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Report Name: Celebrating 30 Years of Jiangnan Market - A Key Hub for US Fresh Fruit Exports

Country: China - People's Republic of

Post: Guangzhou ATO

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Report Highlights:

Jiangnan Fruit Wholesale Market in Guangzhou is China's most influential hub for imported fresh fruit, playing a crucial role in the supply chain. Significant volumes of U.S. cherries, plums, citrus, apples, and grapes enter China through this market before being distributed to other cities. With Jiangnan's recent expansion, it remains a key distribution network for fresh fruits and vegetables in China. This report highlights the importance of this wholesale market and identifies the varieties of U.S. fresh fruit that are sold through this channel.

Jiangnan Market Overview

Wholesale markets play a crucial role in China's fruit supply chain, connecting the imported and domestic fruit with processors, fruit stores, retailers, restaurants, online platforms, as well as traders and brokers that sell directly to Chinese consumers. Jiangnan Fruit and Vegetable Wholesale Market is in Guangzhou, China and is considered the largest and most influential hub in this complex network.

Jiangnan market – the largest imported fruit transaction hub

Established in 1994, Jiangnan Fruit Wholesale Market spans about 400,000 square meters and handles nearly 1,500 containers daily, with imported fruits accounting for one-third of the volume. It manages 70% of China's total fresh fruit transactions. In 2024, China imported over \$108 million worth of fresh fruits from the United States, with more than half transacted at Jiangnan.



During the past 30 years, Jiangnan market received numerous honors and awards from both central and regional government.

Distributors from all over China visit the market daily to check quality and prices before they make purchasing decisions and arranging transshipment from Guangzhou to other cities. The proximity to the Hong Kong Special Administrative Region benefits the market in easily servicing transshipment.

Jiangnan market's 30th anniversary attracts fruit professionals

On November 12, 2024, the ATO Guangzhou Director congratulated the President of Jiangnan Fruit Wholesales Market, for their success in expanding the initially small market into a mega wholesale market within 30 years. The event attracted around 3,000 VIP guests from across China.

Close cooperation between ATO Guangzhou and Jiangnan market

ATO Guangzhou maintains good relationship with the important wholesale market. The president of Jiangnan market welcomed multiple important U.S. delegations in the past two decades. This included the former USDA Deputy Ag Secretary, Ambassadors, CGs, U.S. Ag. Governors, Minister Counselor, as well as various ATO Directors. Meanwhile, Jiangnan market also helped with multiple marketing promotions in the past, such as promotion of cherries, apples, citrus, plums and grapes, etc.



Major U.S. fresh fruits categories marketed at Jiangnan Market

In 2024, China imported approximately \$108 million worth of fresh fruit from United States, down 10 percent from the previous year. Among which, the top five categories include cherries and plums (\$68 million), citrus (\$21 million) apples and pears (\$12 million), and grapes (\$6 million). Approximately half of China's imports from the United States came to Guangzhou via the Jiangnan market before being transshipped to other markets. For more specific information on China's fruit market please refer to FAS China's [2024 Fresh Deciduous Fruit Annual](#), 2024 [Stone Fruit Annual](#), and [Specialty Crop Market Situation and Trends from 2017 to 2023](#) GAIN reports.



U.S. Cherries and plums:

In 2024, China imported over \$68 million of fresh cherries and plums from the United States. U.S. fresh cherries only are available in summertime. Each summer, Northwest Cherry Grower's representatives visit Jiangnan market to help promote products. Recently, China's Agriculture Minister Counselor paid a visit to Jiangnan and met with key traders of U.S. Northwest cherries and plums. In 2024, China imported around \$1 million of U.S. fresh plums. The most popular brand in the Jiangnan market is "*Dinosaur*".

U.S. Citrus:

With China's large supply of domestic citrus items, in 2024, China total imported a total of \$368 million worth citrus from the world (down 17 percent) and \$21.4 million from United States (down 37 percent). U.S. citrus represents less than five percent of China's total imports. On average, in-season citrus such as Sunkist navel oranges and lemon shipments can be found at the market from December to June. Valencia season is from June to November.



U.S. Apples:

China buys large volumes of fresh apples from New Zealand, South Africa, Chile, France, and Australia. United States is the fourth largest supplier to China. In 2024 (from January to December), China imported \$11.8 million worth of U.S. fresh apples, up 2.5 percent from the previous year. Major

varieties are Red Delicious, Granny Smith and Gala. New varieties include Envy, Pink rose, Cosmic Crisp.



U.S. Grapes:

Two decades ago, California grapes dominated the Chinese market, representing at least 80 percent of the market. However, with the significant improvement in the quality of Chinese grapes, U.S. table grapes have seen a gradual decline in market presence. In 2024, China's total table grape imports decreased by 32 percent due to economic factors and reduced consumption. Despite this, the United States remained a key player, ranking as the seventh largest grape supplier with a total value of \$6.1 million, marking a 10 percent increase from the previous year.

Outlook and Opportunities

Since 2009, Jiangnan Market has been innovating in online business opportunities with platforms like E-Jiangnan Trade Co., Ltd. and the recently launched "Jiangnan Fresh." These platforms, supported by a robust network of fruit professionals, present excellent opportunities for U.S. agricultural fruit exporters. By leveraging our strong relationship with Jiangnan Market, we can collaborate with the market to promote U.S. products during their peak seasons.

China's population of over 1.4 billion ensures growing demand for high-quality fruits. While domestic fruit quality has improved, creating a competitive landscape, this also highlights the importance of differentiation for U.S. exporters. By maintaining superior quality, introducing new varieties, and offering flexible payment terms and reasonable prices, U.S. fruits can capture market share. Additionally, strategic marketing and trade incentives can further enhance the appeal of U.S. products, ensuring they remain a preferred choice for Chinese consumers.

Attachments:

No Attachments.