

Research Report on China's Fruit Market

Description: This report presents a full view of China's fruit market, provides analysis and suggestions on how to enter this big market in China. The report includes an analysis on market share, competition, key players, market segmentation, import & export changes, sales channel, buyer's behaviour, entry barriers, industrial environment and policy trends. The report introduces the procedure for exporting products to China, the Chinese inspection & standards system, a list of major importers & agencies, annual trade fairs in China and provides full forecasts to 2010 and key statistical data.

Through this research report, readers will know who the major players in China's fruit market are, what the market entry opportunities and barriers are, where the right place to sell products is and how many countries / regions export their products to China and where they go.

Since 1993, China has become the biggest producer of fruit in the world. According to statistical data from the Chinese National Bureau of Statistics, it shows that the area of China's orchards was 10,471 thousand hectares in 2007 and the total output of fruit (including fruit melons) was 181,363 thousand tons. Among that, the output of apples, oranges, pears and bananas accounted for 15.25%, 11.35%, 7.11% respectively and 4.30% of the total output of the fruits.

It is estimated that the consumption of China's fruit products will be about RMB 270 billion Yuan to 300 billion Yuan in 2010.

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