
TECHNICAL
PAPER

THE COFFEE SECTOR IN CHINA

AN OVERVIEW OF PRODUCTION,
TRADE AND CONSUMPTION



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Report providing information on production, export, import, processing, and consumption trends of coffee in China - covers special import regulations, such as certain types of declarations or inspections; packaging, marketing and labelling requirements (mainly relevant for roasted/ground/packed coffee); specific domestic business practices; and data on coffee niche markets; annexes include a list of green coffee suppliers to China; Tariff tables for coffee and coffee related products; sector related associations; selected industry standards and regulations; and worldmaps of coffee production and consumption.

Descriptors: Coffee, Exports, Imports, Trade Statistics, Production, Consumption, Import Regulations, Standards, China.

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English

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Foreword

The International Trade Centre (ITC) has a comprehensive approach to assist least developed countries' exporters in market development and the need of market diversification for key products in some priority sectors. This includes the improvement of market networks, increased knowledge of new market opportunities in emerging markets such as those of BRIC countries (Brazil, Russian Federation, India and China), as well as the promotion of South-South trade along the value chain.

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. Traditional developed country markets account for around 80% of world imports, but the imports in large emerging markets, such as those of BRIC countries, are growing faster and have significant potential for exporters.

This report is one of several market studies on BRIC countries published by ITC in 2010. It has been prepared with many potential readers in mind: producers, exporters, importers, processors, organizations and other stakeholders in the coffee sector – both in China and in other parts of the world.

China is both an exporter and importer of green coffee as well as roasted coffee. The quantities of coffee produced and consumed are modest in a global context but are foreseen to grow significantly in the years to come. China produces around 40,000 tons of green coffee annually which is 0.5% of the world production of 8 million tons. Annual consumption is around 30,000 tons (0.025 kg only per capita) which is very low but increasing significantly – in particular among China's growing urban middle class.

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1. Introduction

1.1. Content of the report

The report comprises information on coffee production, export, import, processing and consumption in China. In addition to traditional data on the past, the present and some projections the report also describes:

- Special import regulations, such as certain types of declarations or inspections,
- Packaging, marketing and labelling requirements (mainly relevant for roasted/ground/packed coffee),
- Specific domestic business practices,
- Data on coffee niche markets,
- Foreign trade relations influence,
- Types of coffee traded (Arabica/Robusta),
- Countries of origin of the coffees imported.

1.2. Geographical scope

This report covers the mainland of the People's Republic of China, hereinafter referred to as China, but does not include Hong Kong SAR (Special Administrative Region) and Macao SAR, unless otherwise noted. Furthermore, figures and other information do not include Chinese Taipei, unless otherwise noted.

1.3. Sources

As the Chinese consumer market for coffee is still in the early stages of maturation, traditional institutions for record keeping and tracking industry trends do not yet exist as they do in more developed coffee markets. This report is based on a combination of primary and secondary data collected from telephone

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