

# EXPORTING FOOD AND BEVERAGE TO CHINA

A guide for Australian business



Australian Government  
Austrade



# 10 KEY TRENDS OF CHINA

ALL ROADS LEAD TO CHINA

THE RISE AND RISE OF THE MIDDLE CLASS

CITIES THE SIZE OF CHINA ARE JUST A CLICK AWAY

AND 2<sup>ND</sup> AND THIRD TIER CITIES ARE RISING FAST

NEW RETAIL IS BLURRING BUSINESS MODELS

YOU ARE WHAT YOU EAT

FOOD SAFETY IS STILL TOP OF MIND

MADE IN CHINA IS NO LONGER SECOND-BEST

A 'FAMOUS FOOD TRADITION CREATES OPPORTUNITIES FOR  
PROVENANCE STORIES

NEW TECHNOLOGIES TO INFLUENCE SALES AND MARKETING







# AUSTRALIAN AGRIFOOD SECTOR EXPORTS TO CHINA, 2015–2017

Distribution	A\$ million			% share			% Change 2016/17
	2015	2016	2017	2015	2016	2017	
Grains, pulses and fodder	2,766.9	1,779.1	2,286.4	46.1	32.8	29.6	28.5
Packaged foods	794.2	1,259.3	1,828.9	13.2	23.2	23.7	45.2
Meat & livestock	1,530.9	1,128.8	1,503.1	25.5	20.8	19.5	33.2
Wine & beverages	369.7	522.5	849.4	6.2	9.6	11.0	62.6
Dairy	308.1	396.1	503.5	5.1	7.3	6.5	27.1
Fruit, vegetables & nuts	139.7	257.5	389.5	2.3	4.7	5.0	51.3
Seafood	91.6	84.7	355.8	1.5	1.6	4.6	320.0

Source: Australian Bureau of Statistics on Global Trade Atlas (August 2018)

# SELECTION OF PREMIUM FOOD AND BEVERAGE EXPORTS THAT HAVE GROWN STRONGLY BETWEEN 2015 AND 2017

Table 2 shows a selection of premium food and beverage exports that have grown strongly between 2015 and 2017. The table also shows China's total imports of the product.



**Table 2: A selection of Australian food & beverage exports to China exhibiting substantial growth in 2017, A\$million, CY 2017**

Product (key items by %)	2015	2016	2017	% change 2017/2016	China total imports from the world 2017
Packaged food preparations (mainly nutritional supplements)	470.5	762.9	1,122.9	47.2	<b>2,383.9</b>
Wine (90% red wine)	362.8	516.0	826.8	60.2	<b>3,644.6</b>
Beverage nutrition formulae (74% canned infant formula)	166.5	393.5	548.0	39.3	<b>5,831.3</b>
Lamb & mutton chilled & frozen	255.2	240.5	470.8	95.8	<b>1,151.1</b>
Milk powders	114.8	200.5	268.7	34.0	<b>2,888.1</b>
Rock lobster (94% live rock lobster) & prawns	16.5	34.8	191.7	450.8	<b>3,274.3</b>
Grapes, fresh or dried	15.6	102.4	148.7	45.1	<b>834.1</b>
Citrus fruit (65% oranges, 34% mandarins)	53.2	72.3	137.3	90.0	<b>715.5</b>
Milk (liquid, mostly UHT long-life milk)	76.7	73.5	88.5	20.4	<b>1,143.4</b>
Macadamia nuts	53.3	55.5	75.2	35.3	<b>120.6</b>
Molluscs (97% live abalone)	15.6	33.0	63.2	91.3	<b>1,348.7</b>
Alcoholic spirits (73% whisky, 18% vodka)	1.0	1.6	17.4*	991.9	<b>1,500.7</b>
Cereals and muesli	2.7	8.0	16.9	111.5	<b>249.9</b>

\*This figure includes \$17,179,519 of re-exports

Source: Australian Bureau of Statistics on Global Trade Atlas, China Customs on Global Trade Atlas

## CONVERGENCE OF ONLINE AND OFFLINE – ALIBABA VS. JD AND TENCENT

Alibaba			Channel		Tencent + JD.com	
		Yiguo Tmall Fresh	Fresh food online retailing	Fruit Day JD Fresh		
Capital / technology / logistics / data / revenue		Tmall	Online supermarket	JD mall and Yihaodian		Capital / technology / logistics / data / revenue
		Auchan RT-Mart Lianhua	Supermarket	City Shop Yonghui		
		Hema Fresh	New retail concept stores	7Fresh		
		Suning	Electronics retail stores	JD electronics shop		
		Yintime	Shopping malls	Wanda		
		Xiaomaigui vending machines	Unmanned retail	‘X’ Supermarket		
		Ele.me	Meal delivery	Meituan		
		MEI.com	Flash sale	VIP.com		
		Alipay	Cashless payment	WeChat Pay		

Source: Austrade







# A PORTRAIT OF THE CHINESE FOOD CONSUMER

## THE POST-SEVENTIES AND POST-EIGHTIES GENERATION

**Age range** 35–54

**Population with incomes above US\$30K in 2016** 12.1 million

**Population with incomes above US\$30K in 2021** 46.6 million

**Good market for** Baby and maternity food, premium fruit and vegetables

**How to sell to this segment** Premium supermarkets, online, hotels and restaurants, chain stores, overseas duty-free shops

## MEET THE CONSUMER: THE JIANG FAMILY





# A PORTRAIT OF THE CHINESE FOOD CONSUMER

## THE POST-NINETIES GENERATION

<b>Age range</b>	24–34
<b>Population with incomes above US\$30K in 2016</b>	7.8 million
<b>Population with incomes above US\$30K in 2021</b>	28.5 million
<b>Good market for</b>	Snack foods, beauty and fashion
<b>How to sell to this segment</b>	Online, social media

## MEET THE CONSUMER: MS LU



# A PORTRAIT OF THE CHINESE FOOD CONSUMER

## THE POST-2000 GENERATION

<b>Age range</b>	15–24
<b>Population with incomes above US\$30K (2016)</b>	2.7 million
<b>Population with incomes above US\$30K in 2021</b>	9.9 million
<b>Good market for</b>	Snack foods, beauty and fashion
<b>How to sell to this segment</b>	Online, social media

## MEET THE CONSUMER: MR ZHOU





# A PORTRAIT OF THE CHINESE FOOD CONSUMER

## RETIREEES

<b>Age range</b>	55+
<b>Population with incomes above US\$30K in 2016</b>	2.3 million
<b>Population with incomes above US\$30K in 2021</b>	23.7 million
<b>Good market for</b>	Affordable food and beverage, nuts, wine, functional foods
<b>How to sell to this segment</b>	Traditional retail, supermarkets and hypermarkets, overseas

## MEET THE CONSUMER: MR & MRS WANG







English – detected ▾



Australian Oats Edit

Chinese (Traditional) ▾



澳大利亞燕麥

Àodàliyǎ yànmài

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Tmall 天猫

澳大利亚燕麦

搜索

澳大利亚麦片 | 澳大利亚食品 | 燕麦片 | 澳大利亚红酒 | q10澳大利亚 | 卵磷脂澳大利亚

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全部 > 澳大利亚燕麦

共 245 件相关商品

品牌 Brookfarm/布鲁克家族 Freedom Foods 奥伯顿 Arnold's farm Vital Strength 宝德谷(澳大利亚) GOAT 亨利 Auseeds/奥利斯 + 多选 更多

KOALA KISS/考拉亲亲 SANITARIUM/欣善怡 Red Tractor Foods GoldenVale Myshee/麦食 Iowan STAY NEW 新康利(澳大利亚)

分类 进口食品 冲饮 个人洗护 宝宝用品 精油芳疗 更多

综合 人气 新品 销量 价格 收货地: 杭州 请输入 请输入 包邮 折扣 搭配减价 更多 店铺 大图 1/5



¥29.90

进口食品

澳大利亚进口澳菲顿星宜营养早餐冲饮  
天猫超市

月成交 309笔 评价 2408



¥42.90

澳大利亚进口澳菲顿星宜营养早餐冲饮  
天猫超市

月成交 28笔 评价 72



¥49.00

进口食品

澳大利亚进口速食纯燕麦软糯即食免煮  
redtractorfoods旗舰店

月成交 62笔 评价 275



¥68.00

进口食品

澳大利亚freedom水果燕麦网红低脂早  
VitalStrength海外旗舰店

月成交 30笔 评价 10



¥59.00

澳大利亚红色拖拉机苹果烘烤什锦水果  
redtractorfoods旗舰店

月成交 52笔 评价 69



Brands that Tmall deem as relevant based on search terms entered

Monthly Transaction figure

Number of comments for product





品牌源自澳洲,谷物健康美食家

红色拖拉机官方旗舰店



包装升级 加量不加价

立即抢购

澳洲速食纯燕麦1kg

本店所有商品

首页

早餐精选

纯麦燕麦

水果燕麦

品牌故事



进口食品

公益宝贝

澳大利亚进口速食纯燕麦软糯即食免煮冲泡原味麦片500g袋装

澳大利亚进口

价格 ¥68.00

运费 杭州 上城区

累计评价 275

送天猫积分 34

数量 1 件

立即购买

加入购物车

服务承诺 破损包退 正品保证 极速退款 赠运费险 支付方式  
七天无理由退换

检测到您当前处于非安全网络环境,部分商品信息可能不准确,请在交易支付页面再次确认商品价格信息。



分享 收藏商品 (270人气)

举报

看了又看



红色拖拉机澳洲进口免煮代餐...



澳洲进口红色拖拉机OMEGA-3...



红色拖拉机澳洲进口免煮早餐...

Press here to go to the comments

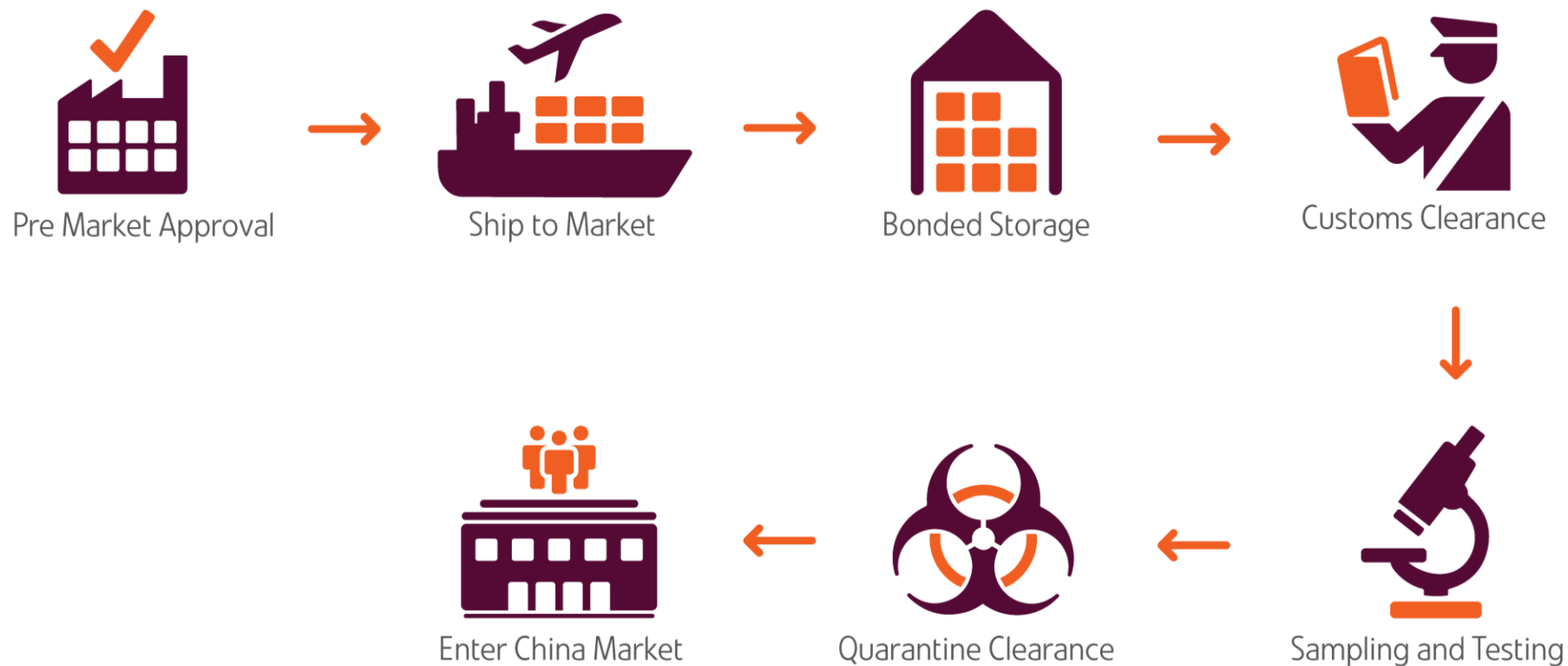






# GETTING YOUR GOODS TO CHINA

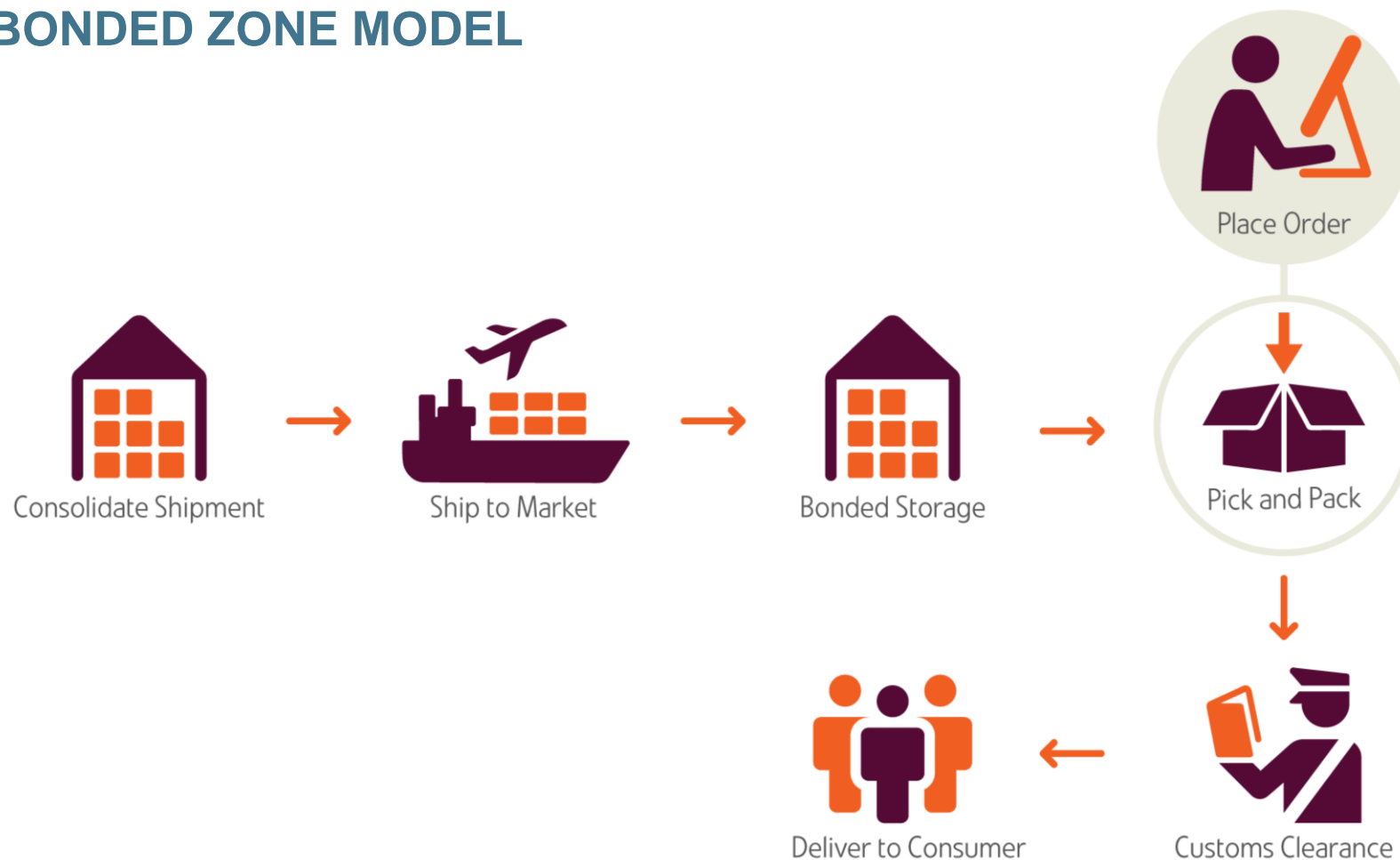
## GENERAL TRADE EXPORT FLOW



Source: Australian Food & Grocery Council

# GETTING YOUR GOODS TO CHINA

## FREE TRADE BONDED ZONE MODEL



Source: Australian Food & Grocery Council

# GETTING YOUR GOODS TO CHINA

## DIRECT MAIL MODEL

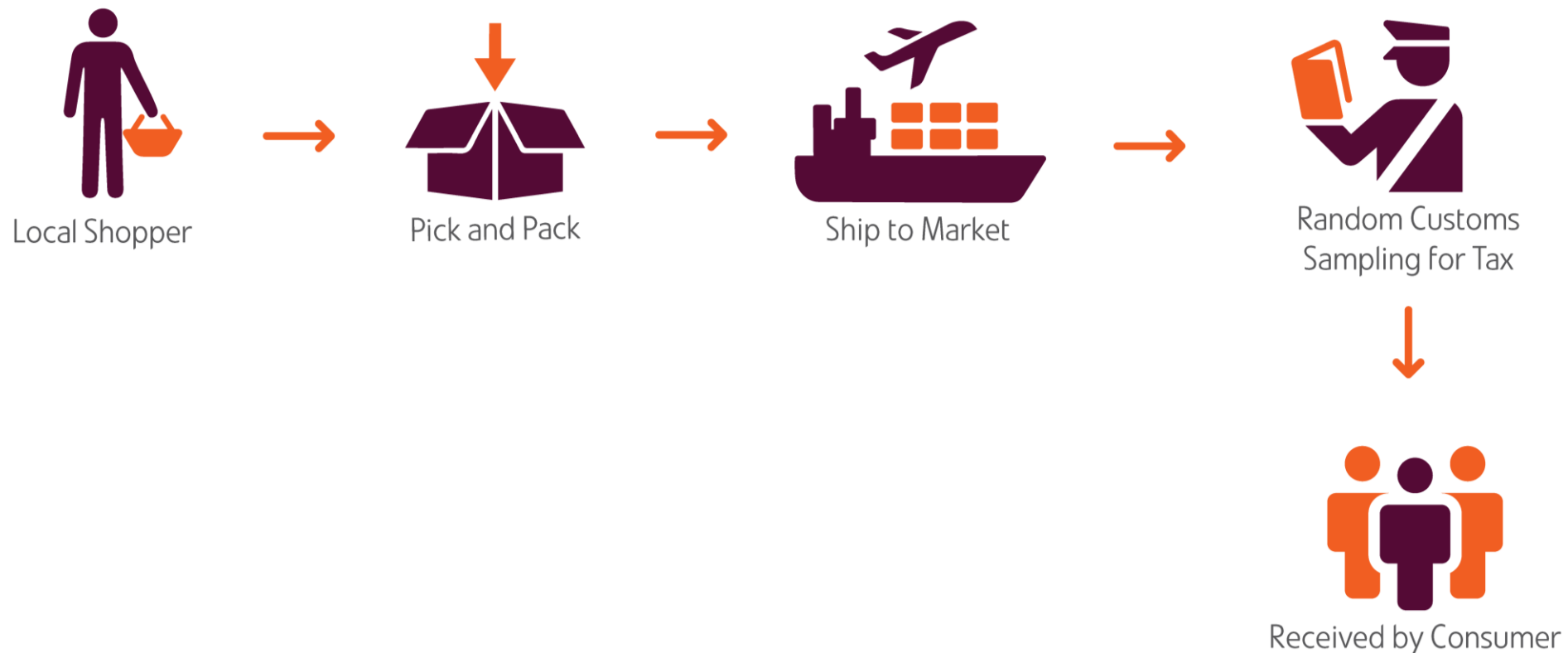


Source: Australian Food & Grocery Council



# GETTING YOUR GOODS TO CHINA

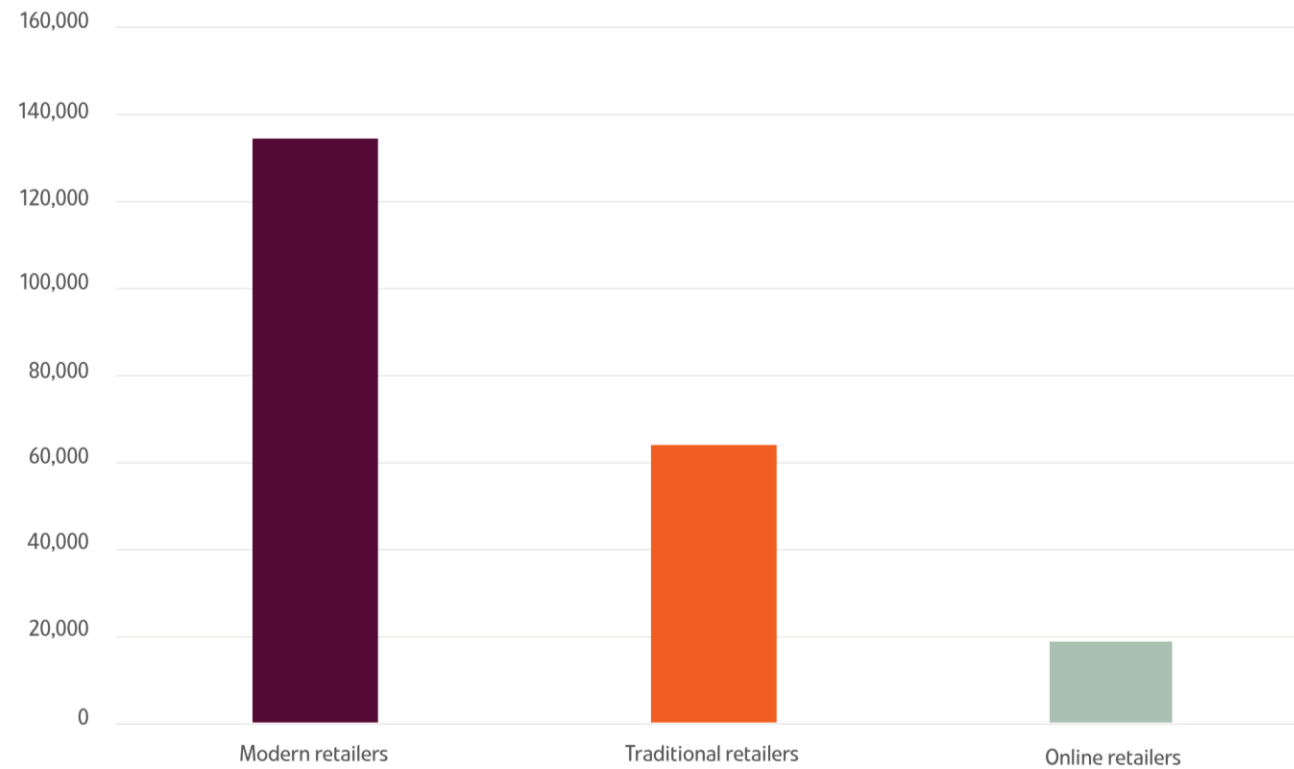
## DAIGOU MODEL



Source: Australian Food & Grocery Council

# SELLING YOUR GOODS IN CHINA

## CHINA'S PACKAGED FOOD GROCERY SALES BY CHANNEL, 2016 (US\$ MILLION)



Source: Grocery Retailers in China, Euromonitor International, December 2016

# SUPERMARKET OVERVIEW

Group	Supermarkets	Hypermarkets	Premium supermarkets	Convenience stores
China Resources	CR Vanguard (996) Suguo (1,139)	Vanguard (529)	Ole (32)	Suguo Howdy (1,342)
Sun Art		RT Mart (355) Auchan (75)		
Walmart		Walmart (409)	Sam's Club (14)	
Carrefour		Carrefour (234)		Carrefour Express
Bailian Group	Lianhua and Hualian (1,514)	Century Mart (300)	BHG (144)	Quick (1,650)
Bright Food	Nonggongshang (690)			Kedi / Alldays (1,500)
Yonghui		Yonghui (493)		

Source: Austrade, Li & Fung



盒马 鲜美生活

## 试吃推荐

澳洲新奇士脐橙 4粒装

·精选佳沛18-22头大果，产自新西兰金奇异果；  
·型美、汁肥、味甜；让你一口就惊艳

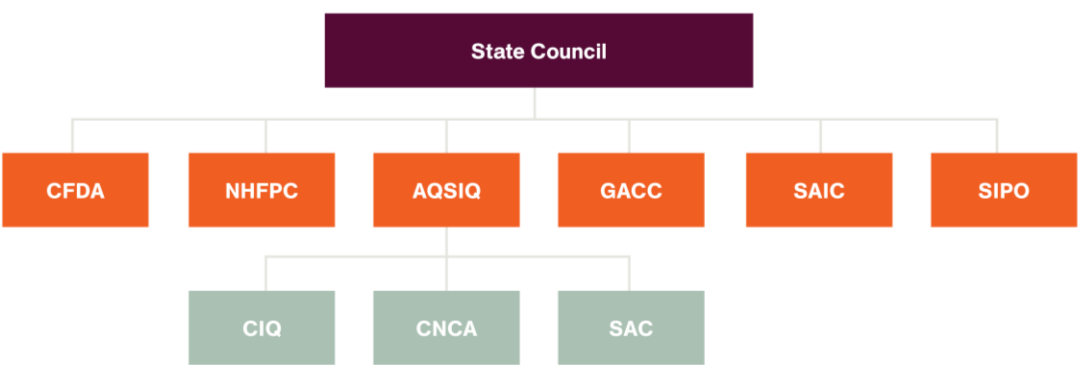
29.9  
元/盒



# UNDERSTANDING KEY REGULATIONS

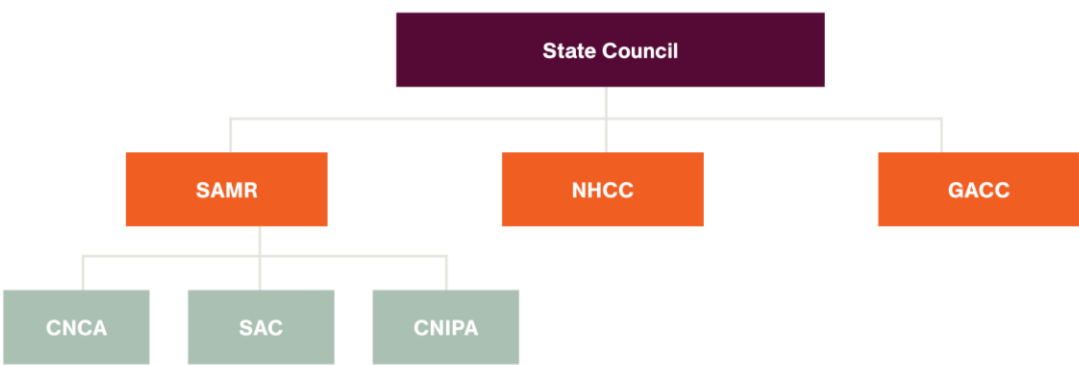
## CHINESE REGULATORY AUTHORITIES

Before March 2018 restructure



CFDA	China Food and Drug Administration
NHFPC	National Health and Family Planning Commission
AQSIQ	General Administration of Quality Supervision, Inspection and Quarantine
GACC	General Administration of Customs of China
SAIC	State Administration for Industry and Commerce
SIPO	State Intellectual Property Office
CIQ	China Inspection & Quarantine
CNCA	Certification and Accreditation Administration of China
SAC	Standardization Administration of China

After March 2018 restructure



SAMR	State Administration for Market Regulation
NHCC	National Health Commission of China
GACC	General Administration of Customs of China
CNCA	Certification and Accreditation Administration of China
SAC	Standardization Administration of China
CNIPA	China National Intellectual Property Administration



# REGULATORY BODIES AND THEIR RESPONSIBILITIES

Department	Responsibilities	Link
<b>State Administration for Market Regulation (SAMR)</b>	<p>SAMR is a new bureau responsible for:</p> <ul style="list-style-type: none"> <li>› Management of business licences</li> <li>› Management of food production and food operation certificates</li> <li>› Comprehensive enforcement of market regulation</li> <li>› National sampling inspections of food</li> <li>› Registration of infant formula, health food and Food for Medical Purposes</li> <li>› Laboratory certification and accreditation</li> <li>› Establishing national standardisation laws and regulations, and industry and local standard filing</li> <li>› Registration of trademarks</li> <li>› Intellectual property registration and protection.</li> </ul>	<p><a href="http://samr.saic.gov.cn">samr.saic.gov.cn</a> (Chinese)</p>
<b>General Administration of Customs of China (GACC)</b>	<p>GACC is an existing bureau with expanded functions around food import, which include:</p> <ul style="list-style-type: none"> <li>› Inspection and quarantine of imported and exported products</li> <li>› Customs risk management and statistics</li> <li>› Administration of Free Trade Zone</li> <li>› Registration and filing of imported food enterprises</li> <li>› Collection of taxes</li> <li>› Development and signing of international cooperation and bilateral agreements.</li> </ul>	<p><a href="http://customs.gov.cn">customs.gov.cn</a> (Chinese)</p> <p><a href="http://english.customs.gov.cn">english.customs.gov.cn</a> (English)</p> <p>(Content may vary between sites)</p>
<b>National Health Commission of China (NHCC)</b>	<p>NHCC is a new bureau responsible for:</p> <ul style="list-style-type: none"> <li>› Establishment of national food safety standards</li> <li>› Registration of new food raw materials and new food additives</li> <li>› Approval of imported food without national standards</li> <li>› Food safety risk assessment.</li> </ul>	<p><a href="http://nhfpc.gov.cn">nhfpc.gov.cn</a> (Chinese)</p> <p><a href="http://en.nhfpc.gov.cn">en.nhfpc.gov.cn</a> (English)</p> <p>(Content may vary between sites)</p>





# BUILDING YOUR BRAND IN CHINA

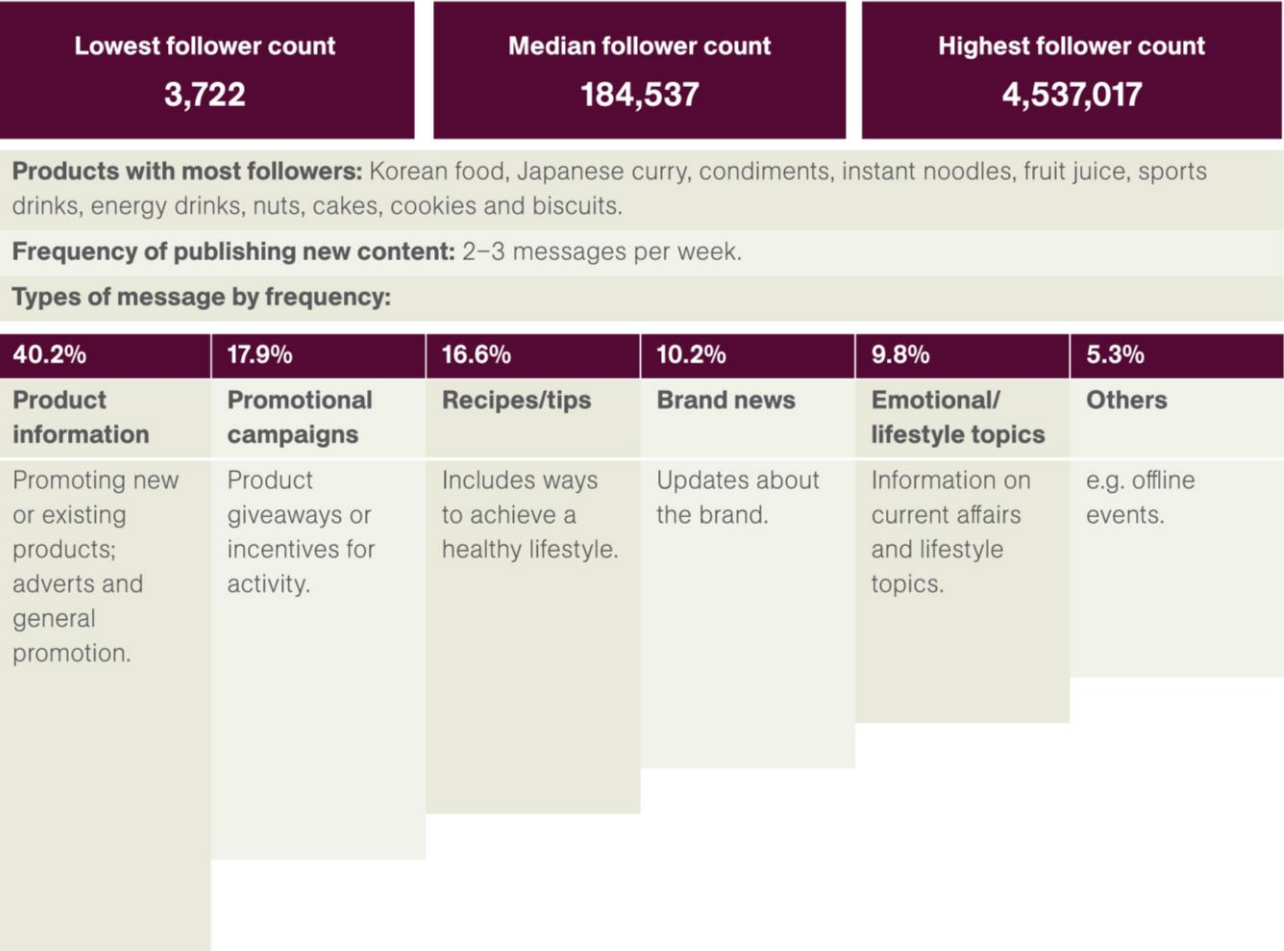
## WILD ABOUT WECHAT



Source: China Skinny

# BUILDING YOUR BRAND IN CHINA

## USE OF SOCIAL MEDIA BY FOOD BRANDS, TOP 35 ACCOUNTS





## KEY OPINION LEADERS OVERVIEW

	DESCRIPTION	ESTIMATED PRICES
A-list KOL	Well-known in China, will charge a premium price as they have a large following and are sought after by many brands i.e. top influencers, personalities/voices or Chinese celebrities.	#of followers: 1,000,000+ Price per post: ¥ 70K-150K+
High-mid range KOL	A B-list or lower celeb; still well known but not as influential. Prices will still be high.	#of followers: 400,000+ Price per post: ¥ 20K-55K+
Local influencer	Regional or city specific; known in their area as an expert but still approachable by consumers.	#of followers: 200,000+ Price per post: ¥ 6K-18K+
Industry-specific leader	Regional or city specific; known in their area as an expert but still approachable by consumers.	#of followers: 20,000+ Price per post: ¥ 3K-5K+
Grassroots influencer	Consumers with a voice; could be a small-time blogger or outspoken person in a WeChat group, for example a strong voice in a food, mum or health group.	#of followers: 8,000+ Price per post: ¥ 1.5K-2.5K+

Source: China Skinny



- › **Horticulture:** tariffs of up to 25 per cent on nuts are being eliminated by 1 January 2019; tariffs of 11 to 30 per cent on oranges, mandarins, lemons and other citrus fruits are being eliminated by 1 January 2023; tariffs of 10 to 20 per cent on all other fruit are being eliminated by 1 January 2019; and tariffs of 10 to 20 per cent on all fresh vegetables such as asparagus, lettuce and turnips are being eliminated by 1 January 2019
- › **Processed food:** tariffs of 7.5 to 30 per cent are being eliminated by 1 January 2019
- › **Seafood:** tariffs of 10 to 15 per cent are being eliminated by 1 January 2019
- › **Wine:** tariffs of 14 to 20 per cent are being eliminated by 1 January 2019.
- › **Beef:** tariffs of 12 to 25 per cent are being eliminated by 1 January 2024
- › **Dairy:** tariffs of up to 20 per cent are being eliminated by 1 January 2026

The China-Australia Free Trade Agreement (ChAFTA) came into force on 20 December 2015. The agreement unlocks significant opportunities for Australia in China. Thanks to ChAFTA, more than 96 per cent of Australia's goods exports to China are now eligible to enter duty-free or with preferential access.





## KEY FOOD AND BEVERAGE AND CONSUMER EVENTS IN CHINA

Name	Sector	Location	Timing (each year)
China Food and Drinks Fair	Wine, alcohol	Chengdu	March
Bakery China	Ingredients	Shanghai	May
SIAL China	Food and food service	Shanghai	May
HOFEX China	Food and food service	Hong Kong	May
China Baby and Maternity Expo	Mother and baby	Shanghai	July
Asia Fruit Logistica	Fruit	Hong Kong	September
China International Import Expo (CIIE)	All	Shanghai	November
Food and Hotel China (FHC) and Prowine	Retail food and wine	Shanghai	November
China Fisheries and Seafood Expo	Seafood	Qingdao or Dalian	November
China Fruit and Vegetables Fair	Horticulture	Beijing	November

## WHO CAN APPLY?

An Australian individual, partnership, company, association, cooperative or statutory corporation that has:

- › carried on business in Australia
- › promoted the export of goods
- › promoted the delivery of services outside Australia
- › promoted certain services in Australia to non-residents
- › promoted inbound tourism
- › promoted the export of intellectual property and know-how outside Australia
- › an income of less than \$50 million for the year
- › spent at least \$15,000 on eligible export promotional activities.

A trustee may also apply on behalf of a trust.

## WHAT CAN BE CLAIMED?

- › overseas representation expenses
- › marketing consultant expenses
- › marketing visits expenses
- › free samples expenses
- › trade fairs, seminars, in-store promotions expenses
- › promotional literature and advertising expenses
- › overseas buyers expenses
- › registration and/or insurance of eligible intellectual property expenses.

## WHAT DO YOU GET?

- › up to 50 per cent reimbursement of eligible expenses, less the first \$5,000
- › each applicant may receive a grant of up to \$150,000 per application (subject to available funds), to a maximum of eight annual grants
- › grants are regarded as assessable for income tax purposes
- › the Australian Taxation Office has confirmed that GST will not apply to EMDG grants.



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