

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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Chilean Cherries Sign Strategic Agreement with Chongqing Shuangfu Market

According to ichongqing, on October 22, the Chilean Fruit Exporters Association and the Chongqing Shuangfu Agricultural Products Wholesale Market signed a memorandum of understanding, marking a key step in deepening the presence of Chilean fruits in the Southwest China market. China, as a major consumer market for cherries, has seen its cherry imports grow at an average annual rate of about 14% over the past five years. **(Asiafruit)**

South African new season forecast: China to be the first market this season

The South African stone fruit industry is optimistic about the 2025/26 season. Total exports are projected to increase by 6% compared to the previous season. Planting trends over the past five years show a positive growth trend, with nectarine acreage increasing by 26%. With apricots, peaches, nectarines, plums, and prunes recently granted access to the Chinese market, growers and exporters are actively positioning themselves in this emerging market. **(Asiafruit)**

China's liquor industry brews innovation for young consumers

In trendy bars across China, young customers are raising glasses of fruit-infused spirits and tea-pairing craft beers, a result of youth-friendly innovations being pursued by the liquor industry. Mingniang, a blended drink jointly developed by the Hangzhou Tea Research Institute and well-known Chinese liquor producer Luzhou Laojiao, saw its sales exceed 1 billion yuan in 2024. **(Xinhua News)**

China's total coffee consumption has surged 33-fold in 20 years

According to USDA, China's total coffee consumption has skyrocketed from a negligible 167,000 bags in 2003/2004 to an estimated 5.765 million bags in 2023/2024, an increase of over 33 times in two decades. It is estimated that in 2023/2024, China's per capita annual coffee consumption will be only about 0.24 kg. In contrast, the per capita consumption in mature markets like the EU and the US is as high as 5.3 kg and 4.2 kg, respectively. **(21st Century)**

The grain market enjoys adequate supply and generally stable operations

Over the past five years, China's annual grain output has remained stable at over 650 billion kilograms, reaching a new high of 700 billion kilograms in 2024 for the first time. Per capita grain possession has increased by 25 kilograms since the end of the 13th Five-Year Plan period, reaching 500 kilograms, exceeding the internationally recognized per capita food security line of 400 kilograms. **(Information Office of the State Council of the People's Republic of China)**