

GET TO KNOW CHINA IMPORT FOOD MARKET



SOUTHEASTERN COASTAL PROVINCES ARE MAJOR CONSUMPTIONS AREAS OF IMPORTED FOOD PRODUCTS

While Northern Provinces such as
Liaoning, Shandong have
Demonstrated Strong Growth

TOP1 上海市
Shanghai
TOP2 浙江省
Zhejiang
TOP3 广东省
Guangdong

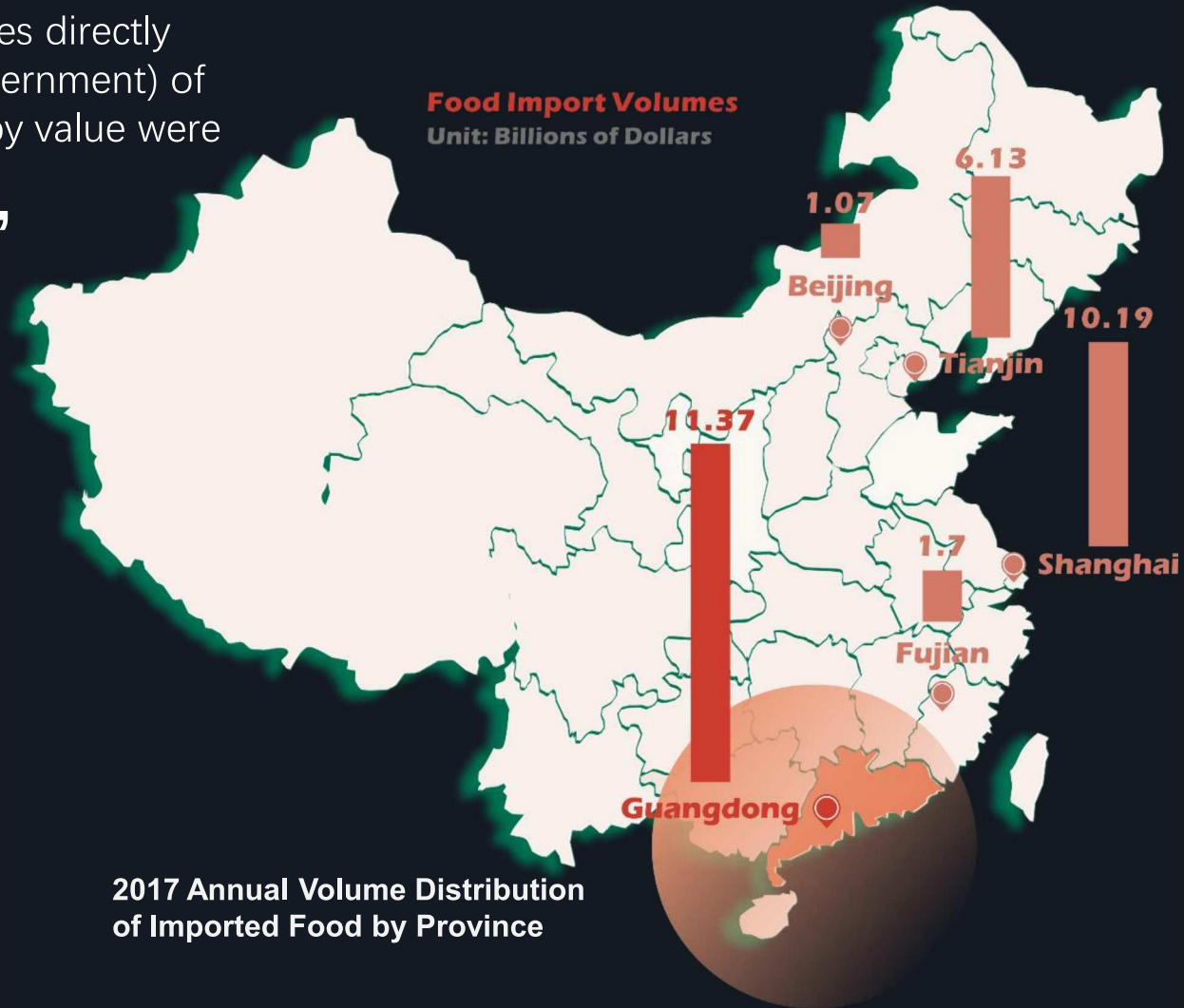
*2017 Sales Distribution of
Imported Food by Province*



SOUTH CHINA MARKET TAKE THE LEAD

In 2016, the top 10 provinces (including municipalities directly under the Central Government) of imported food trade by value were

Guangdong,
Shanghai,
Tianjin,
Shandong,
Liaoning,
Jiangsu,
Fujian,
Zhejiang,
Beijing
and Guangxi.



Guangdong's development plan will lead national

Per capita disposable income and consumption of goods will be the

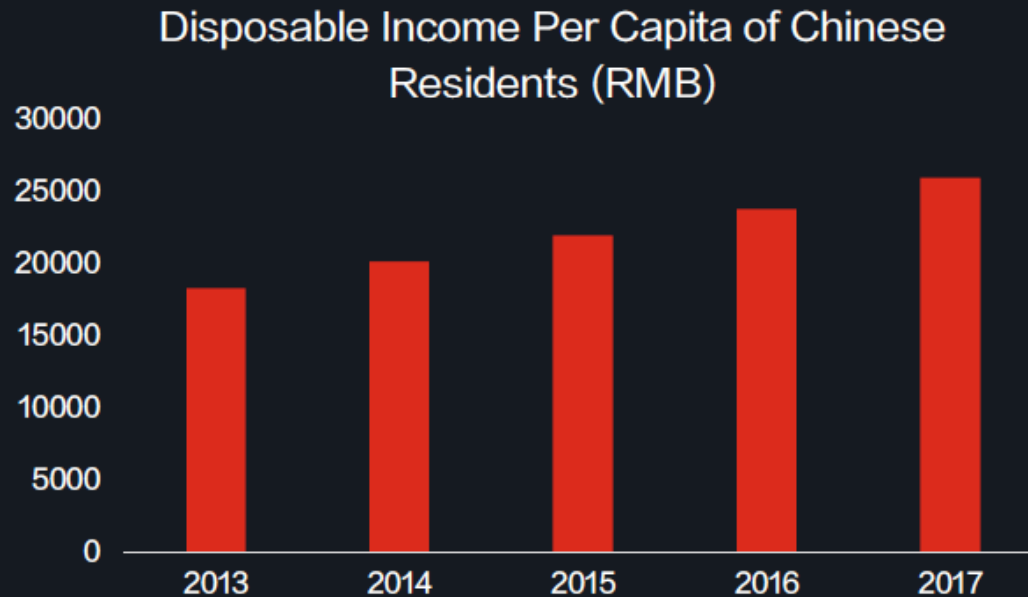
Total retail sales of consumer goods have achieved a high growth over the

The idea that China is a PARADISE FOR FOREIGN INVESTMENT has spread across



CONSUMER DEMAND FOR IMPORT FOOD CONSUMPTION IS INCREASING

With increased disposable income and consumption upgrade, Chinese consumers have higher standards for product quality and diversity



Source: State Statistical Bureau

Higher Living Quality

Disposable income per capita and number of overseas consumers continue to rise. Chinese consumers now have more choices about foreign products than before.

The Rising Middle-Class

As consumers have higher standards for product quality, etc., the demand for and the purchasing power of overseas products have continuously increased.

Consumption Upgrade

Consumers are shopping more rationally, changing from purchasing goods to purchasing "services", from satisfying necessary daily needs to bettering living qualities.



REAL TREND LIES IN THE HOUSEHOLD DAILY CONSUMPTION

Main consumption force for imported food is the 80's, which most of them have already set up their own families where the individual demand for imported food evolved into the household demand.

Except the imported snacks and candies, **the import penetration rate of household daily consumption** of non-staple food such as cereals, oils, fruits, dairy products and cold fresh meat/salmon etc. **exceeded 40%.**



The import penetration rate by categories of 2017



THANK YOU!



5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:653702075201922093733. Bu kod ile <http://evrak.egibirlik.org.tr/> adresinden doğrulayabilirsiniz.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:299833165201921810647. Bu kod ile <http://evrak.egibirlik.org.tr/> adresinden doğrulayabilirsiniz.