

Key factors influencing the Chinese F&B market

Interesting Statistics



The world's most populated country with 1.4 billion+ people



The world's largest consumer market



Trade between the EU and China tops over €1 billion a day



30% of Chinese adults are overweight and about 12% obese



International food brands in China equal a perception of quality & food safety

Industry Forecast



China's **dairy market** is the world's largest and fastest growing



Average annual Chinese **milk consumption** continues to grow ten-fold since 2000



Fruit and vegetable consumption is growing rapidly



Enormous growth potential for the world's 4th largest retail market for **organic food and drinks**



Sports and fitness industry to increase to \$786 billion USD in 2025

Opportunities

- ✓ Ageing population and rising number of health & wellness products
- ✓ 73% of Chinese consumers are willing to pay more for healthier foods
- ✓ The world's most advanced e-commerce market
- ✓ Large increase in traditional products and potato based dishes

Challenges

- ✓ F&B industry is one of the most strictly regulated sectors in China
- ✓ Complex laws & regulations for foreign companies accessing the Chinese market
- ✓ Regularly changing regulations
- ✓ Acquisition of intermediaries & suppliers for larger companies impacts smaller businesses

Learn more about China's F&B ingredients market.
Register to attend Hi & Fi Asia-China 2019