

# TROPICAL FRUITS AND VEGETABLES IN CHINA

## MARKET OVERVIEW



International  
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# TROPICAL FRUITS AND VEGETABLES IN CHINA

## MARKET OVERVIEW

## Abstract for trade information services

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Report providing an overview of the Chinese market situation for imported tropical fruits and products, with special focus on mango, guava, pineapple, banana, papaya, watermelon, lemon and limes, manioc, and ginger - presents an overview of market structure and characteristics in China; outlines the tariff structure by product group, and addresses non-tariff requirements in the market; highlights consumer trends; describes distribution channels and retail structure for the target products; provides an overview of local retailers, and lists of major importers for selected products; includes bibliography (p. 49).

Descriptors: **Tropical fruit, Bananas, Citrus fruit, Ginger, Cassava, China, Market Surveys.**

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English

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## Foreword

This publication has been prepared to provide guidance to exporters of developing countries – mainly from Africa – on accessing new and emerging country markets, such as China PRC.

Due to the negative impact of the global financial crisis, exporters from developing countries have recently faced shrinking or marginal export growth in many developed country markets. Although 80% of world imports are still into traditional developed country markets, the imports in large emerging markets, such as those of BRICS countries (Brazil, the Russian Federation, India, China and South Africa), are growing faster and there is significant potential for exporters.

The International Trade Centre (ITC) has a comprehensive approach to assisting least developed country (LDC) exporters in market development and market diversification for key products in some priority sectors. This includes improvement of market networks, increased knowledge of new market opportunities in emerging markets and promotion of South-South trade along the value chain, among other activities.

This report, prepared in 2010, is one of a group of sector and market studies in BRICS countries commissioned by ITC. The 10 tropical products studied here, banana, mango, watermelon, guava, pineapple, papaya, lemons and limes, oranges, manioc and ginger, were selected based on the current export supply of sub-Saharan Africa and the existence of reasonable Chinese imports of these products. The report supports the need for greater knowledge of the potential market opportunities for exports of selected tropical fruits and vegetable products to the Chinese market. It was funded by limited internal resources from the ITC regular budget as part of several technical papers on selected sector markets for BRICS countries, and due to costs few printed copies will be published. Dissemination to exporters in LDCs will be done electronically and through the ITC web site.

Although there is local production of tropical fruits and vegetables, China still needs to import. China's annual consumption of tropical fruits is about 19 million tons and growing. The imports of tropical fruits included in the study were about US\$ 280 million in 2009, a limited amount compared with the size of the population, but the market has been growing rapidly and may become promising for LDC exporters. In the case of the two vegetables included in this study, it was found that Chinese imports of ginger are small, but those of manioc were about US\$ 886 million in 2009. Due to proximity and preferential tariffs, the main exporters of the selected tropical fruits and vegetables to China have been Association of Southeast Asian Nations (ASEAN) countries.

The competitiveness of African exporters in the Chinese market may be low for some products, but can improve if African governments negotiate reduced tariffs and better market access. South Africa and Egypt do not require Chinese government permission to access the market, and this is an example that may be followed by other countries. This report provides an initial overview of the Chinese market for these products, advice for market access, as well as useful inputs for an initial proactive marketing strategy and preparation of the exporter's sales visit.

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### Companies in China

Association of happy farmhouse of China  
Beijing Nanyue Dadi Co., Ltd.  
Beijing Shengbaotai Fruit Co., Ltd.  
Carrefour  
Guangdong Luhong Agriculture Production Trading Co., Ltd.  
Guangxi Qinzhou Shi Qing zhou shan zhuang  
Hangzhou Qunfeng Fruit Chain Co., Ltd.  
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KunMing JinMa ZhengChang fruit market  
Ningbo Free Trade Zone Ganglong Fruit Co., Ltd.  
Returned Customer Fruit Market  
RT Mart  
Shanghai Diamond International Trade Co., Ltd.  
Shanghai Fruit Co., Ltd.  
Shanghai New Long March International Trading Co., Ltd.  
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