



Food and Beverage to China.

Trends and opportunities

The market

With a population of 1.2 billion, China is currently Asia's second largest food and beverage market by value after Japan. Food consumption patterns in China have changed significantly as living standards have risen.

Foreign-funded retail outlets such as Wal-mart, Trust-Mart, Makro, Jusco, Carrefour, Park'N Shop, 7-Eleven, Watson's and major domestic chain store outlets such as Hualian, Lianhua, Vanguard have expanded in China with outstanding speed. These supermarkets offer local consumers an increased range of imported foods and beverages.

Chinese consumers are becoming more discerning and demand:

- ≠ Higher quality
- ≠ Modern packaging
- ≠ Freshness
- ≠ Better nutrition
- ≠ Convenience
- ≠ More variety

The proliferation and **growth in the number of food retail outlets presents enormous opportunity** for Australian exporters of food to China. All of the foreign-funded supermarkets plan to increase their investment in China.

Opportunities

Australia has already established a position as a supplier of dairy products, fresh fruits and seafood. Australian products are considered to be good quality and environmentally clean by local consumers.

The best opportunities for Australian suppliers are in:

- ≠ Milk powder, UHT milk, cheese, butter and margarine
- ≠ Seafood (eg. live lobster, live abalone, live king crab)
- ≠ Fresh fruit
- ≠ wheat, barley and rice
- ≠ Frozen beef and frozen game meats (eg. kangaroo meat, possum meat)
- ≠ Processed foods
- ≠ Wine
- ≠ Natural fruit juice
- ≠ Convenience and 'instant' foods

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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