

An aerial night view of a city, likely Beijing, with a complex network of glowing white lines overlaid on the image. The lines connect various points across the city, suggesting a global or digital network. The city lights are visible in the background, and the overall color palette is dominated by blues and whites.

# BUSINESS FINLAND

## Imported Food and Beverage Market in China

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# Imported Food and Beverage Market in China

- Overview of market performance in 2017
- B2B Chinese buyers for imported food and beverage
- Offline sales channels
- Online sales channels

## Overview of Market Performance

- The fastest growing market, with annual imported food growth of 15% in the last five years
- Year 2018, China is forecasted to be the biggest importer for food products, importing around 480 million Yuan (\$ 79 billion U.S. dollars) per year
- Very competitive market with imported food originated in about 140 countries
- Demand for safe, healthy food is all-time high among Chinese consumers
- Special dietary food is in growing demand, and comparatively smaller and niche target market

## Key consumers for imported food and beverage

- The rising middle class
- People born after 80s
- Especially female consumers
- considerable improvements in storage and in the distribution chain, in particular in smaller cities
- high purchasing power and are increasingly exposed to international trends, resulting in a demand for imported food
- due to the surge of e-commerce or on-line food purchases

# Trends in Food Export to China

## Products with high demand:

- meat, dairy product, fresh and processed fruits, oil, fish preserves, sugars and liquors. The market grew from US\$ 77 million to over US\$ 1 billion dollars in the past decade, in other words, 13 times.



## Trends in Food Export to China

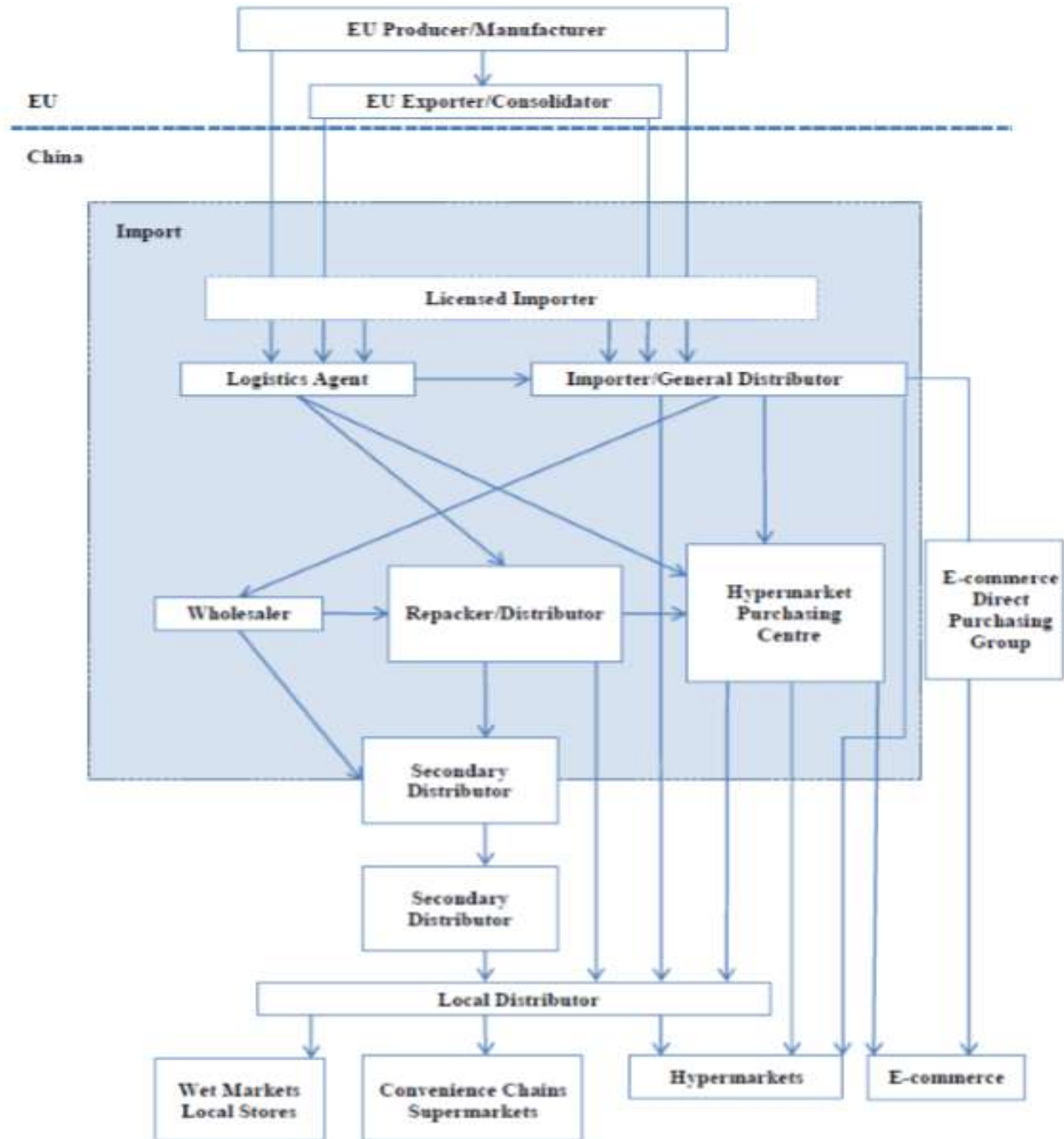
### Proper packaging:

- packaging adapted to Chinese taste is the key to success in the food sector.
- Chinese consumers like to see what is inside the package
- Gift box packaging is also a culture phenomenon

## Trends in Food Export to China

### Adjust products to suit the Chinese palate:

- it may be necessary to adapt products to the taste of consumers, although this factor will depend on the province where they are marketed.
- In addition to marketing traditional products, the brands that have been more successful are those producing varieties specifically targeting the Chinese palate.





## Traditional trade

- Owner is the clerk
- No check-out counter
- Store size varies, usually <200sqm
- Offering groceries, wine and tobacco



## E-commerce



- C2C
- B2C
  - Platforms
  - BBC: Pure play, Vertical, Wecommerce

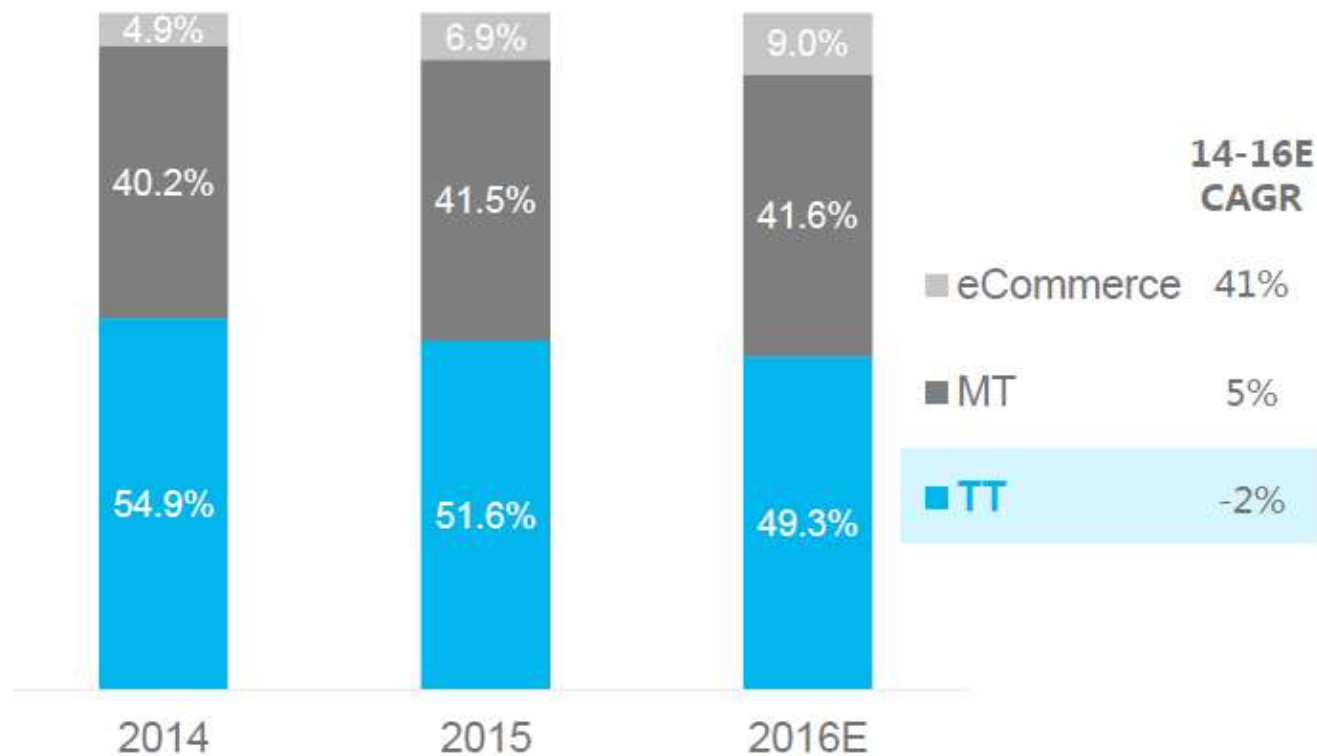
## Modern retail

- Hypermarket
- Supermarket
- Cash & Carry
- Convenient store
- Specialist store
- Discount store



# Sales channels importance comparison

2014-2016E China FMCG Market's  
Shipments Share by Channels



- Most brand manufacturers focused their sales on MT and ecommerce
- However, traditional channel is still the biggest Channel of China's retail market

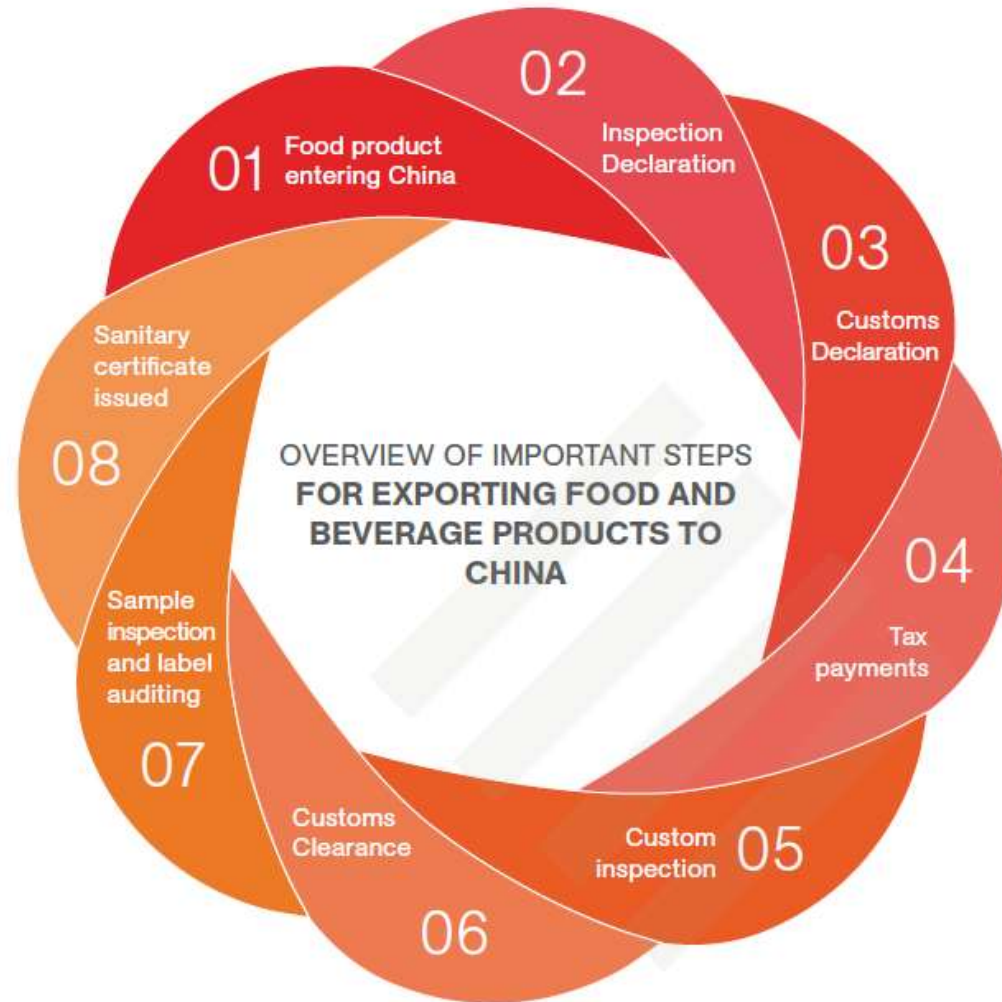


# Protect your trade mark in China

- China trade mark registration system is an independent system
- First come, First serve basis
- Translated Chinese names vs. Original foreign brand names



# How to practically get products in?



# Importance of Import Compliance



- Who does the import compliance?- Can be Brands or Importers
- Why to do import compliance- To identify products to be imported with the least risk
- Import compliance helps brands to prepare for long-term market development in China

# Export protocols

- Export protocols are needed when products falls in to special food categories
- Special categories:
  - Meat
  - Dairy
  - Animal or plant origin
  - Sausage coat
  - Sea food
  - Honey products

The link to check :

<http://pub.fsciq.cn/approval/SitePages/Home.aspx>

## 进口食品名单



肉类名单

肉类查询



水产品名单

水产品查询



乳制品名单

乳制品查询



中药材名单

中药材查询



燕窝名单

燕窝查询



肠衣名单

肠衣查询



植物源性食品名单

植物源性食品查询

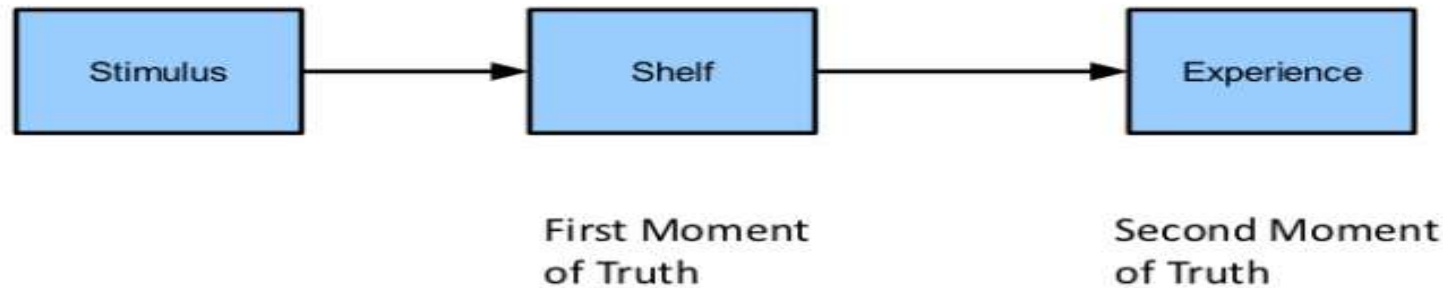


蜂产品名单

蜂产品查询



# Customer purchasing journey



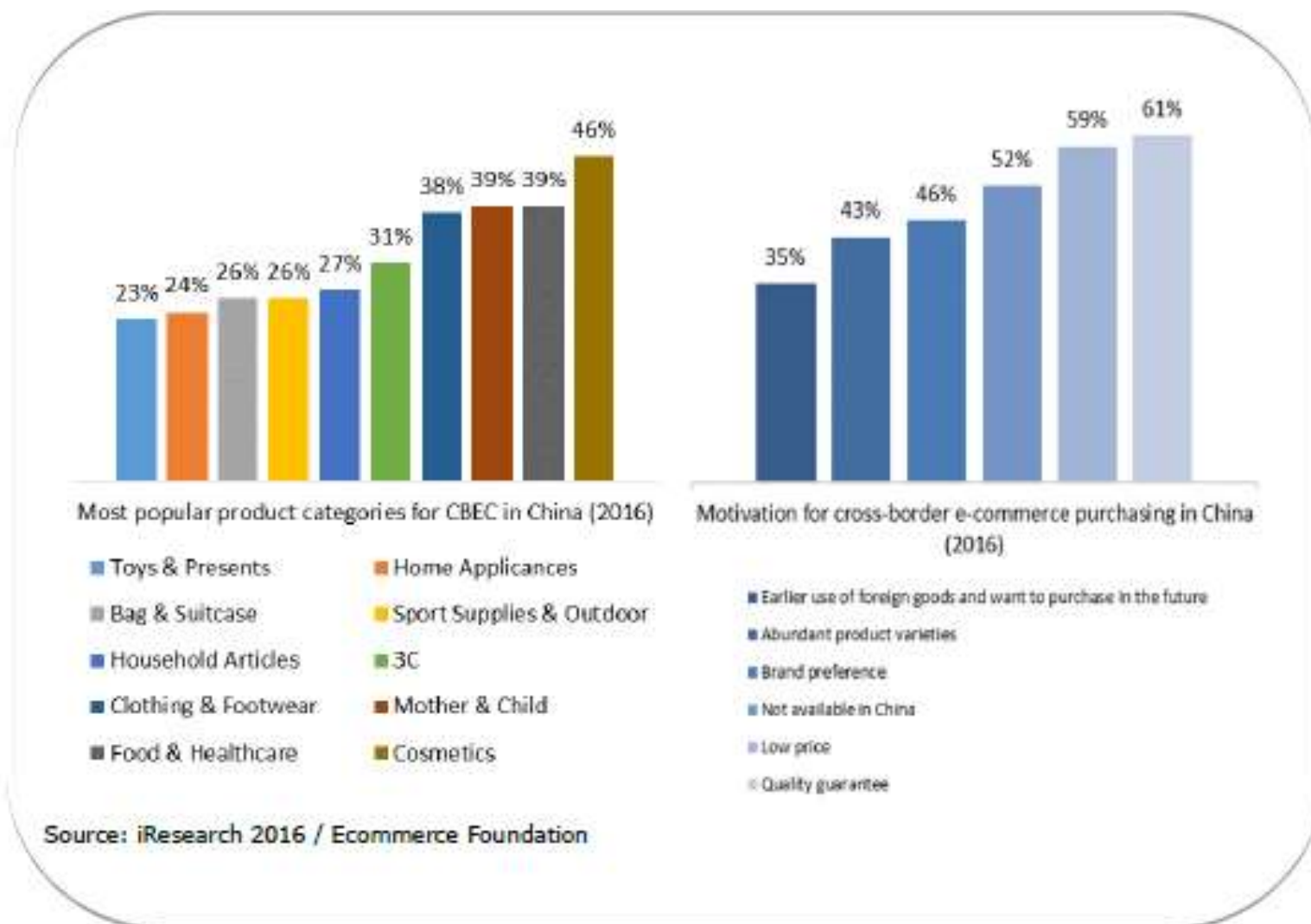
- The decision making circle does not vary so much whether it is ecommerce or offline shopping
- Ecommerce may be a risk small market entry step, especially via cross-border ecommerce

## Cross- border Ecommerce

- The definition:

The process of buying overseas products directly from foreign retailers or suppliers via the internet, without the specific need for an intermediary business entity in China

# Motivations and most popular product categories CBEC in China



## Check list for CBEC

- ✓ Rules and regulations
- ✓ Online sales channels
- ✓ Entry strategy
- ✓ Payment solutions
- ✓ Marketing and localization
- ✓ IPR protection
- ✓ Third party service provider





# Upcoming Training in Helsinki

4/6

HELSINKI 4.6.2018

## GO TO CHINA: WECHAT CROSS-BORDER SHOP WORKSHOP

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Auditorium, Itämerenkatu 11-13, 00180 Helsinki, Finland  
Event language is English

REGISTER TO JOIN

More information:

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The EU SME Centre together with Business Finland's Food from Finland & Lifestyle Finland are pleased to invite Finnish companies to attend a half-day China workshop on how to set up a cross-border shop in WeChat **on 4th June 2018 at 8.30–14.00.**

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