

China Food Sales review 2009

The strongest growth in China food sales over recent years has been seen in the convenience foods sectors, and particularly in more recently introduced sectors. By 2009, Dairy products have been the fastest growing sector of the overall food market thanks to the rise in consumer uptake of dairy products within their diet.

Busier consumer lifestyles have also meant that more people have less time to prepare meals, which has helped to increase demand for convenience and snack foods. As more people take on more work, in order to achieve a higher standard of living more rapidly, so there will be an increased demand for convenience foods. This phenomenon is also helping to add impetus to the growth in consumer catering, especially fast foods.

The growth in sales of food staples, such as fruits, vegetables and cooking oils have been some of the slowest over recent years, highlighting the stronger growth in non -staple sectors, such as snack foods. Also, as organized retail chains have increased their reach, and such stores are better equipped with freezer and chiller display cabinets, so sales of chilled and frozen foods have increased at a faster rate, thanks to better market penetration. The exhibition tables below state the overall food sales data from 2002 to 2008 in China.

Table 1 VALUE FOOD SALES GROWTH BY SECTOR, 2002-2008

	<i>% growth, 2002-2008</i>
Fresh and dry vegetables	148.47
Fresh meat	72.26
Tobacco	119.08
Cereal products	164.43
Edible oils	130.15
Fresh fruit	144.47
Alcoholic drinks	181.28
Fresh seafood	163.67
Eggs	203.82
Sauces and condiments	157.70
Dairy	182.72
Bakery products	171.26
Bean curd	162.96
Baby foods	168.56
Canned food	199.70
Spreads	162.19
Soft drinks	133.97
Hot Drinks	156.20
Sugar	147.69
Confectionery	165.59
Salt	154.31
Savoury snacks	161.57
Frozen food	140.23
Dried food	118.67
Chilled food	161.30

Source: Access Asia, trade sources, NBS.

Table 2 Total Food Sales: Breakdown by Type
% BREAKDOWN OF CURRENT VALUE FOOD SALES BY SECTOR, 2002 -2008

<i>% of current value</i>	2002	2003	2004	2005	2006	2007	2008
Fresh and dry vegetables	7.64	7.85	7.75	7.85	7.90	7.82	7.91
Fresh meat	15.02	13.51	12.72	12.23	10.77	11.35	10.78
Tobacco	21.70	20.73	20.29	19.86	20.20	19.69	19.81
Cereal products	5.90	6.05	6.05	6.15	6.14	6.48	6.50
Edible oils	2.33	2.35	2.26	2.27	2.26	2.21	2.23
Fresh fruit	2.65	2.70	2.67	2.71	2.70	2.68	2.70
Alcoholic drinks	21.26	22.60	23.31	24.11	24.31	24.53	24.91
Fresh seafood	1.44	1.50	1.51	1.54	1.56	1.56	1.58
Eggs	1.32	1.33	1.58	1.82	1.65	1.63	1.67
Sauces and condiments	1.12	1.16	1.16	1.19	1.19	1.19	1.20
Dairy	1.36	1.44	1.48	1.53	1.56	1.57	1.60
Bakery products	0.67	0.71	0.72	0.73	0.75	0.75	0.76
Bean curd	0.12	0.13	0.13	0.13	0.13	0.13	0.14
Baby foods	2.07	2.09	2.19	2.20	2.26	2.27	2.32
Canned food	1.51	1.58	1.73	1.80	1.81	1.86	1.89
Spreads	0.50	0.50	0.52	0.53	0.54	0.54	0.55
Soft drinks	5.58	5.96	5.87	5.20	5.90	5.35	5.44
Hot Drinks	0.42	0.43	0.43	0.44	0.44	0.44	0.44
Sugar	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Confectionery	0.81	0.82	0.85	0.86	0.88	0.89	0.90
Salt	0.13	0.14	0.14	0.14	0.14	0.14	0.14
Savoury snacks	0.51	0.51	0.52	0.53	0.55	0.55	0.55
Frozen food	4.51	4.51	4.70	4.75	4.90	4.92	4.51
Dried food	0.28	0.26	0.26	0.25	0.26	0.25	0.25
Chilled food	0.90	0.89	0.92	0.93	0.96	0.96	0.97
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Source: Access Asia, trade sources