ITALIAN TRADE AGENCY

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NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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Growth of China's Wine and Spirits Imports in September 2026
China's wine imports reached USD 159 million in September 2026, rising 61.41% year-on-year, while spirits imports hit USD 226 million with a 52.89% YoY growth. The strong rebound is mainly driven by growing demand for imported red wine and premium whisky among domestic consumers. **(Wine Business Observer)**

Sharp Rise in New Zealand Wine Exports to China Jan-Sept 2026
New Zealand wine exports to China grew 92.7% by volume to 7.81 million liters in Jan-Sept 2026, valued at USD 41.7 million, dominated by white wine. Sauvignon Blanc remains the top-selling varietal, accounting for over 70% of New Zealand wine shipments to the Chinese market. **(Vino joy news)**

US Food Product Imports to China Boosted by Tariff Concessions
China's imports of US fresh cherries, grapes and fish oil increased, benefiting from reciprocal tariff cuts covering around USD 30 billion of bilateral goods. Lower tariff rates shorten product lead times and reduce landed costs for retailers and food importers across major cities. **(China Daily)**

Expanding Bilateral Fruit Trade via Lancang-Mekong Route
Southeast Asian tropical fruit imports at Xishuangbanna port surged sharply, and Chinese apples and citrus were exported back along the Lancang-Mekong waterway. Cross-border fruit trade keeps expanding under upgraded customs clearance and cold-chain logistics along the Mekong trade corridor. **(Asia Fruit)**

Ningxia Wine Makers Explore European Export Markets
Ningxia Helan Mountain East Foot wine wineries promoted Chinese wine to European buyers via overseas roadshows to expand export channels. Local producers target mid-tier European wine distributors and seek more shelf space in EU retail and hospitality sectors. **(People's Daily)**