

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Sweets & Snacks China 2011 October 24, 2011

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Report Highlights:

Sweets and Snacks China 2011 attracted both domestic buyers and overseas exhibitors in the sweets and snacks industry. This year's import section helped enhance the show's image. A university student competition was used to promote California almonds applications in confectionary. The Sweets and Snacks Tech component of the show will be strengthened in the future to provide a platform for professionals in the snack processing and manufacturing industry.

General Information:

Show background: Renamed “Sweets & Snacks China” in 2009, the show was known as Sweets China back in 2004. Post discovered, this was a small domestic show that has been improving over the last five years. The show functions as a platform for both local and overseas wholesalers, distributors in the sweets and snacks industry, especially for those who are marketing or producing candy, crackers and chocolates. Though the Sweets and Snack 2011 is not a large show, this year, the event introduced an import section in addition to domestic brand exhibition section. Many European and South East Asia exhibitors featured design gift items and few exhibitors from the United States. A Hong Kong company exhibiting at the show informed Post that many brokers in China are looking for small package formats of raisins, dried plums, beverages, and crackers. In general, China’s confectionery market is still in the early stages. Local consumers’ increasing disposable incomes, seasonal promotions, and trade promotions are the main indicators driving the growth of sweets and snack foods in China. Education and training opportunities, especially in emerging cities will help the sales performance in the long term.

According to the show organizer,

- Exports of confectionery products to China in 2009 totaled \$400 million, an increase 11% over 2008.
- Imports of confectionery products to China in 2009 totaled \$45 million, an increase of 16% over 2008.
- Imports of cocoa-based sweets to China in 2009 totaled \$100 million, an increase of 25% over 2008.

Currently in the China market, European and Japanese products have gained a favorable reputation for their good taste and presentation format. Though many consumers have a tendency to prefer U.S. products, it remains challenging for U.S. companies to find a right partner to import and market U.S. sweets and snacks in China. Also large-sized packaging does not attract local consumers. Several key grocery importers and distributors also attended the show. According to these managers, they were looking for new items for the upcoming pre-Chinese New Year season, especially gift packaged items (with Christmas and/or Chinese Spring Festival themes).

At the show the Almond Board of California (ABC) organized a university student competition to promote U.S. almonds. The competition was jointly organized by ABC and the Chinese Institute of Food Science and Technology. This is another effective way to increase marketing campaigns to consumers.