Required Report: Required - Public Distribution **Date:** July 03, 2026

Report Number: CH2026-0084

Report Name: Exporter Guide Annual

Country: China - People's Republic of

Post: Guangzhou ATO

Report Category: Exporter Guide

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Report Highlights:

China has been the world's second largest economy for over 15 years since 2010 and continued to be the world's second largest importer for agricultural products in 2025. While having faced various headwinds economically and the agricultural imports hitting a five-year low, China's consumer goods sales kept going up in 2025. The United States was still China's second largest supplier for imported agricultural products, though the imports from the United States were down in 2025. Demand for U.S. agricultural and food products remained strong in China as U.S. food products are still known for high quality and continue to be favored by Chinese importers and consumers alike. This annual report provides practical tips for U.S. agricultural exporters on how to conduct business in China, including information on export opportunities, local business practices, consumer preferences, including food standards regulations, and import and inspection procedures.

Executive Summary: Having been the world's second largest economy for over 15 years since 2010, China's GDP reached $19.6 trillion (RMB 140.2 trillion) in 2025, up 5 percent from 2024, according to the country's National Bureau of Statistics (NBS). It continued to be the world's second-largest importer of agricultural products in 2025, with import value at $207.4 billion. For consumer-oriented products, China's imports from the United States declined over 30 percent in 2025 to $4.97 billion, making the United States the 6th largest supplier, 2 places down from 2024.

Consumer-Oriented Agricultural Imports

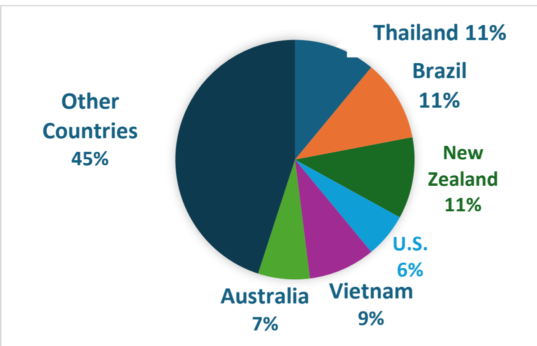

Chart 1: Top Exporting Countries to China
Source: Trade Data Monitor, LLC

Food Retail Industry:
China's total retail sales of consumer goods in 2025 rose 3.7 percent to exceed $7 trillion. Food retail sales reached $352.8 billion in 2025, up 9.3 percent from the previous year. A survey of more than 30,000 outlets under 68 supermarket chains nationwide shows that 50 percent surveyed outlets recorded sales growth while 42 percent recorded decline in 2025.

Food Processing Industry:
According to the Ministry of Agricultural and Rural Affairs, China's food/agricultural processing industry is comprised of 100,000 registered companies in 2025, with revenues estimated at $2.5 billion. Specifically, pre-cooked food and prepared meals is a rapidly rising sector with market value estimated at up to $116.2 billion in 2025.

Food Service Industry:
China's food/catering service sales reached $812 billion (RMB5.8 trillion) in 2025, up 3.2 percent from 2024. Chain operations continued to rise, accounting for 25 percent of the food service sector, roughly 2 percentage points higher than in 2024.

Quick Facts CY 2025

Imports of Consumer-Oriented Products
$84.4 billion

List of Top 10 Growth Products in China

1) Fresh Fruit	2) Beef & Beef Products
3) Dairy Products	4) Soup & Other Food Preparations
5) Pork & Pork Products	6) Processed Vegetables
7) Tree nuts	8) Meat Products
9) Processed fruit	10) Poultry meat & products (ex. eggs)

Food Industry by Channels (billion)

Food Retail Industry	$352.8
Food Service-HRI	$812
Food Processing	$2,521
Food and Agriculture Exports	$104.2

Top 10 Host Country Retailers
Walmart/Sam's Club, RT-Mart, Freshippo, Yonghui (YH), Wumart, Lianhua, CR-Vanguard, Jiajiayue, Zhongbai Supermarket, Qiandama
(*Source: China Chain Store and Franchise Association*)

GDP/Population
Population: 1.4 billion
GDP: $19.6 trillion
GDP per capita: $13,950
Sources: *Trade Data Monitor, LLC, China NBS, and China Chain Store and Franchise Association*

Strengths/Weaknesses/Opportunities/Threats

Strengths	***Weaknesses***
- U.S. ingredients are widely perceived as high-quality, safe, and consistent in China.	-China imposes high tariffs on U.S. products. - Domestic demand in China becomes weaker.
Opportunities	***Threats***
- Health and food safety concerns are claiming more attention -Younger consumers are willing to try new products.	- Uncertain trade policies. - China's economic recovery has been weaker than expected. - Growing high-end domestic production of key consumer goods.

Section I: Market Overview

According to the National Bureau of Statistics (NBS), China's Gross Domestic Product (GDP) reached approximately $19.6 trillion in 2025, up 5.0 percent from 2024. This growth matched with Beijing's preset annual target, signaling China's economy kept rising, though it faced a wide range of challenges, such as property value depreciation, consumer deflation, and high youth unemployment. China's consumer goods sales also kept going up and reached $7.37 trillion in 2025, up 3.7 percent from the previous year. Food retail sales rose 9.3 percent to $352.8 billion in 2025.

According to a news report published recently by China's Ministry of Commerce, the country's total retail sales in the first quarter of 2026 went up 2.4 percent compared with the same period last year. China Q1 Consumption Summary by MOFCOM (in Chinese). Another report by China's Ministry of Culture & Tourism indicates that consumers' spending rose 2.9 percent during the five-day Labor Day Holiday (May 1 to 5) compared with the same period of 2025. China 2026 Labor Day Consumption Up (in Chinese). These data shows that China's consumers' confidence is gradually recovering, though the entire economic recovery seems slower than expected.

China's total agricultural imports were $228 billion in 2025, down 3.7 percent from the $237 billion in 2024, also a five-year low since 2021. However, China is still currently the world's second largest agricultural product importer. The top three suppliers were Brazil, the United States, and Thailand in 2025, unchanged from 2024.

China's annual imports of consumer-oriented agricultural products have been stable at around $83 billion in the past five years. The United States used to account for about 9 percent of China's total imports and has been ranked the fourth consistently until 2025. China's imports of consumer-oriented agricultural products from the United States dropped significantly in 2025 with the share down to less than 6 percent due to the trade frictions between the two countries. However, U.S. food products are still known for high quality, continue to be favored by Chinese importers and consumers alike. Top consumer-oriented products were food preparations, beef, pork, and dairy products in 2025.

Advantages and Challenges

ADVANTAGES	CHALLENGES
U.S. food and agricultural products are generally perceived as high-quality products with reliable food safety standards.	Consumers are more inclined to choose low-cost products during the economic downturn.
USDA-Endorsed and non-endorsed trade shows with USA Pavilions and educational seminars bridge the gap for importers unfamiliar with U.S. food and agricultural products.	An uncertain trade environment negatively impacts Chinese buyers' purchasing decisions.
The rise of China's second and third-tier cities has boosted consumption in these regions, making them a new point for growth.	China has been diversifying its suppliers for imported food, while third nation competitors are allocating greater resources to marketing their products.

China agreed to import more U.S. ag products in the coming three year after the two nations' presidents met in May 2026.	China's tariffs on U.S. ag products are currently still in position.

Section II: Exporter Business Tips

The Chinese export market is large, competitive, and complex, and competition is fierce. Exporters must remain current, connected with importers, and prepared to invest in marketing. For the best chance of success, exporters should familiarize themselves with current and forecasted market data. See Section VI (Trade Assistance for Exporters) for further resources.

Protect your brand early by registering patents and trademarks with the China Trademark Office (CTMO). China has a "first-to-file" policy for trademark registration.

Entry Strategy

The following entry strategy is recommended for new-to-China exporters seeking to explore the China market:

1. **Survey social media and digital marketing landscape for your products:** In China, digital channels are gaining increasing shares as cross-border and domestic e-commerce platforms are enabling overseas brands to enter the market with lower upfront costs and reach consumers directly. Content-driven commerce and social media engagement continue to influence consumer purchasing decisions and may complement traditional importer and retail channels. Livestreaming sales, and community group-buying further expand market access, particularly for packaged foods and premium products.

   China's leading social media platforms include Douyin, Xiaohongshu, and Kuaishou, which have been rapidly evolving and tightly integrated with shopping and livestreaming. These platforms are widely used to promote food and lifestyle products, offering unique opportunities for agricultural exporters to reach Chinese consumers.

   For more information, please see the report of Navigating China's Social Media Landscape - A Guide for US Agricultural Exporters.

   Consider cross-border e-commerce as a way to get a foothold into the market for new-to-China exporters (Please see Section IV on Cross Border E-Commerce below).

2. **Attend trade shows in China:** This allows the potential exporter to gain first-hand market information, gauge interest in your product(s), observe competitors, and meet potential partners. China Trade Shows and Conferences Report 2026 highlights vetted 2026 trade shows in China, including three USDA-endorsed trade shows: Food Ingredients China (FIC), SIAL China (Shanghai), and Food and Hospitality China (FHC), as well as other influential trade shows in sectors including bakery, fishery and seafood, meat, pet food, etc.

3. **Participate in State Regional Trade Group (SRTG) activities**: Regularly, SRTG organizes trade missions to China, which often include site visits to processing facilities, in-person meetings with importers, exhibiting under a unified USA pavilion at trade shows, and attending exporter training and briefing events.

4. **Reach out to Departments of Agriculture of your state and state trade promotion offices:** They often organize trade missions and activities like those organized by the SRTGs.

Distribution Channels

Imported food products in China are distributed through a mix of traditional and modern channels that increasingly overlap. Conventional pathways include importers and distributors supplying supermarkets, hypermarkets, food stores, and foodservice operators, which remain important for broad market coverage and cold-chain logistics. At the same time, digital channels are gaining increasing shares as cross-border and domestic e-commerce platforms enabling overseas brands to enter the market with lower upfront costs and reach consumers directly. Content-driven commerce and social media engagement continue to influence consumer purchasing decisions and may complement traditional importers and retail channels. Livestreaming sales, and community group-buying further expand market access, particularly for packaged foods and premium products.

Many importers now adopt hybrid distribution models that combine offline retail presence with online stores to strengthen brand visibility and manage inventory more efficiently. Private label products continue to provide strong sales potential for U.S. products as they can partner directly with Costco, Sam's and other membership stores or high-end retailers to sell large volumes of products. Please refer to the latest Private Label GAIN Report: Grocery Private Label Food Business in China.

Market Research

It is essential to conduct comprehensive market research to understand consumer preferences, demographic nuances, and regional differences. China is a massive market with various preferences. Understanding these differences and tailoring your export approach to specific regions within China can assist in product acceptance. As mentioned above, FAS provides free market research reports that are available via the Global Agricultural Information Network (GAIN).

Working through a local business consultant will help you navigate your engagements in China. Local partners and distributors are especially useful for smaller companies without large marketing budgets, and they can assist with marketing and taking orders. Visitors are encouraged to check the latest China Travel Advisory before making travel arrangements. Joining more extensive marketing campaigns with FAS and State and Regional Trade Groups (SRTGs), including Food Export-Midwest, Food Export-Northeast, Southern United States Trade Association (SUSTA), and , Southern United States Trade Association (SUSTA), and Western United States Agricultural Trade Association (WUSATA) are more cost-effective and can draw more attention than individual promotions. are more cost-effective and can draw more attention than individual promotions. before making travel arrangements. Joining more extensive marketing campaigns with FAS and State and Regional Trade Groups (SRTGs), including Food Export-Midwest, Food Export-Northeast, Southern United States Trade Association (SUSTA), and Western United States Agricultural Trade Association (WUSATA) are more cost-effective and can draw more attention than individual promotions.

Local Business Customs and Trends

Understanding China's business and cultural customs and the current bilateral relationship is vital to establishing and maintaining business relationships. Though regional differences exist, Chinese communication styles are generally more subtle than Western ones. Hiring an interpreter who can help with the language and navigating cultural norms is strongly suggested.

Chinese consumers are highly conscious of food and beverage products' freshness, price, perceived safety and/or wellness claims, and nutritional value. Securing a reliable importer with a verified cold chain and warehousing infrastructure is critical.

Purchases of high-end goods, including many U.S. products, increase around key Chinese holidays. The two most significant holidays are the Lunar New Year, a one-to-two-week celebration that takes place sometime between mid-January and mid-February, and the Mid-Autumn Festival, which typically takes place during the first week of October. Most holidays follow the lunar cycle, so the dates will vary. These holidays can serve as valuable target dates and marketing tools.

General Consumer Tastes and Trends

- Food Safety: Chinese consumers are becoming increasingly more concerned about food safety while food safety incidents happen frequently in the country.
- Localized Products: China is a massive country with specific regional tastes. It can be valuable to target specific audiences of Chinese consumers. Southwest regions including Yunnan, Sichuan and Guizhou provinces welcome food or snacks with strong flavors such as spicy or sour. Meanwhile, people living in coastal areas such as Guangdong, Zhejiang, and Fujian are more likely to purchase fresh food with lighter flavors.
- Health foods: Consumers are increasingly health conscious. Products that are preservative-free, low-sugar, low-fat, and have fewer additives have become more popular.
- Convenience: The fast-paced lifestyle in urban cities has made consumers more likely to choose portable, easy-to-prepare, pre-packaged and pre-prepared products.
- Social media: Social media is widely used to promote food and lifestyle products. For more information, please see the report of Navigating China's Social Media Landscape - A Guide for US Agricultural Exporters.

Section III: Import Food Standards, Regulations and Procedures

China’s legal, commercial, reporting, and enforcement systems for food and agricultural products differ from those in the United States. China revises its procedures regularly and often without warning, making it challenging to stay aware. Exporters are encouraged to use all resources available to avoid customs clearance delays.

The USDA FAS offices across China (see the contact information below in the appendix) support exporters and routinely publish reports on new policies and developments. You can view recent reports about China or search for reports by topics or keywords via GAIN. GACC also lists laws, regulations, and decrees on its website: GACC.

The FAIRS Export Certificate Report Annual and China FAIRS Country Annual Report lists major export certificates China requires for imports of food and agricultural products and serves as an index of agricultural product import regulations and standards. The USDA Animal and Plant Health Inspection Service (APHIS) has an office in Beijing. APHIS ensures that U.S. agricultural and food products exported to China meet entry requirements and resolve unjustified sanitary and phytosanitary issues. The APHIS website provides information for U.S. exporters on plant and plant products and animal and animal products, including relevant international regulations.

The USDA Food Safety Inspection Service (FSIS) has an office in China. The FSIS Export Library for China provides detailed guidelines on eligible (and ineligible) food products for export to China. FSIS often works closely with U.S. exporters to address meat product entry requirements and resolve sanitary and phytosanitary issues.

Labeling: According to the International Trade Administration, incorrect labeling is a leading reason many imported products do not pass customs review. In China, all food imports must include labeling in English, Chinese, or just Chinese. See the FSIS Library for more information. Some products also require a China Compulsory Certification (CCC) mark. China Customs provides detailed information on tariffs, declarations, certificates, and more. Search by product or H.S. code. See the World Trade Organization's website for more tariff resources and databases.

Tariffs: China currently imposes an additional 10 percent tariff on all U.S. products, including agricultural products, on top of MFN tariffs. The 10 percent tariff is expected to remain in effect until November 9, 2026. China's retaliatory Section 232 and 301 tariffs also remain in effect. However, importers can still request a Section 301 tariff exclusion on some agricultural products from the United States (for more information see GAIN report CH2020-0017). While the overall exclusion policy is valid until the end of 2026, the application deadlines may vary depending on the commodity. The China Extends Section 301 Tariff Exclusions for US Agricultural Products GAIN report provides a table with up-to-date tariffs applied to U.S. agricultural, fishery, and forestry products by H.S. code. Exporters are recommended to verify current rates and exclusions prior to shipment.

Trademarks and Patents Market Research: In addition to protecting your brand (See Section II), note that trademark copyright can take 18 months to process in China. Plan well before exporting to China to ensure your products are as protected as possible from intellectual property theft and rights violations.

Facility Registration

Exporters planning to ship food and agricultural products to China should confirm that their production facilities meet all registration requirements administered by China's General Administration of Customs (GACC). In most cases, processed food manufacturers must register through China Import Food Enterprises Registration (CIFER) system. On June 1, 2026, GACC implemented Decree 280, which superseded Decree 248 on facility registration; however, GACC continues to use the CIFER system to handle registrations under its jurisdiction. Meanwhile, exporters of meat, poultry, dairy, infant formula, and seafood should coordinate directly with the FDA or FSIS to determine product-specific compliance steps.

GACC's Department of Animal and Plant Quarantine (DAPQ) manages a separate facility registration system for exporters of plant-origin products, plant-based foods, and animal or animal-derived products. In December 2025, DAPQ expanded the list of commodities requiring facility registration. Because this process can take several weeks, exporters are strongly encouraged to review the list and work closely with FAS, FSIS, FDA, and APHIS to ensure all registrations are completed prior to export.

Section IV: Market Sector Structure and Trends

China is a massive market with room to grow U.S. market share for a number of product categories. Health food products, ready-to-eat foods, pet food, non-alcoholic beverages, and other categories represent export opportunities for U.S. products.

Table 2. Key Export Opportunities for U.S. Consumer-Oriented Products to China
(Based on Import Value and Five-Year Import Growth)

Product Description	Five-year Growth Rate	2025 Global Import Value (millions)	Market Situation
Fruit (fresh)	38%	$16,520	China showed strong demand for imported tropical fruits and a shift toward premium varieties. The market increasingly favored quality over quantity, with rising health consciousness and urbanization driving dietary upgrades. However, U.S. fruit, such as apples, cherries, and stone fruit, while popular in China, was significantly suppressed by trade tensions and higher tariffs in 2025.
Beef & beef products	18%	$14,965	Beef consumption has significantly outperformed other meats in China, climbing from 4.7 kg per capita a decade ago to nearly 8 kg in 2025, driven by dietary shifts and a growing middle class that views beef as a premium, nutritious protein.
Dairy products	-8.8%	$13,836	Although the total dairy consumption has been stagnating in the last five years due to the country's declining birth rates and economic pressures, China is currently still the world's number one dairy product importer. U.S. accounts for42 to 45 percent of China's total whey imports.
Tree nuts	-7.5%	$3,165	Although China's tree nut import declined in 2025, it's still one of world's top tree nut consumers and importers. The U.S. accounts for about one third of China's total tree nut imports, including mainly pistachios, almond, and pecans.
Processed Vegetables	46%	$2,982	China has an increasing demand for processed vegetables. Top products include peas, lentils, kidney beans, cowpeas, chickpeas, and other broad beans.
Fruit (processed)	60%	$2,484	The rapid growth of the snacking and baking industry in China has boosted the demand for processed fruits. Popular items in this category include those with health benefits or marketed to have health benefits such as cranberries, blueberries, and tart cherries, are popular among Chinese consumers.
Chocolate & cocoa products	75%	$1,748	Chocolate consumption in China is shifting from traditional holiday gifting to everyday indulgence, the country's rising middle class and evolving consumer preferences are actively redefining the market. Packaged Chocolates, Artisan & Specialty Chocolate, and Industrial Cocoa Preparations are the major U.S. products that China imports.

Source: Trade Data Monitor, LLC

Retail Industry

According to the data by China's NBS, the country's total retail sales of consumer goods (excluding automobiles) rose to $7.4 trillion (RMB 50.1 trillion) in 2025, reflecting a 3.7 percent year-on-year increase from 2024. This growth highlights a gradual recovery in consumer spending amid ongoing economic headwinds in 2024 and 2025.

Amid shifting consumer behavior, price sensitivity is becoming increasingly pronounced across China's retail landscape. Younger consumers are showing a stronger acknowledgement and preference for better price-to-performance ratio products. In response, major retailers have rolled out broad-based discount strategies, including digital coupons, flash sales, and bundled promotions. However, consumers of premium or imported goods tend to remain insulated from such price pressures, with demand staying relatively resilient.

Health consciousness continues to shape food purchasing decisions. Nutrition and health benefits are becoming more important for Chinese consumers, with products that emphasize functional or clean-label attributes enjoying growing popularity. While "clean label" lacks an official regulatory definition, it generally refers to products with short, recognizable ingredient lists and minimal artificial additives. Demand for such products is especially strong among middle-class consumers in China's Tier 1 cities, where health-driven food choices are increasingly mainstream. Please see the latest Retail Food Report for additional information.

Hotel, Restaurant, and Institutional (HRI) Industry

China's foodservice industry continued experiencing headwinds in 2025 driven by slower macroeconomic growth and declining per-capita consumer spending. Online ordering and food delivery services remained critical revenue drivers for restaurants, alongside the growing importance of social media platforms for customer engagement and brand promotion in an increasingly competitive and fast-moving market. For in-person dining, economic uncertainty has shifted consumer priorities: cost-effectiveness and value-for-money dining have become central considerations, particularly among price-sensitive diners seeking affordable alternatives without compromising on quality.

High-end international hotel chains often employ professionally trained chefs with deep knowledge of global cuisines and imported ingredients, effectively serving as a launchpad for introducing foreign food products. Their influence helps to build familiarity and trust around international ingredients that may otherwise be unfamiliar to Chinese consumers. Please see the latest Food Service - Hotel Restaurant Institutional Report for additional information.

Food Processing Sector

According to the Ministry of Agricultural and Rural Affairs, China's food/agricultural processing industry is comprised of 100,000 registered companies in 2025, with revenues estimated at $2.5 trillion.

The manufacturing of pre-cooked food/prepared meals has emerged as a prominent trend in the food processing industry in recent years, with market value estimated at up to $116.2 billion in 2025. Multiple cities in various provinces across China have announced plans to build pre-cooked food production hubs or have established industrial parks dedicated to pre-cooked food production. Please see the latest Food Processing Annual for further information.

Cross-Border E-commerce Market

China’s Cross-Border E-commerce (CBEC) allows international brands to sell directly to Chinese consumers via specialized digital platforms without needing a physical business presence or full domestic product registration in China. Exporters enjoy zero tariffs, reduced value-added and consumption taxes, and streamlining customs clearance processes for specific products on the CBEC positive list.

China's CBEC channel has maintained strong momentum since its inception around the year of 2000, and its market is by far the largest globally, with import and export volumes exceeding 2.38 trillion RMB in 2025, up nearly 70 percent from 2021.

Major CBEC platforms in China are seeking to expand their offerings of U.S. food and beverage products. Currently, milk, milk powder, infant formula, and pet food are among the most in-demand categories across CBEC platforms. However, beverages, snack foods, and fresh products are viewed as the highest-growth categories over the next five to ten years, as their market share through CBEC channels remains relatively low.

In 2025, leading Chinese e-commerce giants JD.com and Tmall successfully imported fresh fruits via CBEC—a milestone enabled by expanded cold-chain logistics capacity. Both platforms have invested in self-operated CBEC cold-chain warehouses, enhancing their ability to manage fresh and frozen agricultural imports. Industry analysts expect that cold-chain product imports through CBEC will become a major growth driver for the sector in the coming years.

Please see the latest report, Staying Cool - How New Cold Chains Provide Opportunities for US Fresh Products in China's Cross-border E-commerce, and China Cross-Border E-commerce Market Opportunities for US Agricultural Products for additional information.

Section V: Agricultural and Food Imports

China maintains its position as a top market for U.S. agricultural products. While the United States is currently ranked fourth for exports of consumer-oriented products to China, the United States offers different products, targeting different consumer groups for many products compared to competitors.

China's Major Imports of Consumer-Oriented Products and Competition

Product Category	Imports 2025 (in millions)	1st Supplier (Share)	2nd Supplier (Share)	U.S. Ranking (Share)
Fresh Fruit	$16,520	Thailand (30 percent)	Chile (23 percent)	15 (0.3 percent)
Beef & Beef Products	$14,965	Brazil (53 percent)	Argentina (13 percent)	5 (3.8 percent)
Dairy Products	$13,836	New Zealand (49 percent)	Netherlands (15 percent)	6 (4 percent)
Soup & Other Food Preparations	$7,446	**United States (21 percent)**	Germany (15 percent)	1 (21 percent)
Pork & Pork Products	$4,321	Spain (27 percent)	**United States (15 percent)**	2 (15 percent)
Processed Vegetables	$3,487	Thailand (46 percent)	Vietnam (30 percent)	7 (1 percent)
Tree Nuts	$3,164	Vietnam (21 percent)	Australia (20 percent)	1 (7 percent)
Meat Products NESOI	$2,698	New Zealand (31 percent)	Australia (25 percent)	4 (9 percent)
Poultry Meat & Prods. (excl. eggs)	$2,095	Brazil (38 percent)	Russia (21 percent)	4 (16 percent)
Distilled Spirits	$1,764	France (41 percent)	United Kingdom (22 percent)	7 (1.5 percent)

Strong High-Value, Consumer-Oriented Product Prospects

Private label products: To provide product sustainability and more competitive products, local retailers increasingly look to private-label product offerings, especially tree nuts, dried fruit, and cookies. Please refer to the latest Private Label GAIN Report: Grocery Private Label Food Business in China

Ready-to-Eat Products: China's market for ready-to-eat meals has continued to grow rapidly in recent years. Small-packaged, ready-to-eat meal products are more popular among consumers due to factors such as refrigerator capacity and portability.

Dried Fruits and Nuts: The daily consumption of nuts and dried fruits such as almonds, pistachios, and dried cranberries continues to grow in China. These products perform well at retail outlets, social media platforms, and other retail sales platforms. Small-sized packaging is in demand, such as handheld sizes or sizes below 50 grams, which are popular on e-commerce platforms for freshness, daily nutrient needs, and low unit retail prices.

Cheese: Processed cheese dominates the market. Mozzarella, cheddar, and cream cheese are popular in the HRI sector and in-home baking, while processed cheese sticks marketed towards children dominate the retail market.

Pet Food: Pet ownership continues to grow, and consumers are increasing their purchases of imported pet food. E-commerce has become the primary pet food sales platform. See FAS China's Pet Food Market Update 2026 for more details.

Wine, Beer and Liquor: China's alcohol market is undergoing a major structural shift. Instead of focusing on volume, consumers are prioritizing "drink less, but drink better." Overall consumption has cooled, with younger urban generations transitioning from traditional heavy drinking rituals to relaxed social drinking and experiential, lifestyle-focused consumption. Craft beer has seen steady growth in the China market, and U.S. hops, barley malt, and juice concentrate have been gaining popularity in China's craft beer brewing industry in the past five years.

Section VI: Key Contacts and Further Information

The Foreign Agricultural Service offices in China maintain up-to-date information covering food and agricultural import opportunities in China and would be pleased to assist in facilitating U.S. exports and entry into the Chinese market. Questions or comments regarding this report should be directed to the Foreign Agricultural Service offices in China at the following addresses:

United States Department of Agriculture in China

Agricultural Affairs Office Physical Address: No. 55 Anjialou Road Chaoyang District Beijing, China 100600	Phone: (86-10) 8531 3600 Email: AgBeijing@usda.gov Website: http://www.fas.usda.gov

Agricultural Trade Office Beijing Physical Address: No. 55 Anjialou Road Chaoyang District Beijing, China 100600	Phone: (86-10) 8531 3950 Email: ATOBeijing@usda.gov Website: http://www.fas.usda.gov

Agricultural Trade Office Shanghai Physical Address: Shanghai Center, Suite 331 1376 Nanjing West Road Shanghai, China. 200040	Phone: (86-21) 6279 8622 Email: ATOShanghai@usda.gov Website: http://www.fas.usda.gov

Agricultural Trade Office Guangzhou Physical Address: 43 Huajiu Road, Zhujiang New Town Tianhe District Guangzhou, China 510623	Phone: (86-20) 3814 5000 Email: ATOGuangzhou@usda.gov Website: http://www.fas.usda.gov

Agricultural Trade Office Shenyang Physical Address: 52 Shisiwei Road Heping District Shenyang, China 110003	Phone: (86-24) 2335 5114 Email: ATOShenyang@usda.gov Website: http://www.fas.usda.gov

Food Safety and Inspection Service/Beijing Physical Address: No. 55 Anjialou Road Chaoyang District Beijing, China 100600	Phone: (86-10)8531 3600 Email: beijingfsiscorrespondence@usda.gov

Attachments:

- U.S. Exports of Agricultural & Related Products to China.pdf
- U.S. Trade Association and Cooperator Groups in China.pdf

U.S. Exports of Agricultural & Related Products to *China*
CY 2021 - 2025 and Year-to-Date Comparisons
(in millions of dollars+)

Export Market: *China*

Product	2021	2022	2023	2024	2025	2025	2026	%Chg
	Calendar Years (Jan-Dec)					January - March Comparisons		
Bulk Total	23,353.0	28,393.1*	20,214.3	16,490.4	3,703.3	2,416.6	4,075.6	68.6
Wheat	768.0	392.5	390.0	440.8	16.1	0.0	65.9	-
Corn	5,057.0	5,211.0*	1,631.2	331.0	2.4	2.2	6.9	210.2
Coarse Grains (excl. corn)	1,781.0	1,812.8	1,193.8	1,231.7	86.4	24.1	448.5	1760.3
Rice	0.0	0.0	0.1	0.1	0.2	0.0	0.0	-
Soybeans	14,116.0	17,917.2*	15,056.6	12,636.6	3,078.6	2,175.2	3,428.1	57.6
Oilseeds (excl. soybean)	5.0	6.9	21.4*	9.4	0.5	0.0	0.1	-
Cotton	1,323.0	2,787.3	1,550.8	1,472.6	218.9	119.8	81.2	-32.2
Pulses	22.0	15.6	49.2*	43.5	36.0	10.6	8.4	-20.9
Tobacco	170.0	177.5	226.8	242.0*	239.5	72.1	0.0	-
Other Bulk Commodities	112.0	72.2	94.3	82.8	24.7	12.7	36.6	189.6
Intermediate Total	2,668.0	2,411.6	2,196.1	1,929.9	1,396.9	431.4	330.6	-23.4
Milled Grains & Products	13.0	22.9	16.6	14.6	21.7	4.8	3.1	-34.8
Soybean Meal	2.0	6.4	3.4	2.6	1.9	0.3	1.2	289.9
Soybean Oil	0.0	0.1	0.0	0.1	0.1	0.1	0.0	-
Vegetable Oils (excl. soybean)	37.0	31.5	26.5	19.9	19.8	5.3	4.1	-23.4
Animal Fats	13.0	2.1	8.1	3.6	1.6	0.4	0.4	-2.1
Live Animals	48.0	18.4	31.3	58.6	9.1	1.6	4.9	213.7
Hides & Skins	591.0	506.8	522.1	434.5	294.1	99.2	73.6	-25.8
Hay	591.0	717.2*	398.1	330.2	265.0	77.7	62.5	-19.6
Distillers Grains	110.0	36.5	62.6	80.1	6.7	5.4	0.4	-93.4
Other Feeds, Meals & Fodders	426.0	474.6	563.4*	406.8	347.7	98.6	83.1	-15.7
Ethanol (non-bev.)	162.0	1.7	0.7	0.9	0.5	0.2	0.1	-55.5
Planting Seeds	181.0*	121.2	111.0	157.1	78.6	26.6	20.4	-23.1
Sugar, Sweeteners, Bev. Bases	12.0	12.8	11.4	20.5	15.3	2.3	3.8	65.7
Dextrins, Peptones, & Proteins	114.0*	108.2	104.9	94.1	110.7	29.4	27.0	-8.1
Essential Oils	197.0*	160.8	162.9	159.1	132.2	43.3	25.6	-40.9
Other Intermediate Products	170.0	190.5*	173.0	147.1	91.9	36.2	20.4	-43.8
Consumer Oriented Total	6,749.0	7,230.5*	6,418.9	5,990.3	3,273.6	1,197.3	689.7	-42.4
Beef & Beef Products	1,590.0	2,141.2*	1,609.2	1,583.4	497.6	390.4	11.7	-97.0
Pork & Pork Products	1,690.0	1,364.6	1,239.8	1,113.4	857.5	277.4	222.9	-19.7
Poultry Meat & Prods. (excl. eggs)	878.0	1,089.0*	719.5	481.3	286.5	103.0	50.1	-51.3
Meat Products NESOI	35.0	61.6	61.2	58.5	77.9	18.6	24.3	30.1
Eggs & Products	4.0*	2.0	4.1	1.4	1.8	0.2	0.3	69.0
Dairy Products	701.0	802.8*	607.2	583.6	523.2	162.9	123.9	-24.0
Fresh Fruit	111.0	83.8	86.4	79.2	40.1	12.2	12.6	2.9
Processed Fruit	83.0	88.3	69.9	74.4	34.9	13.6	6.2	-54.4
Fresh Vegetables	0.0	1.1	0.8	1.0	0.5	0.5	0.1	-75.6
Processed Vegetables	60.0	35.8	35.3	29.3	23.1	6.1	3.8	-38.0
Fruit & Vegetable Juices	18.0	21.8	20.9	21.0	17.2	5.3	3.1	-42.8
Tree Nuts	975.0	803.1	1,183.3*	1,064.7	90.9	19.5	23.5	20.2
Confectionery	5.0	4.0	6.9	4.1	10.0	0.4	2.8	516.8
Chocolate & Cocoa Products	33.0	21.8	25.1	38.6	40.9	8.5	13.5	59.1
Bakery Goods, Cereals, & Pasta	23.0	19.8	21.4	9.3	11.7	1.6	1.2	-20.5
Food Preparations	303.0	282.4	285.3	330.5	364.2*	70.2	116.0	65.2
Condiments & Sauces	20.0	16.3	14.9	18.5	30.7*	4.2	6.4	53.1
Non-Alcoholic Bev. (excl. juice)	45.0	32.3	30.4	37.3	26.4	11.3	6.0	-47.5
Beer	14.0	13.9	15.3	17.4*	15.3	3.4	3.2	-5.8
Wine & Related Products	39.0	33.5	63.9	95.8*	26.3	9.7	3.7	-61.6
Distilled Spirits	23.0	23.5*	21.5	23.0	17.8	4.0	4.6	14.5
Nursery Products & Cut Flowers	2.0	2.6	1.9	1.3	3.2	0.1	0.6	339.2
Dog & Cat Food	72.0	264.2	257.8	296.5*	244.7	63.7	45.2	-29.2
Other Consumer Oriented	26.0	21.2	37.1	26.9	31.2	10.3	4.3	-58.1
Agricultural Related Products	2,916.0	2,694.1	2,528.4	2,638.4	1,934.5	531.4	561.2	5.6
Biodiesel & Blends > B30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Forest Products	2,050.0	1,700.0	1,487.2	1,619.3	810.7	319.5	266.7	-16.5
Seafood Products	866.0	994.1	1,041.2	1,019.1	1,123.7	211.8	294.5	39.0
Agricultural Products	32,769.0	38,035.2*	28,829.3	24,410.7	8,373.9	4,045.3	5,095.9	26.0
Agricultural & Related Products	35,685.0	40,729.3*	31,357.7	27,049.1	10,308.4	4,576.7	5,657.1	23.6

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA
Source: U.S. Census Bureau Trade Data

* Denote Highest Export Levels Since at Least CY 1970

www.fas.usda.gov/GATS
GATSHelp@fas.usda.gov

Biodiesel aggregate includes only higher-level and pure biodiesel HTS chapter 38 codes; biodiesel blends below 30% by volume (aka. petroleum oils containing biodiesel) found in chapter 27 are excluded.

U.S Trade Association and Cooperator Groups in China

Note: Representative relationships are for reference purposes only and are subject to change.

Organization	Representative	Telephone/Fax/Email
• Alaska Seafood Marketing Institute	SMH International	Tel: 86 21 5466 9608 Fax: 86 21 5466 9609 stephanie.pan@smh-intl.com
• American Pistachio Growers • California Prune Board • Ginseng Board of Wisconsin • Sunkist Growers • U.S. Rice Producers Association	Unit 12-13, 22/F, IAPM, One ICC 999 Middle Huaihai Road, Shanghai, China	
• Four State Regional Trade Groups (WUSATA, SUSTA, Food Export-Midwest, Food Export-Northeast)		
• Almond Board of California	Connie Cheung, China Consultant Suite 1557, Block 2. 1266 Nanjingxi Road, Jing'an District, Shanghai, China	Tel: (852) 9024 2407 ccheung@almondboard.com
• American Hardwood Export Council	John Chan, Regional Director Rm 2005, 20/F, Lippo Centre, Tower One, 89 Queensway, H. K.	Tel: (852) 2724 0228 Fax: (852) 2366 8931 info@ahec-china.org
• American Softwoods • U.S. Dry Bean Council	Xu Fang, China Rep Rm 805, Tower 3, Wellington Garden, 183 Huai Hai Xi Road, Shanghai	Tel: 86 21 6448 4401 Fax: 86 21 6448 4404 Cell: 86 139 0187 9678 xu_fang@amso-china.org
• American Wool Council	Kitty Gu, Representative Room 5201, No. 256 Chuangyun Road, Shanghai, China	Tel: 86 21 5510 0565 kitty.shanghai@vip.163.com
• Brewers Association • U.S. Highbush Blueberry Council	M.Z. Marketing Communications Suite 20D, 257 Siping Road, Hanson Mansion Shanghai, China	Tel: 86 21 6521 6751 Fax:86 21 6521 3459 info@mzmc.com.cn mabel@mzmc.com.cn
• California Cherry Advisory Board • Northwest Cherry Growers • Pear Bureau Northwest • Washington Apple Commission	Room 1804, Silver Center, 1388 North Shanxi Road, Shanghai, China	Tel: 86 21 6149 8591 Fax: 86 21 6149 8591 Roger_apple@163.com Marketingplus@126.com
• California Wine Institute	Christopher Beros Asia Director Pineapple Room No. 11, Third Floor, TaiXing Road No 89, Shanghai, China	Tel: (86-21) 5237-9821 cberos@calchinawine.com

• Cotton U.S.A.	Allisa Lau China and Hong Kong Director 20/F Zoroastrian Building, 101 Leighton Road, Causeway Bay, Hong Kong	Tel: (852) 2890 2755 Fax: (852) 2882 5463 alau@cotton.org
• North American Renders Association	500 Montgomery St., Suite 310 Alexandra, Va, 22314 U.S.A.	Tel: +1-800-680-6036 Hi-peng@hotmail.com
• Pet Food Institute	Lee's Market Makers, Inc. 1020 19th Street, NW Suite 225 Washington, D.C. 20036 USA	Tel: +1-202-791-9440 nat@petfoodinstitute.org
• Potatoes USA • Raisin Administrative Committee • U.S. Dairy Export Council • U.S. Dry Pea and Lentil Council • USA Rice Federation	Daniel Chan, PR Consultants Ltd Suite 1007 Jing'an China Tower, 1701 Beijing West Road, Shanghai, China 200040	Tel: (86-21) 6319 0668 Admin@prcon.com
• U.S. Grains and Bio Products Council	Manuel Sanchez Room 1010 C, China World Tower 1, No. 1, Jianguomenwai Avenue, Beijing, China 100004	Tel: 86 10 6505-1314 86 10 6505-2320 Fax: 86 10 6505-0236 grainsbj@grains.org.cn
• U.S. Meat Export Federation	Chen Jing, Manager of Beijing Office Suite 303, Guangming Hotel Office Building. 42 Liangmaqiao Road, Chaoyang District, Beijing, China	Tel: 86 10-8441 8455 jchen@usmef.org
• USA Poultry & Egg Export Council	Edward Xie China Director 4704-A13, Hongkong New World Tower (K11) 300 Huaihaizhong Road, Huangpu District, Shanghai	Tel: 86 21-5116 2888 Cell: 158 1109 3935 edwardxie@usapeec.cn
• U.S. Soybean Export Council	Carlos Salinas, Greater China Director Room 1016, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China 100004	Tel: 86 10 65051830 Fax: 86 10 65052201 CSalinas@ussec.org
• U.S. Wheat Association	Room 1009 China World Office 1 #1 Jianguomenwai Avenue, Beijing, China 100004	Hong Kong Tel: (852) 2890 2815 Fax: (852) 2576 2676 Beijing Tel: 86 10 6505 3866 Fax: 86 10 6505 5138 Infobeijing@uswheat.org

Attachments:

No Attachments