

Hemp-Based Food Market Report by Product (Hemp Protein Powder, Hemp Seed Oil, Hemp Seeds, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global hemp-based food market size reached US\$ 1.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.9 Billion by 2032, exhibiting a growth rate (CAGR) of 13.4% during 2024-2032. The rising preferences of individuals for natural and organic products, increasing use of hemp-based foods into gourmet recipes, and the growing legalization of hemp cultivation and the relaxation of regulations are some of the major factors propelling the market.

Hemp-based food is derived from the seeds, oil, and protein of the *Cannabis sativa*. It is fortified with fatty acids, protein, and various vitamins and minerals, which makes it a nutritious addition to diets. It also contains omega-3 and omega-6 fatty acids that aid in heart health and inflammation reduction. It also helps alleviate symptoms of skin conditions and promotes healthier hair and nails. Besides this, its high fiber content supports digestive health and helps regulate blood sugar levels. It can be incorporated into smoothies, yogurt, salads, and baked goods to give them a nutty flavor and a crunchy texture. It is also utilized by fitness enthusiasts as a supplement for post-workout.

The increasing working population and busy lifestyles of individuals are catalyzing the demand for convenient snacking options like hemp seed bars and hemp-infused smoothies. Additionally, many hemp-based food companies are positioning their products as part of a broader lifestyle choice that includes wellness, ethical consumption, and sustainability, which is attracting a wider consumer base. Apart from

this, the expansion of hotels and restaurants and the inclusion of hemp-based foods into gourmet recipes are strengthening the growth of the market. Furthermore, the increasing consumption of hemp-based foods among athletes, bodybuilders, and people with specific medical conditions like diabetes due to their high nutritional content and low sugar levels is offering a favorable market outlook.

Hemp-Based Food Market Trends/Drivers:

Increasing health and wellness awareness

The rising awareness about health and wellness represents one of the key factors positively influencing the market. Additionally, the growing consciousness among the masses about the importance of the nutritional content of the foods they consume is favoring the market growth. Hemp-based foods, such as hemp seeds and hemp oil, are rich in essential nutrients like omega-3 and omega-6 fatty acids, protein, and vitamins. Apart from this, the increasing adoption of veganism and vegetarianism is driving the demand for plant-based protein sources and functional foods. Furthermore, the rising preferences of individuals for natural and organic products is catalyzing the demand for hemp-based foods.

Expansion of legalization and regulation

The increasing legalization of hemp cultivation and the relaxation of regulations surrounding hemp-derived products represent another key factor positively influencing the market. Several countries are revising their regulations to allow for the commercialization of hemp products. This changing legal landscape is resulting in innovation, investment, and product development within the hemp-based food industry. Furthermore, the elimination of trade barriers in various countries is encouraging more food companies to incorporate hemp ingredients into their offerings.

Sustainability and environmental concerns

The increasing emphasis on sustainability and environmental consciousness is encouraging people to seek out alternative and eco-friendly food sources. Hemp cultivation requires less water and pesticides compared to many traditional crops, which makes it a more sustainable option. Apart from this, the growing environmental concerns associated with the food processing industry are catalyzing the demand for foods with a lower ecological footprint. Furthermore, various companies are increasingly using sustainable packaging options like biodegradable and compostable materials to reduce carbon footprint.

Hemp-Based Food Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global hemp-based food market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product and distribution channel.

Breakup by Product:

Hemp Protein Powder

Hemp Seed Oil

Hemp Seeds

Others

Hemp seeds represent the largest market segment

The report has provided a detailed breakup and analysis of the market based on the product. This includes hemp protein powder, hemp seed oil, hemp seeds, and others. According to the report, hemp seeds hold the majority of the market share as they are fortified with essential fatty acids, protein, and fiber. Additionally, their balanced omega-3 to omega-6 ratio supports the overall well-being of individuals and attracts health-conscious consumers. Apart from this, the seeds are highly versatile and can be easily incorporated into various dishes. They can be consumed raw, cooked, or roasted, thereby attracting a wider range of consumers. Additionally, the seeds have a longer shelf life compared to other hemp-based food products like hemp milk or hemp oil. Furthermore, hemp seeds are relatively easy to cultivate, and harvest compared to other parts of the hemp plant, making them a cost-effective option for farmers.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

Supermarkets and Hypermarkets dominate the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, online stores, and others. According to the report, supermarkets

and hypermarkets hold the largest market share as they are frequently visited retail environments, offering high visibility for hemp-based food products. Additionally, these retail outlets have the resources to engage in extensive marketing and promotional activities like discounts, bundled offers, and loyalty programs. Apart from this, they have a widespread geographical presence, which makes hemp-based foods easily accessible to a wide consumer-base. Furthermore, supermarkets and hypermarkets provide a one-stop shopping experience, wherein consumers can buy hemp-based foods along with other grocery items. Moreover, these retail outlets showcase an extensive range of hemp-based food items, such as seeds, oils, and ready-to-eat (RTE) snacks.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance, accounting for the largest hemp-based food market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share due to the presence of a robust supply chain that is adept at sourcing, manufacturing, and distributing hemp-based foods efficiently. This streamlines market operations and minimizes disruptions. Additionally, hemp-based food products are widely available across offline retail channels in North America. This extensive retail presence makes the products more accessible to consumers. Apart from this, the rising health consciousness among North American consumers is driving the demand for all-natural and nutrient-rich foods, including hemp-based products. Furthermore, North America, particularly the United States, has a well-established regulatory environment for hemp cultivation and product development, which creates a more secure landscape for investors and manufacturers to invest in hemp-based food items.

Competitive Landscape:

Companies are working to streamline their supply chain, which includes sourcing hemp to final product delivery to reduce operational costs, improve efficiency, and ensure the consistent quality of their products. Additionally, they are continuously innovating to introduce new products, such as hemp protein powders and hemp-infused beverages. Apart from this, many companies are dedicating resources to educating consumers about the health benefits of hemp-based foods. This includes online resources, informational packaging, and community outreach programs to increase consumer awareness and drive demand. Moreover, various leading companies are increasingly adopting eco-friendly practices in hemp cultivation, production, and packaging to promote environmental health.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Hempfoods Ltd.

Tilray, Inc.

GFR Ingredients

Hemp Foods Australia Pty Ltd

Aurora Cannabis Inc.

Naturally Splendid Enterprises Ltd.
Isodiol International Inc
Navitas LLC
Nutiva
T12 Holdings Pty Ltd.

Recent Developments:

In February 2023, Hemp Foods Australia Pty Ltd secured a distribution deal with Woolworths supermarkets to stock its organic hemp seed oil in all 948 stores across Australia.

In July 2021, Manitoba Harvest, a division of Tilray, Inc., announced a new research collaboration with Protein Industries Canada to advance innovation in hemp and pea protein.

Key Questions Answered in This Report

1. What was the size of the global hemp-based food market in 2023?
2. What is the expected growth rate of the global hemp-based food market during 2024-2032?
3. What are the key factors driving the global hemp-based food market?
4. What has been the impact of COVID-19 on the global hemp-based food market?
5. What is the breakup of the global hemp-based food market based on the product?
6. What is the breakup of the global hemp-based food market based on the distribution channel?
7. What are the key regions in the global hemp-based food market?
8. Who are the key players/companies in the global hemp-based food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL HEMP-BASED FOOD MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Hemp Protein Powder
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Hemp Seed Oil
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Hemp Seeds

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Convenience Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Online Stores
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends

- 8.2.3.2 Market Forecast
- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 SWOT ANALYSIS

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Hempfoods Ltd.

13.3.1.1 Company Overview

- 13.3.1.2 Product Portfolio
- 13.3.2 Tilray, Inc.
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
- 13.3.3 GFR Ingredients
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
- 13.3.4 Hemp Foods Australia Pty Ltd
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
- 13.3.5 Aurora Cannabis Inc.
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Naturally Splendid Enterprises Ltd.
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.6.3 Financials
- 13.3.7 Isodiol International Inc
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
 - 13.3.7.3 Financials
- 13.3.8 Navitas LLC
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
- 13.3.9 Nutiva
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
- 13.3.10 T12 Holdings Pty Ltd.
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Hemp-Based Food Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Hemp-Based Food Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Hemp-Based Food Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: Global: Hemp-Based Food Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Hemp-Based Food Market Structure

Table 6: Global: Hemp-Based Food Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Hemp-Based Food Market: Major Drivers and Challenges

Figure 2: Global: Hemp-Based Food Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Hemp-Based Food Market: Breakup by Product (in %), 2023

Figure 4: Global: Hemp-Based Food Market: Breakup by Distribution Channel (in %), 2023

Figure 5: Global: Hemp-Based Food Market: Breakup by Region (in %), 2023

Figure 6: Global: Hemp-Based Food Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 7: Global: Hemp-Based Food (Hemp Protein Powder) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 8: Global: Hemp-Based Food (Hemp Protein Powder) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 9: Global: Hemp-Based Food (Hemp Seed Oil) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Hemp-Based Food (Hemp Seed Oil) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Hemp-Based Food (Hemp Seeds) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Hemp-Based Food (Hemp Seeds) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Hemp-Based Food (Other Products) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Hemp-Based Food (Other Products) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Hemp-Based Food (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Hemp-Based Food (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Hemp-Based Food (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Hemp-Based Food (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Hemp-Based Food (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Hemp-Based Food (Online Stores) Market Forecast: Sales Value (in

Million US\$), 2024-2032

Figure 21: Global: Hemp-Based Food (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Hemp-Based Food (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: North America: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: North America: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: United States: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: United States: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Canada: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Canada: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Asia Pacific: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Asia Pacific: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: China: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: China: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Japan: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Japan: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: India: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: India: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: South Korea: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: South Korea: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Australia: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Australia: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Indonesia: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 &

2023

Figure 42: Indonesia: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Others: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Others: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Europe: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Europe: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Germany: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Germany: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: France: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: France: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: United Kingdom: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: United Kingdom: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Italy: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Italy: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Spain: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Spain: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Russia: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Russia: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Others: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Others: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Latin America: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Latin America: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Brazil: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Brazil: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Mexico: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Mexico: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Middle East and Africa: Hemp-Based Food Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Middle East and Africa: Hemp-Based Food Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Global: Hemp-Based Food Industry: SWOT Analysis

Figure 72: Global: Hemp-Based Food Industry: Value Chain Analysis

Figure 73: Global: Hemp-Based Food Industry: Porter's Five Forces Analysis

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