

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA

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JD.com enters the coffee market, with American coffee priced at 4 yuan

Competition in the Chinese coffee market continues to intensify, JD.com announced a 1.38 billion USD investment to open 10,000 Seven Fresh Coffee stores within three years and has officially launched a partner recruitment program. JD.com reported receiving over 2,000 franchise applications within a week of the launch, with over 60% coming from third- and fourth-tier cities. **(Kamen)**

China's GDP Grew 5.2% Year-on-Year in the First Three Quarters

According to data released by the National Bureau of Statistics on October 20, China's preliminary calculated GDP for the first three quarters of 2025 reached 14 trillion USD. Calculated at constant prices, this represents a Y-o-Y increase of 2%. The economy demonstrated a trend of steady progress during this period. By quarter, GDP grew 5.4% Y-o-Y in the first quarter, 5.2% in the second quarter, and 4.8% in the third quarter. **(Pengpai)**

Russia Becomes Second-Largest Chicken Exporter to China

In the first seven months of 2025, Russia's share of China's poultry imports increased to a record 18%, up from 14% the previous year. Russia is now China's second-largest poultry exporter. The Russian Poultry Union reported that Russia exported 80,000 tons of poultry to China from January to August this year, a 15% year-on-year increase. The Chinese market accounts for nearly half of Russia's poultry export growth this year. **(International Livestock Network)**

JD Seven Fresh Launches "24-Hour Vegetables"

JD 7 Fresh launched its industry-first "24-Hour Vegetables" initiative during JD's 11.11 shopping festival. This initiative strictly mandates that vegetables must be delivered from the field to the shelves within 24 hours, with full traceability. JD has improved the overall delivery time of over 100 vegetables across five core categories, including leafy vegetables, organic vegetables, cabbages, eggplants, and melons, by 30%-50%. **(Guojiguoshu)**

Peru launches promotional avocado campaign across China

Promperú has launched its first national campaign promoting Peruvian avocados throughout China. As part of the campaign the commission partnered with JD Fresh, Meituan, Freshippo, 7Fresh, and BUT Mart on a series of online and in-store activations across key cities. Peru remains the world's second-largest producer of avocados and the main supplier to the Chinese market, exporting 38,000 tonnes making up a 78% market share. **(Asiafruit)**