabwe. It's important to note that failure to comply with these requirements may result in delays or rejections of shipments by Zimbabwean customs officials.



You might have heard of
PFAS presence in
DRINKING WATER
So let's have a closer look!





5 INDUSTRY INSIGHT: PFASs IN WATER

PFASs IN WATER: CHEMICALS IN THE SPOTLIGHT

Per- and polyfluoroalkyl substances (PFASs) are a group of chemical compounds widely used in various industries & consumer goods due to their unique properties. **PFASs** are highly persistent and can contaminate the environment, including water sources, leading to concerns regarding human health. The below explores the implications of PFAS contamination in relation to water import in Zimbabwe.

THEIR PRESENCE IN THE ENVIRONMENT & HEALTH RISKS ASSOCIATED

PFASs encompass over 4000 chemical compounds with different applications, ranging from textiles & food packaging to firefighting foams and cosmetics. These compounds, including well-known ones like perfluorooctanoic acid (PFOA) and perfluoro octane sulfonic acid (PFOS), are found in all environmental compartments due to their persistence. The contamination of water sources, including drinking water and seafood, poses a significant risk of human exposure to PFASs.

The wide presence of PFASs in the environment raises concerns about their potential health risks. These chemicals have been associated with various negative effects on human health, such as increased cholesterol levels, cancer, and impacts on fertility and fetal development.

INTERNATIONAL REGULATIONS ON PFASs

At the international level, the Stockholm Convention regulates certain PFASs globally, with restrictions on PFOS and a complete prohibition on the import, export, and production of PFOA. Additionally, regulations on drinking water quality and food-contact materials aim to control and limit PFAS contamination.

PFASs TESTING PARAMETERS

Neutron, part of the Cotecna Group, has played a pivotal role in our efforts to provide insights about PFAS contamination. Their invaluable analysis and testing services have provided us with vital information, enabling to gain a comprehensive understanding of PFAS presence in water.

According to Neutron, and in the context of (PFAS) contamination in drinking water, PFAS presence is measured to determine if a contamination of substances is present, while their sum detects the PFAS concentration.

Part of Neutron's advanced testing capabilities, they are able to detect the following substances listed in the [directive EU 2020/2184](#) in all matrices:



Neutron's method has a limit of quantification of the sum of PFAS at 0.05 ug/L

Directive (EU) 2020/2184 set a limit of quantification of 0.1 ug/L as minimum requirement for the PFAS monitoring

Perfluorobutanoic acid (PFBA)	Perfluorobutane sulfonic acid (PFBS)
Perfluoropentanoic acid (PFPeA)	Perfluoropentanesulfonic acid (PFPS)
Perfluorohexanoic acid (PFHxA)	Perfluorohexane sulfonic acid (PFHxS)
Perfluoroheptanoic acid (PFHpA)	Perfluoroheptane sulfonic acid (PFHpS)
Perfluorooctanoic acid (PFOA)	Perfluorooctane sulfonic acid (PFOS)
Perfluorononanoic acid (PFNA)	Perfluorononane sulfonic acid (PFNS)
Perfluorodecanoic acid (PFDA)	Perfluorodecane sulfonic acid (PFDS)
Perfluoroundecanoic acid (PFUnDA)	Perfluoroundecane sulfonic acid (PFUnDS)
Perfluorododecanoic acid (PFDoDA)	Perfluorododecane sulfonic acid (PFDoDS)
Perfluorotridecanoic acid (PFTTrDA)	Perfluorotridecane sulfonic acid (PFTTrDS)

The presence of PFASs in water sources and their potential health risks have become significant concerns worldwide. In Zimbabwe, where water import plays a critical role in meeting the population's water needs, it is essential to consider the potential presence of PFASs in imported water sources. Monitoring and regulating PFAS contamination in water supplies are crucial steps towards safeguarding public health and ensuring access to safe drinking water in Zimbabwe.

For more information on the PFAS testing services provided by Neutron, you can refer to [this dedicated article](#).



5 CONCLUSION

We, at Cotecna recognize that exporting beverages to Zimbabwe involves strict compliance with the conformity assessment program to ensure that products meet the required technical regulations and standards.

Aspects such as technical review and labelling requirements are critical to the conformity assessment process, and we work with exporters to ensure that they comply with them before accessing the Zimbabwean market. We are committed to helping exporters navigate the conformity assessment process and access the Zimbabwean market with ease.



COTECNA

Trust for a moving world

6 APPENDIX

More info about the Zimbabwe CBCA Programme

The Zimbabwe CBCA programme, under the Ministry of Industry and Commerce, regulates the certification requirements for products exported to Zimbabwe.

General Goods certification is the oldest Zimbabwe CBCA programme. As of April 2022, Cotecna is authorized to issue Certificates of Conformity for General Goods exported to the Republic of Zimbabwe.

In 2022, the Zimbabwe Ministry of Industry and Commerce (MIC) expanded the CBCA scope and appointed Cotecna to issue the mandatory Certificate of Conformity for **all four CBCA Programmes (General Goods, Consolidated Goods, Used Vehicles & Spare Parts and Destination Inspection)**.

For more information about the programme you can [visit our dedicated programme page](#).

More info about Cotecna

Cotecna is a leading provider of testing, inspection and certification services. We offer solutions to facilitate trade and make supply chains safer and more efficient for our clients. Our technical expertise combined with the superior quality of our services and our ability to anticipate our clients' needs is what sets us apart.

As a trusted partner of Zimbabwe, Cotecna is mandated by the Ministry of Industry and Commerce to execute the Zimbabwe Consignment Based Conformity Assessment programme for General Goods.

Cotecna's mandate consists in issuing Certificates of Conformity (COC) for general goods complying with applicable requirements.



About Neutron Part of the Cotecna Group

Neutron is a global leader in testing, analysis, and consulting services on food products, supplements, materials in contact with food (FCM), cosmetics, and pharmaceutical products.

Founded in 1975, today the company boasts over 40 years of experience in the field of chemical, biochemical, microbiological, and sensory tests and provides high-level technical support to businesses.

Neutron is a leading European provider of analytical services for the food and feed industry. Providing advanced technological methods to test the chemical, microbiological, and molecular composition of food products for clients.



7 REFERENCES

Web links:

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<https://tradingeconomics.com/> (accessed on 1/6/2023)

Zimstat

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Statista

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