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## **Hong Kong**

## **Market Development Reports**

## **Fruit Report**

## **2001**

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### **Report Highlights:**

Hong Kong is a major market for U.S. and other fruit exports, ranking 12th in the world in its volume of imports. Between 1996 and 2000, fruit imports grew by an average 3% annually, from 804,464 MT in 1996 to 902,117 MT in 2000. Hong Kong's fruit market is volatile. The volatility of Hong Kong's fruit business is influenced by acute competition, price-sensitive consumer preferences and the re-export trade to China. Although the U.S. is still the leading fruit supplier to Hong Kong, its market share dropped significantly from 33% in 1996 to 26% in 2000. The report attempts to analyze recent trends in Hong Kong's fruit trade and to better understand recent shifts in U.S. market share.

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## Section 1. Introduction and Summary

The Hong Kong fruit import market is well worth studying, for a variety of reasons. First of all, it is a major market for U.S. and other fruit exports, ranking 12th in the world in its volume of imports behind U.S., Germany, UK, France, Belgium, Netherlands, Japan, Italy, Canada, Russia and Poland (based on 1999 trade figures). Second, the market is completely open with no tariffs, quantitative restrictions or burdensome technical requirements, which permits suppliers from all around the world to sell here. It is therefore a very easy and informative locale to observe world fruit trade developments and U.S. competitiveness. Third, as one of the most prosperous economies in Asia and one of the largest per-capita consumers of fruit, Hong Kong is a good indicator of the potential demand and consumer tastes for fruit throughout Greater China and even Asia in general. Lastly, a significant portion of fruit imports into Hong Kong are re-exported to China and these trade statistics are very useful in compiling a comprehensive picture of China's fruit import market.

Hong Kong is generally viewed as a mature market for fresh fruit and import statistics for the past 5 years tend to bear this out. Between 1996 and 2000, fruit imports grew by an average 3% annually, from 804,464 MT in 1996 to 902,117 MT in 2000. Meanwhile the population of Hong Kong is growing at a rate of about 2.1 percent per year. Re-exports to China have helped to keep Hong Kong's fruit imports on an upward course. Fruit re-exports from Hong Kong grew at an annual rate of 4% during 1996-2000, while "retained" imports for consumption in Hong Kong (equal to total imports minus re-exports) grew just 2% annually. The financial downturn which Hong Kong experienced in 1998 and 1999 softened demand for imported fruit and appears to have made Hong Kong an even more price-sensitive market.

Several distinct features characterize Hong Kong's fruit import market: seasonal increases in demand during Chinese festivals; consumers' high - but dwindling - reliance on traditional wet markets and wholesale markets for fruit purchases; and relatively high price elasticity of demand (i.e. Hong Kong is a "price" market). Fruit is a staple in the Chinese diet and the great majority of fruit is consumed in the home rather than in restaurants, even though overall food sales in the food service and restaurant sector slightly exceed retail sales. Chinese cuisine makes practically no use of fruit, so restaurant demand for fresh fruit tends to be limited to items that can be served with or as beverages (especially lemons for tea, but also orange and grapefruit) or sliced and served on a platter for dessert (especially melons, papayas and mangos).

Hong Kong's fruit market is volatile, owing to rather lengthy shipping times required to bring temperate zone fruits here, strong competition among alternative supplying countries and the substitution effect between different fruit varieties. Hong Kong is a free market and importers are able to source products from all over the world depending on price and quality. Consumers are receptive to new products and tastes and they are generally not very brand conscious about fruit. Their concern is to maximize their purchases from a given budget. Another very significant element in Hong Kong's fruit trade is the re-export trade to China. In 2000, 29% of Hong Kong's total imports were re-exported, with China accounting for 88% of Hong Kong's fruit re-exports. In short, the volatility of Hong Kong's fruit business is influenced by acute competition, price-sensitive consumer preferences and the re-export trade to China.

In recent years tropical fruit imports (durians, longans, bananas, lychees and pineapples) into Hong Kong have grown at a combined annual average rate of almost 8 percent annually, significantly faster than the traditional more easily-stored temperate zone fruits such as apples, oranges and grapes. The main driver behind this increased demand appears to be re-exports to Mainland China and the main beneficiaries are Hong Kong's tropical and sub-tropical neighbors - the Philippines, Thailand and Vietnam.

Temperate zone competitors of the United States such as Australia, Chile and South Africa have benefited from the strong U.S. dollar and the ability to store fruit further beyond harvest and have cut sharply into the U.S. market share for grapes and oranges. China, whose share of Hong Kong's market surprisingly eased during the 5 year period, managed at the same time to take away a considerable share of U.S. apple sales here.

In the future, Hong Kong will remain a major market for fruit exporters all over the world. While China is poised to join the WTO, re-exports of imported fruits from Hong Kong to Mainland China will remain strong for the foreseeable future, for several reasons. First, logistical factors - Hong Kong's position at the mouth of the large Pearl River estuary - will preserve Hong Kong's entrepot role for South China. Second, considerable infrastructure within Mainland China - in the form of Nanhai Lishui wholesale market in Guangdong Province and the network of inland distribution which has been put together to fully utilize that source of imported fruit - will continue to function even as Beijing eases fruit entry barriers to allow more product to flow in through ports to the east and north of Hong Kong. While re-exports to China are expected to remain strong, Hong Kong's imports of Chinese fruit are expected to strengthen once again along with the improvement in quality and expansion of production of grapes, stonefruit and eventually navel oranges. It is expected that U.S. exporters will face even keener competition in Hong Kong from Chinese suppliers of these fruits, as they already face from Chinese growers of Fuji apples. Although the U.S. is still the leading fruit supplier to Hong Kong, its market share dropped significantly from 33% in 1996 to 26% in 2000. The report attempts to analyze recent trends in Hong Kong's fruit trade and to better understand recent shifts in U.S. market share.

## Section 2. The Hong Kong Market for Fresh Fruit

### Aggregate Trends in Consumption

In 2000, an estimated 638,944 MT of fresh fruit were consumed in Hong Kong. (See Table 5 for Hong Kong's retained imports of fruit during 1996-2000.) With a population of 6.8 million, per capita consumption is estimated at 94 kg. The average household size in Hong Kong is 3.2 people and there are 2.123 million households in Hong Kong.

Oranges, watermelons and apples remained the three most popular fruits, in that order, during the period 1996-2000. Oranges alone accounted for an estimated 27 percent of all fruit consumed in Hong Kong during 2000. Watermelons were a distant second choice, with 9 percent of the fruit market, and apples were third with 8 percent. Over the 4 year period, bananas moved up from fifth to fourth place, probably because of price declines due to weak currencies in banana-producing countries and European Union import restrictions which forced more bananas into other markets. Philippines' bananas export to the EU in 1996, 1997 and 1998 were 797 MT, 63 MT and 138 MT respectively. (Source : FAS' Global Agricultural Trade System using data from UN Nations Statistical Office)

Household expenditure surveys show that more affluent Hong Kong consumers spend more on fruit, but the percentage of their expenditures made on fruit declines with higher incomes. According to the Hong Kong Government's 1999/2000 household expenditure survey, about 50% of all households in Hong Kong are in the relatively low expenditure range with an average monthly level of \$1,484. These households on average spend 1.18% of overall expenditure or \$17.50 on fruit purchases each month. 30% of households are in the medium expenditure range spending \$3,290 a month. These medium class households use a smaller share (0.75%) of their expenditure on fruits but with a higher absolute amount (\$24.70). The Hong Kong Government estimated that 10% of households are of relatively high expenditure pattern amounting to \$6,355 per month. Such households spend 0.49% of total expenditure on fresh fruit ending up with \$31.20 per month.

It is estimated that Hong Kong's retail sales of fruit were over \$491 million in 2000, as compared to a total retained fruit import value of \$539 million. Without adjustment for retail and distribution margins, these statistics would indicate that up to 91% of fruit in Hong Kong is purchased at the retail level for use in the household. Retail outlets include supermarkets, wet markets, mom and pop shops and street hawkers. During the past few years, supermarkets have geared up to capture more fresh food business, including fresh produce, by systemically expanding and renovating their shops.

One big challenge to supermarkets trying to expand their fruit sales is that Hong Kong shoppers like to sort and select their fruit before they purchase it, which increases the damage to fruits on display and increases wastage by some estimates up to 50% for some delicate fruits. To reduce the deterioration rate of fruits, perishable and high end fruits such as strawberries and cherries usually are pre-packaged for sale in supermarkets. The bulk of fruit business is still conducted in wet markets, mom and pop shops and street stalls close to residential areas because the large percentage of shoppers on foot don't want to carry heavy fresh fruit very far back home.

Average retail fruit prices in 2000 declined 9.6% when compared with 1999. As a result of the overall deflation and the sluggish economy in the past two years, Hong Kong consumers have become more price-conscious than ever in their purchasing habits.

Late January-mid February and September are the two peak seasons for the fruit business in Hong Kong because the Chinese New Year and Mid-Autumn Festival fall within these two months respectively. Chinese people have a tradition to buy big and good looking fruits for festive celebrations. They do not mind to spend more money for quality fruits for these festivals. Also, fruit baskets are very popular gifts for these festivals. As a result of increased demand, fruit retailers usually adjust prices during these peak seasons by 5% approximately on average. Examples of price variations are given below.

| Fruits  | 1999 HK\$ (US\$1 = HK\$7.78) |      |      | 2000 HK\$ (US\$1 = HK\$7.78) |      |      |
|---------|------------------------------|------|------|------------------------------|------|------|
|         | Average                      | Feb  | Sept | Average                      | Feb  | Sept |
| Apples  | 2.03                         | 2.16 | 2.24 | 2.09                         | 2.40 | 2.14 |
| Oranges | 3.05                         | 3.49 | 2.65 | 2.47                         | 2.40 | 2.61 |

Source : Hong Kong Census & Statistics Department

Note : Orange prices in 1999 were exceptional because they were affected by shortage of U.S. supplies.

## HRI

The HRI (hotel, restaurants and institutions) sector accounts for approximately 9% of the total fruit consumption in Hong Kong. Chinese dishes rarely utilize fruit, except for pineapple. Fruit deserts are usually served with watermelons, papayas, honeydew, etc. The majority of fruits are consumed in general households, but lemon and grapefruit are rare exceptions. They are largely used in HRI for drinks. The increased retained imports of these citrus fruits in Hong Kong can be explained by the rising demand in HRI.

## Section 3. Fruit Trade Developments and Trends in Hong Kong

### Factors Behind Hong Kong's Higher Consumption of Fruit

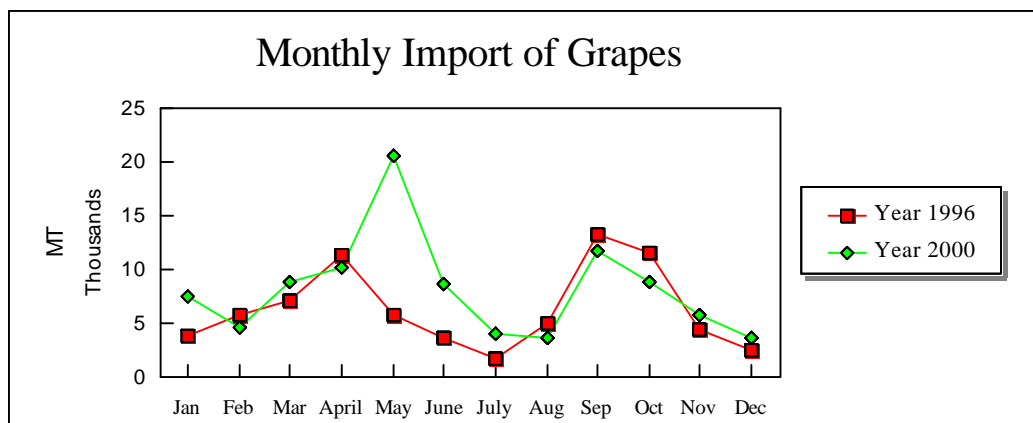
1. Lower Prices: Between 1996 and 2000, Hong Kong's retained imports grew by an average of 2% annually while average import prices declined 6%. Prices always affect consumers' choice of fruits. When supplies increase, prices drop and demand inevitably rises. Pears, peaches and nectarines are the most notable examples. The correlations of prices and demand are shown in the following table and they illustrate the high degree of price sensitivity in the Hong Kong fruit market.

| Fruit Items          | Annual Change of Import Prices between 1996 & 2000 | Annual Growth Rate of Retained Imports between 1996 & 2000 |
|----------------------|--|--|
| bananas              | -2%  | 13%  |
| mangos               | -3%  | 4%   |
| grapes               | -6%  | 2%   |
| pears                | -9%  | 16%  |
| peaches & nectarines | -8%  | 8%   |
| lemons               | -5%  | 10%  |
| papaws               | -1%  | 9%   |

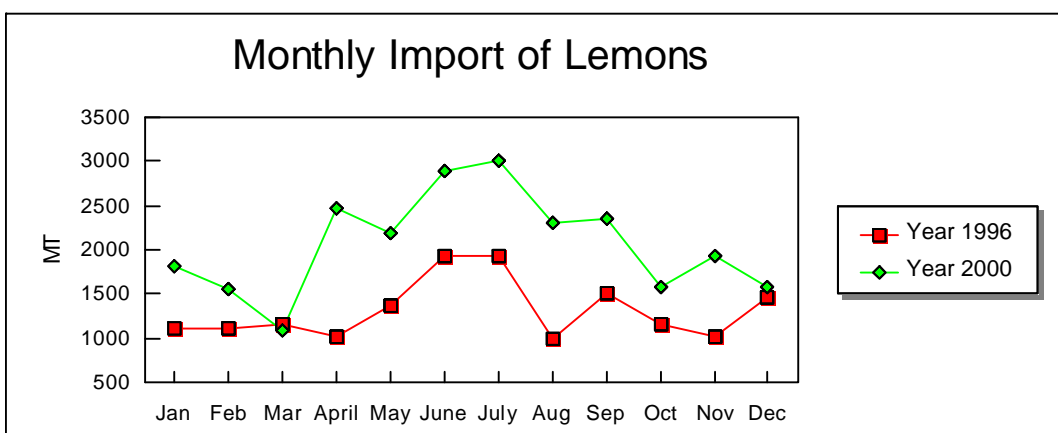
However, Hong Kong consumers seem to lose interest in apples at the expense of other fruits. Hong Kong is a free market and importers are able to source products from all over the world. The fruit market is mature, the substitution effect among supplying countries and fruit variety is inevitably at play.

2. Higher HRI Sector Demand: Apart from lower prices, increased demand in the HRI sector has increased consumption of certain fruits such as lemons and grapefruits.

3. Expanding Season: The expanding season is another possible reason explaining the increased imports. A notable example is grapes. The following graph shows that supplies in 2000 have risen significantly in May and June, which were considered as low seasons in 1996. Supplies have increased in the previously low seasons because grape imports from the Southern Hemisphere have risen. In 1996, the US supplied 59% of the market share and countries in the Southern Hemisphere including Chile, Australia, South Africa and Peru merely accounted for 40%. In 2000, countries in Southern Hemisphere greatly expanded their market share to 55%.



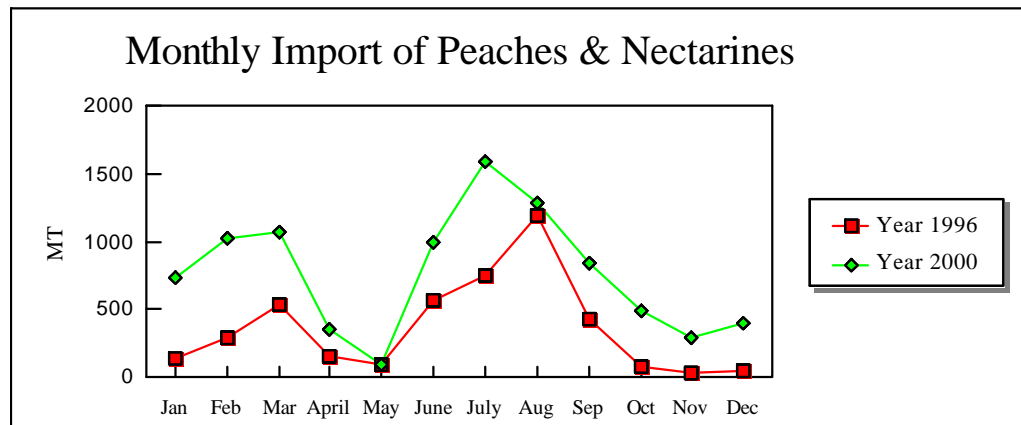
For lemons, the supplying season has expanded from April to September while it fell largely in June and July in 1996. The US occupied 78% of the market share while South Africa and Argentina in the Southern Hemisphere merely accounted for 19% in 1996. However, the US market share declined to 41% in 2000 and South Africa and Argentina have increased lemon supplies to Hong Kong and expanded their aggregate market share to 51%.



4. Increased Supplies: No matter how keen demand is, increased imports are made possible by abundant supplies. The imports of certain products have risen because of increased supplies from major supplying countries such as bananas from the Philippines. The supplies of lychees and longans are highly concentrated in one or two countries and the recent rises of retained imports have been attributed to the crop situation rather than to consumer preference or price changes.



For peaches & nectarines, overall supplies increased because of new major suppliers like China and Australia. The supplying season has not changed much over the past few years despite the increase in monthly supplies. It was because the aggregate market share of the two hemisphere remain similar. The decline of market share by the U.S. has been balanced out by the increased market share by China and Taiwan.



## Section 4. Hong Kong's Fruit Re-Export Trade

In the past five years, about 25% - 29% of fruits imported to Hong Kong were re-exported. China is the largest re-export market. Hong Kong's re-exports to China increased tremendously between 1996 and 2000, rising from 58% to 88% of Hong Kong's re-exports in that period. The Philippines, which is the second largest fruit re-export market, accounted for merely 4%.

Given the significant percentage of Hong Kong imports being re-exported to China, the demand for fruits in China affects Hong Kong's import volume tremendously. The following table depicts that major re-export items to China with remarkable annual growth rate automatically brings corresponding growth for Hong Kong's imports. For example, Hong Kong's import of durian, which is the largest re-export item to China with an annual growth rate of 94% for the past 5 years, grew for 24% annually on average within the same time frame. Another notable example included peaches & nectarines (HK import growth rate :21%), papaws and grapefruit (HK import growth rate : 12%).

|                                 | % of total imports<br>re-exported to<br>China, 2000 | % of total<br>imports<br>retained in<br>HK, 2000 | Re-exports<br>to China in<br>MT, 2000 | Annual Growth<br>Rate of Re-<br>exports to China<br>between 1996 &<br>2000 |
|---------------------------------|---|--|---------------------------------------|--|
| fresh fruit                     | 26%   | 71%  | 231,664                               | 16%  |
| durians                         | 80%   | 20%  | 48,997                                | 94%  |
| grapes                          | 48%   | 46%  | 46,518                                | 12%  |
| longans                         | 74%   | 25%  | 43,315                                | 6%   |
| oranges                         | 16%   | 83%  | 32,511                                | 29%  |
| apples                          | 30%   | 66%  | 23,126                                | 7%   |
| lychees                         | 58%   | 38%  | 8,606                                 | 31%  |
| bananas                         | 7%  | 91%  | 3,624                                 | -15%   |
| peaches, nectarines             | 38%   | 61%  | 3,495                                 | 114%   |
| papaws                          | 13%   | 87%  | 2,377                                 | 78%  |
| grapefruit                      | 14%   | 85%  | 2,285                                 | 79%  |
| lemons                          | 9%  | 90%  | 2,251                                 | 45%  |
| plums & sloes                   | 4%  | 96%  | 816                                   | -20%   |
| watermelons                     | 1%  | 99%  | 485                                   | -33%   |
| cherries                        | 3%  | 96%  | 92                                    | -24%   |
| pineapples                      | 1%  | 97%  | 43                                    | -46%   |
| pears & quinces                 | 0%  | 95%  | 1                                     | -83%   |
| strawberries                    | 0%  | 100%   | 0                                     | -43%   |
| honeydew melons,<br>cantaloupes | 0%  | 99%  | 0                                     | -81%   |

A comparison of major U.S. fruit imports to Hong Kong and fruit imports highly in demand in China shows that the U.S. fruits with best prospects in this market seem to include oranges, grapes, peaches, grapefruit & lemons. However, due to competition (and crop situation in the case of oranges), U.S. fruits appear not to be able to occupy a positive share in the market growth.

Hong Kong importers/wholesalers re-export fruits to China through transport companies. Transport fees cover all document requirements and tax payments. The current fees stand at RMB50,000 - RMB 60,000 per 40 ft container of US oranges, RMB 67,900 per container of Chile grapes. The transport fees has increased over the past few years because Chinese custom officials have become more experienced in assessing the value of a fully loaded container. Under declaration which was a common tactic to reduce tax payment in the past is no longer applicable. As such, transport companies have raised charges so as to cover the required tax payment.

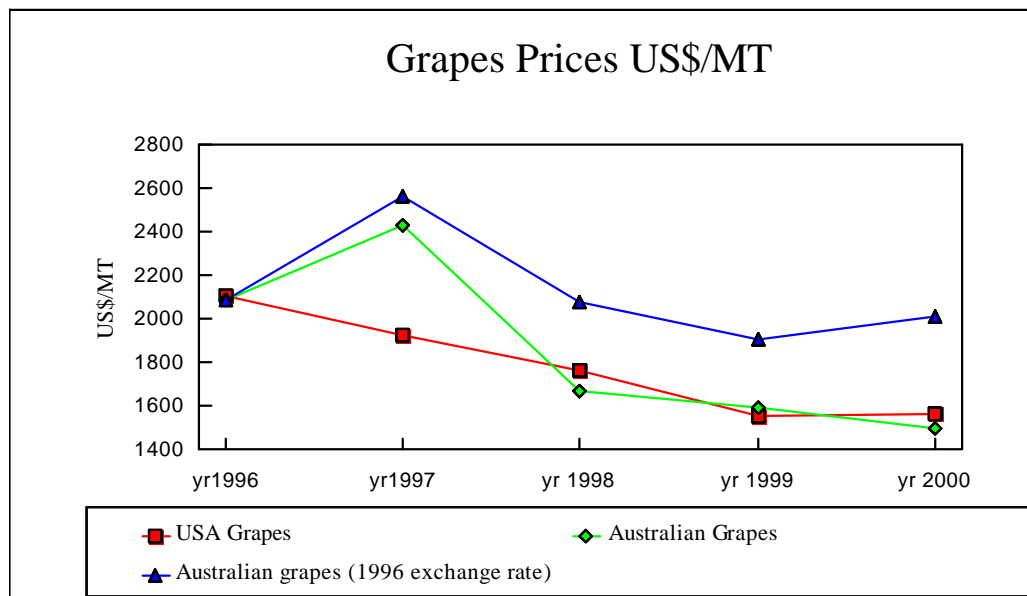
## Section 5. Competition Among Fruit Suppliers in Hong Kong

Table 3 shows the export performance of Hong Kong's major fruit supplying countries. U.S. fruit has not done as well in the Hong Kong market as fruit from other supplying countries. For the past 5 years, all U.S. major fruit exports to Hong Kong declined except oranges (see Table 1). In contrast, Hong Kong's imports from all origins for many of these same fruit categories increased during the same time period. The following discussion will look into the reason why US fruit exports to Hong Kong declined while Hong Kong's overall imports of these fruit categories increased.

Australia supplies a variety of fruits to Hong Kong including oranges, grapes, plums, honeydew, mandarins, pears and peaches & nectarines. Every product mentioned experienced double digit growth between 1996 and 2000 except honeydew (-17%). Grapes increased 40%, Mandarins 75% and peaches & nectarines 64%. The remarkable performance across the board resulted in the average annual growth of 14% of total fruit imports to Hong Kong between 1996 and 2000, which was the highest among all Hong Kong's major fruit supplying countries.

The depreciation of the Australian dollar in recent years certainly has contributed to the growth of Australian fruit exports to Hong Kong by lowering prices. (Hong Kong currency is fixed to US dollars at a rate of HK\$7.80). To illustrate the effect of currency depreciation on price, grapes are taken as an example. The graph below shows prices of Australian grapes between 1996 and 2000 if the Australian dollar remained at the 1996 exchange rate of AUS\$1 = US\$0.78. (The average exchange rate, US\$/AUS\$, in the past five years were : 0.74 in 1997, 0.63 in 1998, 0.65 in 1999 and 0.58 in 2000. )

| US\$/MT | USA<br>Grapes | Australian<br>Grapes | Australian grapes<br>(1996 exchange rate) | Price changes of Aus.<br>Grapes without depreciation |
|---------|---------------|----------------------|---|--|
| yr1996  | 2,104         | 2,084                | 2,084                                     | -0%  |
| yr1997  | 1,927         | 2,433                | 2,565                                     | 5%   |
| yr 1998 | 1,765         | 1,675                | 2,074                                     | 24%  |
| yr 1999 | 1,556         | 1,589                | 1,907                                     | 20%  |
| yr 2000 | 1,568         | 1,499                | 2,016                                     | 35%  |



China's fruit export to Hong Kong were very stable between 1996 and 2000. The growth in pears, watermelons, apples, honeydew and peaches were balanced out by the decline in Mandarins, oranges and bananas. The overall market share contracted slightly from 16% in 1996 to 14% in 2000.

Although Thailand is not a direct competitor to the U.S., its abundant fruit supplies have inevitably brought some substitution pressure on U.S. fruits. Thailand is supplying almost 100% of durians and longans, and 71% of lychees to Hong Kong. Hong Kong's durian imports increased more than twofold in the past 5 years and is the fourth largest import category in terms of weight. Thailand supplies durians to Hong Kong all the year round with peak season in May, June and July. Longans are Hong Kong consumers' favorite. They are available in the market throughout the year. Another major Thai fruit exported to Hong Kong is lychees which are mainly available in May and June. Thai lychees occupy 71% of all lychees supplies in Hong Kong. With the dominance of these unique fruit categories from Thailand and the growing popularity of these fruits, it is no wonder that Thailand was able to experience an average annual growth of 12% between 1996 and 2000.

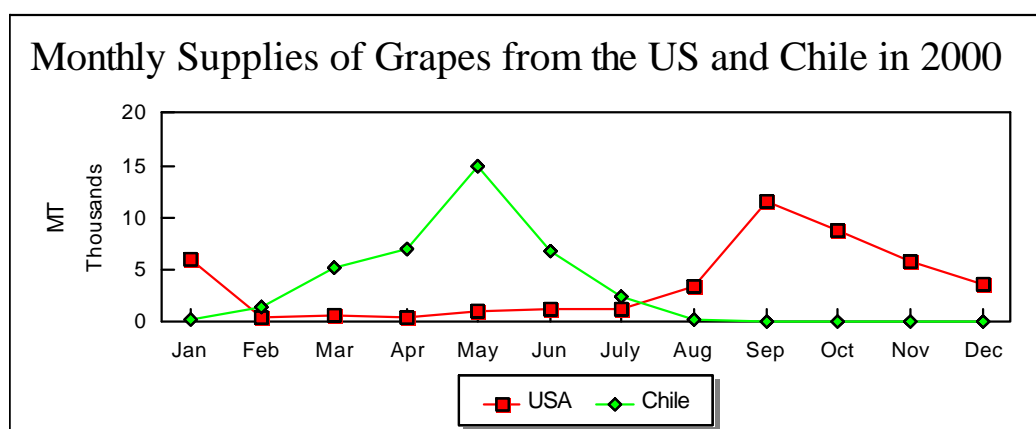
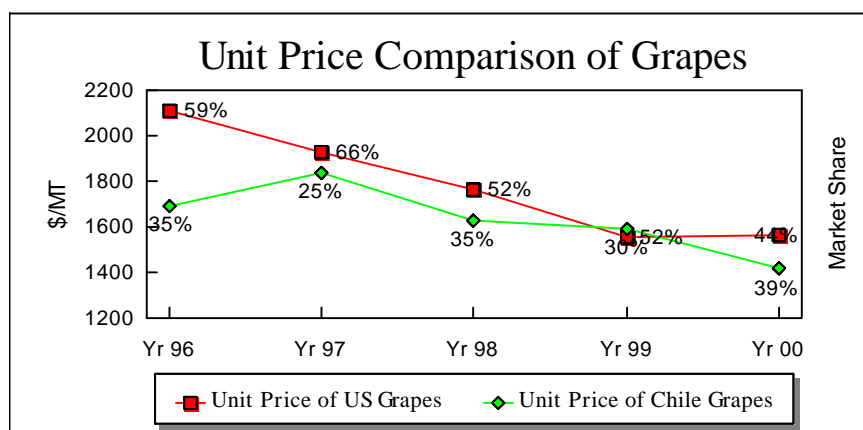
Like Thailand, Philippines is not US's direct competitor. It is a key supplier of bananas (84%), pineapples (77%) and mangos (84%). Philippines was able to expand its market share in Hong Kong's overall fruit imports from 6% to 8% between 1996 and 2000 because its banana exports to Hong Kong increased tremendously in these years. Hong Kong's banana import grew 9% annually on average in the past 5 years and Philippines' market share of bananas expanded from 41% in 1996 to 84% in 2000.

## Grapes

Prices have a significant bearing on demand. In 1997, the unit price of US grapes dropped while that of Chilean grapes increased, hence the market share of US grapes increased. For other years, the unit prices of Chilean grapes declined making them more popular. In 2000, when the price variation between the two major supplying countries was so huge that their market share changed correspondingly. Actually, the grape imports from Chile

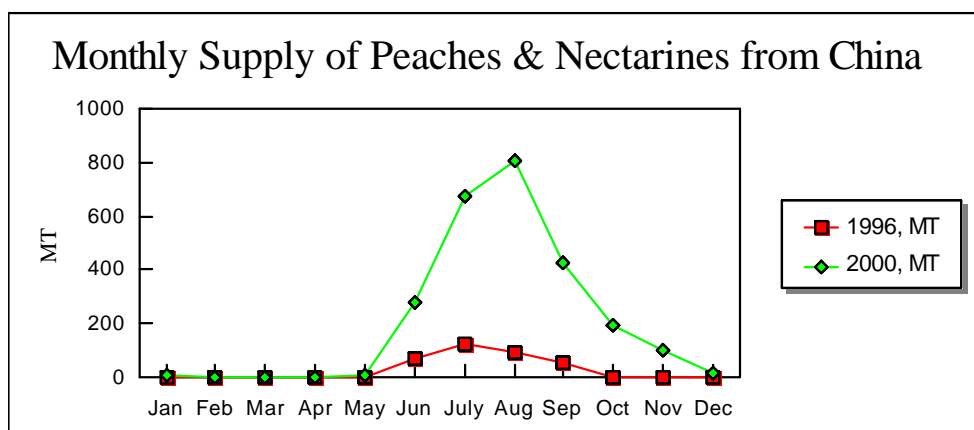
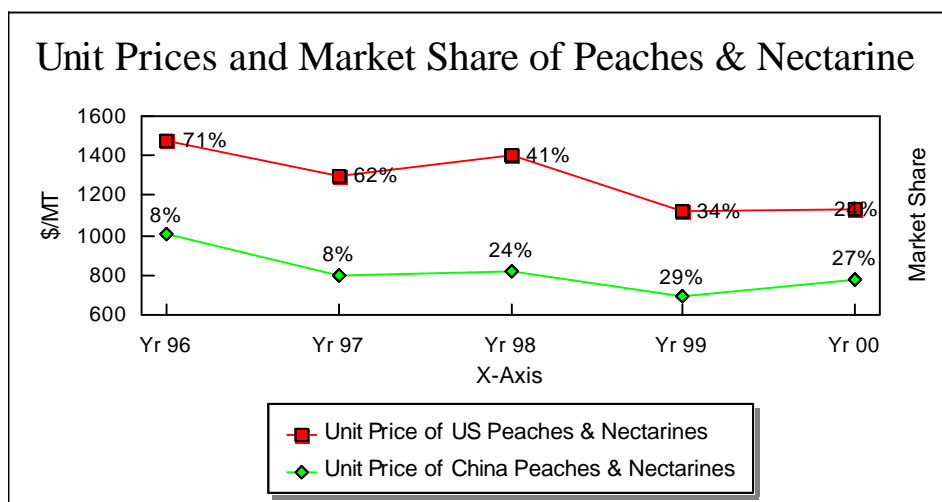
are large enough that Hong Kong importers sell their goods on consignment basis. They simply receive a commission varying from 4% to 8% of the total sales. In this way, importers reduce the risk of losses.

However, grapes from the US and Chile are not in direct competition because the supplying season is different. Yet the supplying season of the US grapes is the peak season of fruit consumption in Hong Kong. Consumers are provided with a variety of fruit choices. To remain competitive, US grapes have to have good quality coupled with reasonable prices.



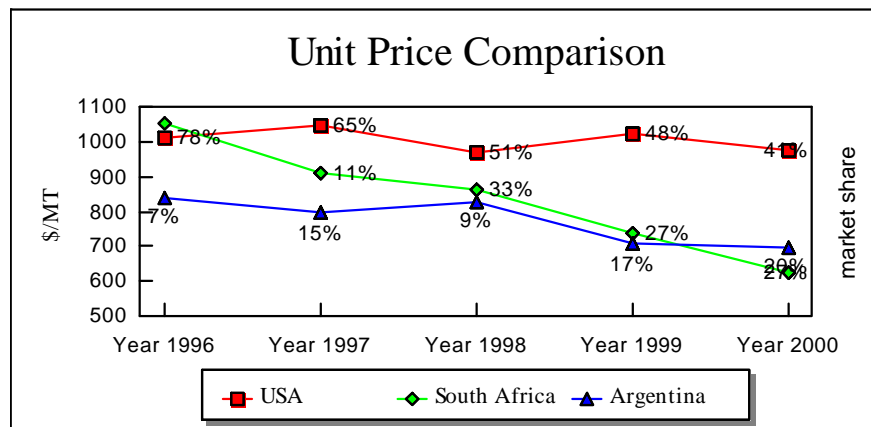
## Peaches & nectarines (statistics of the two are grouped together)

The market share of US peaches has declined tremendously in the past five years because of severe competition from China. The first graph shows that the unit prices of China peaches are far lower than the U.S. and the second graph shows the increased supply from China between 1996 and 2000. Given that the supplying season of peaches between the US and China is similar and product quality is comparable, the market share of US peaches contracted inevitably.



## Lemons

For the past five years, South Africa and Argentina have increased their exports of lemon to Hong Kong while the US is losing the market share. Lemon is mainly used in institutions. Price is a big determining factor in procurement. The following graph shows that the unit price of US lemons remain higher than lemon from South Africa and Argentina and the US market share has been declining. Comparing South Africa and Argentina, the trend of their market share has been expanding, yet the trend was disrupted in 1998 when the unit price of Argentina lemon rose resulting in the decrease of market share from 15% in 1997 to 9% in 1998. However, its market share expanded their fruit's unit prices dropped again in 1999.



Tables 6 - 15 show how US fruits are competing with other supplying countries. US market share of oranges in 1999 was adversely affected by the freeze and provided export opportunities for Australia and South Africa. Pears and apples from China are very competitive. China products always enjoyed the advantage of lower transport cost. When quality are comparable and unit price is lower, Hong Kong consumers will naturally opt for cheaper substitutes given that brand loyalty to fruits is not strong.

Many countries do have resources to run a variety of promotions, such as in-store promotion. Usually fruits are promoted along side with other popular items from the same country. For example, Jusco supermarket once staged a Thai Festival promoting fruits and snacks. Most of these promotions are sponsored by government/agricultural exports promotion board. In addition to Thailand, Korea, Taiwan and South Africa do stage in-store promotions. Sample tasting are always available. Sources revealed that South Africa has been very aggressive in marketing their products. Promoters at store promotion are remunerated on commission basis. In early 2001, they invited a supermarket's fruit buyers to visit South Africa. Perhaps, the acute promotion by these countries help to explain their success in Hong Kong fruit market to a certain extent.

## **Section 6. Conclusion**

The US decline in market share can be attributed to by many factors. First, the increased supply, improved quality and lower unit prices of certain fruits in other supplying countries has affected US fruit exports to Hong Kong. Second, the flexible marketing skill of competitors has also facilitated exports. For example, Chile exporters are willing to consign their products to Hong Kong importers and remunerate them on commission basis so as to boost sales and reduce the risk for Hong Kong importers. Importers always complain that the fruit business these days is very difficult. Profit is not a guarantee because it is getting more and more difficult to speculate how many consignments arrive each day as there are many players in the market and the quantity available in the market will affect their asking prices. Third, promotion is also important, particularly when competitors are doing it.

Hong Kong is always a place with opportunities. In 2000, Hong Kong imported \$733 million of fruit products from all over the world and its economy was recovering. Its re-export business continues to increase. It remains as a significant fruit re-export center for China. US fruits are always highly regarded. Every indicator shows that Hong Kong is a market that US exporters should not ignore.



## Section 7. Trade Statistics

Table 1 : Hong Kong's Fruit Imports from the U.S.

| Fruit Items                     | Year 1996, MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Annual<br>Growth<br>Rate |
|---------------------------------|---------------|------------------|------------------|------------------|------------------|--------------------------|
| fresh fruit                     | 265,566       | 357,860          | 351,618          | 171,623          | 238,860          | -3%                      |
| oranges                         | 121,477       | 188,634          | 204,970          | 40,511           | 127,315          | 1%                       |
| grapes                          | 44,761        | 70,112           | 51,643           | 53,726           | 42,797           | -1%                      |
| apples                          | 46,158        | 47,824           | 50,618           | 35,493           | 31,255           | -9%                      |
| plums & sloes                   | 12,245        | 14,620           | 13,056           | 11,912           | 12,328           | 0%                       |
| lemons                          | 12,344        | 11,456           | 9,842            | 9,945            | 10,108           | -5%                      |
| honeydew melons,<br>cantaloupes | 13,630        | 8,633            | 7,591            | 7,300            | 5,999            | -18%                     |
| cherries                        | 3,215         | 4,223            | 4,158            | 3,597            | 2,259            | -8%                      |
| peaches, nectarines             | 3,086         | 4,040            | 2,278            | 2,921            | 2,224            | -8%                      |
| grapefruit                      | 2,551         | 3,749            | 2,506            | 2,800            | 1,744            | -9%                      |
| strawberries                    | 1,581         | 1,193            | 1,193            | 1,020            | 1,362            | -4%                      |
| pears & quinces                 | 2,443         | 2,155            | 2,424            | 1,588            | 737              | -26%                     |
| avocados                        | 195           | 172              | 207              | 195              | 175              | -3%                      |
| kiwifruit                       | 225           | 239              | 469              | 326              | 167              | -7%                      |

Table 2 : Hong Kong's Fruit Imports and Growth Rate

| Fruit Items                        | Year 1996,<br>MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Annual<br>Growth Rate |
|------------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|
| fresh fruit                        | 804,464          | 931,405          | 915,440          | 874,079          | 902,117          | 3%                    |
| oranges                            | 188,508          | 224,950          | 259,651          | 164,820          | 209,637          | 3%                    |
| grapes                             | 75,868           | 106,276          | 99,398           | 102,600          | 97,633           | 7%                    |
| apples                             | 82,041           | 80,161           | 91,862           | 94,292           | 77,778           | -1%                   |
| durians                            | 26,007           | 37,440           | 61,390           | 77,015           | 61,396           | 24%                   |
| longans                            | 51,154           | 72,242           | 5,314            | 20,224           | 58,447           | 3%                    |
| watermelons                        | 69,307           | 61,753           | 84,248           | 78,820           | 58,315           | -4%                   |
| bananas                            | 36,838           | 63,204           | 47,344           | 47,717           | 51,638           | 9%                    |
| pears &<br>quinces                 | 40,878           | 45,022           | 40,738           | 45,876           | 43,878           | 2%                    |
| mangos                             | 35,445           | 39,155           | 46,505           | 32,523           | 32,375           | -2%                   |
| lemons                             | 15,767           | 17,567           | 19,408           | 20,542           | 24,636           | 12%                   |
| mandarins                          | 61,940           | 48,995           | 31,768           | 26,828           | 24,511           | -21%                  |
| plums &<br>sloes                   | 19,031           | 22,037           | 20,305           | 24,982           | 20,859           | 2%                    |
| papaws                             | 11,769           | 12,348           | 13,210           | 17,752           | 18,612           | 12%                   |
| honeydew<br>melons,<br>cantaloupes | 25,824           | 23,885           | 22,327           | 21,541           | 16,938           | -10%                  |
| grapefruit                         | 11,933           | 13,290           | 15,011           | 16,967           | 16,152           | 8%                    |
| lychees                            | 11,732           | 13,055           | 3,509            | 21,316           | 14,789           | 6%                    |
| peaches,<br>nectarines             | 4,342            | 6,564            | 5,553            | 8,489            | 9,159            | 21%                   |
| kiwifruit                          | 5,103            | 7,121            | 7,234            | 6,007            | 5,784            | 3%                    |
| pineapples                         | 5,664            | 7,420            | 5,201            | 4,930            | 5,240            | -2%                   |
| cherries                           | 3,799            | 4,939            | 4,880            | 4,195            | 3,412            | -3%                   |
| strawberries                       | 2,371            | 1,890            | 1,994            | 2,038            | 2,400            | 0%                    |

Table 3 : Hong Kong's Major Fruit Suppliers, in MT

| Countries    | Year 1996,<br>MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Annual<br>Growth Rate | Year 1996,<br>Market<br>Share | Year 2000,<br>Market Share |
|--------------|------------------|------------------|------------------|------------------|------------------|-----------------------|-------------------------------|----------------------------|
| WORLD        | 804,464          | 931,405          | 915,440          | 874,079          | 902,117          | 3%                    | 100%                          | 100%                       |
| USA          | 265,566          | 357,860          | 351,618          | 171,623          | 238,860          | -3%                   | 33%                           | 26%                        |
| THAILAND     | 101,407          | 134,833          | 86,264           | 131,066          | 160,674          | 12%                   | 13%                           | 18%                        |
| CHINA        | 130,607          | 117,827          | 118,100          | 149,861          | 129,244          | -0%                   | 16%                           | 14%                        |
| PHILIPPINES  | 51,874           | 88,318           | 76,610           | 60,604           | 75,156           | 10%                   | 6%                            | 8%                         |
| AUSTRALIA    | 43,485           | 34,042           | 58,242           | 55,838           | 73,648           | 14%                   | 5%                            | 8%                         |
| SOUTH AFRICA | 31,605           | 24,804           | 40,270           | 62,113           | 44,746           | 9%                    | 4%                            | 5%                         |
| R            |                  |                  |                  |                  |                  |                       |                               |                            |
| CHILE        | 35,515           | 35,223           | 47,134           | 53,502           | 43,502           | 5%                    | 4%                            | 5%                         |
| SINGAPORE R  | 45,631           | 42,069           | 44,007           | 40,972           | 32,002           | -8%                   | 6%                            | 4%                         |
| MALAYSIA     | 18,733           | 22,281           | 23,723           | 25,881           | 24,357           | 7%                    | 2%                            | 3%                         |
| NEW ZEALAND  | 28,393           | 23,293           | 20,144           | 15,057           | 23,094           | -5%                   | 4%                            | 3%                         |

Table 4 : Hong Kong's Fruit Re-exports

| Fruit Items                        | Year 1996,<br>MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Annual Growth<br>Rate |
|------------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|
| fresh fruit                        | 221,203          | 257,979          | 230,608          | 228,056          | 263,173          | 4%                    |
| grapes                             | 33,891           | 40,478           | 50,601           | 46,842           | 52,833           | 12%                   |
| durians                            | 3,575            | 8,963            | 21,987           | 44,544           | 49,136           | 93%                   |
| longans                            | 34,248           | 45,688           | 2,436            | 8,266            | 43,880           | 6%                    |
| oranges                            | 23,173           | 24,228           | 70,069           | 38,320           | 36,192           | 12%                   |
| apples                             | 25,035           | 26,497           | 34,196           | 33,029           | 26,829           | 2%                    |
| mandarins                          | 51,236           | 31,811           | 9,189            | 13,597           | 12,298           | -30%                  |
| lychees                            | 3,142            | 6,846            | 1,164            | 7,332            | 9,236            | 31%                   |
| bananas                            | 7,596            | 49,211           | 17,318           | 11,207           | 4,574            | -12%                  |
| peaches,<br>nectarines             | 194              | 116              | 1,832            | 856              | 3,557            | 107%                  |
| lemons                             | 585              | 302              | 1,067            | 1,470            | 2,519            | 44%                   |
| grapefruit                         | 412              | 314              | 1,257            | 1,904            | 2,438            | 56%                   |
| papaws                             | 275              | 209              | 190              | 206              | 2,416            | 72%                   |
| mangos                             | 9,990            | 6,166            | 7,170            | 4,396            | 2,355            | -30%                  |
| pears & quinces                    | 17,418           | 6,629            | 3,818            | 4,427            | 2,018            | -42%                  |
| kiwifruit                          | 959              | 2,677            | 2,067            | 1,627            | 1,872            | 18%                   |
| plums & sloes                      | 2,125            | 1,424            | 2,160            | 4,785            | 899              | -19%                  |
| watermelons                        | 2,482            | 4,086            | 235              | 2,073            | 738              | -26%                  |
| honeydew<br>melons,<br>cantaloupes | 392              | 230              | 125              | 563              | 239              | -12%                  |
| pineapples                         | 584              | 307              | 260              | 317              | 164              | -27%                  |
| cherries                           | 318              | 350              | 65               | 73               | 131              | -20%                  |
| strawberries                       | 4                | 7                | 2                | 13               | 0                | 0%                    |

Table 5 : Hong Kong's Retained Imports of Fruit

| Fruit Items                        | Year 1996,<br>MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000, MT | Annual Growth<br>Rate |
|------------------------------------|------------------|------------------|------------------|------------------|---------------|-----------------------|
| fresh fruit                        | 583,261          | 673,425          | 684,832          | 646,023          | 638,944       | 2%                    |
| oranges                            | 165,335          | 200,722          | 189,582          | 126,500          | 173,445       | 1%                    |
| watermelons                        | 66,825           | 57,666           | 84,013           | 76,747           | 57,577        | -4%                   |
| apples                             | 57,007           | 53,664           | 57,666           | 61,264           | 50,949        | -3%                   |
| bananas                            | 29,242           | 13,993           | 30,026           | 36,510           | 47,065        | 13%                   |
| grapes                             | 41,977           | 65,799           | 48,797           | 55,758           | 44,800        | 2%                    |
| pears &<br>quinces                 | 23,460           | 38,393           | 36,920           | 41,449           | 41,860        | 16%                   |
| mangos                             | 25,445           | 32,989           | 39,335           | 28,127           | 30,020        | 4%                    |
| lemons                             | 15,183           | 17,265           | 18,341           | 19,072           | 22,117        | 10%                   |
| plums & sloes                      | 16,907           | 20,614           | 18,145           | 20,198           | 19,960        | 4%                    |
| honeydew<br>melons,<br>cantaloupes | 25,431           | 23,655           | 22,202           | 20,978           | 16,699        | -10%                  |
| papaws                             | 11,495           | 12,140           | 13,019           | 17,547           | 16,196        | 9%                    |
| longans                            | 16,906           | 26,553           | 2,878            | 11,959           | 14,567        | -4%                   |
| grapefruit                         | 11,521           | 12,976           | 13,755           | 15,063           | 13,714        | 4%                    |
| durians                            | 22,432           | 28,477           | 39,403           | 32,470           | 12,260        | -14%                  |
| mandarins                          | 10,704           | 17,184           | 22,579           | 13,231           | 12,213        | 3%                    |
| peaches,<br>nectarines             | 4,148            | 6,448            | 3,721            | 7,633            | 5,602         | 8%                    |
| lychees                            | 8,590            | 6,210            | 2,345            | 13,984           | 5,552         | -10%                  |
| pineapples                         | 5,080            | 7,113            | 4,941            | 4,614            | 5,076         | 0%                    |
| kiwifruit                          | 4,143            | 4,443            | 5,167            | 4,379            | 3,912         | -1%                   |
| cherries                           | 3,481            | 4,589            | 4,815            | 4,122            | 3,281         | -1%                   |
| strawberries                       | 2,367            | 1,883            | 1,992            | 2,025            | 2,400         | 0%                    |

Table 6: Hong Kong's Oranges Import &amp; Market Share

| Countries    | Year 1996, MT | Year 1997, MT | Year 1998, MT | Year 1999, MT | Year 2000, MT | Year 1996, Market Share | Year 1997, Market Share | Year 1998, Market Share | Year 1999, Market Share | Year 2000, Market Share |
|--------------|---------------|---------------|---------------|---------------|---------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| WORLD        | 188,508       | 224,950       | 259,651       | 164,820       | 209,637       | 100%                    | 100%                    | 100%                    | 100%                    | 100%                    |
| USA          | 121,477       | 188,634       | 204,970       | 40,511        | 127,315       | 64%                     | 84%                     | 79%                     | 25%                     | 61%                     |
| AUSTRALIA    | 24,423        | 9,760         | 22,728        | 22,545        | 39,404        | 13%                     | 4%                      | 9%                      | 14%                     | 19%                     |
| SOUTH AFRICA | 24,846        | 14,810        | 24,339        | 43,632        | 28,027        | 13%                     | 7%                      | 9%                      | 27%                     | 13%                     |
| EGYPT ARAB R | 5,139         | 5,406         | 1,218         | 30,018        | 8,225         | 3%                      | 2%                      | 1%                      | 18%                     | 4%                      |
| CHINA        | 11,168        | 5,079         | 3,178         | 5,742         | 4,466         | 6%                      | 2%                      | 1%                      | 4%                      | 2%                      |
| CYPRUS       | 0             | 0             | 0             | 0             | 330           | 0%                      | 0%                      | 0%                      | 0%                      | 0%                      |
| SPAIN        | 22            | 0             | 57            | 10,999        | 311           | 0%                      | 0%                      | 0%                      | 7%                      | 0%                      |

Table 7 : Hong Kong's Lemon Import &amp; Market Share

| Countries      | Year 1996, MT | Year 1997, MT | Year 1998, MT | Year 1999, MT | Year 2000, MT | Year 1996, Market Share | Year 1997, Market Share | Year 1998, Market Share | Year 1999, Market Share | Year 2000, Market Share |
|----------------|---------------|---------------|---------------|---------------|---------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| WORLD          | 15,767        | 17,567        | 19,408        | 20,542        | 24,636        | 100%                    | 100%                    | 100%                    | 100%                    | 100%                    |
| USA            | 12,344        | 11,456        | 9,842         | 9,945         | 10,108        | 78%                     | 65%                     | 51%                     | 48%                     | 41%                     |
| SOUTH AFRICA R | 1,716         | 1,986         | 6,431         | 5,543         | 6,604         | 11%                     | 11%                     | 33%                     | 27%                     | 27%                     |
| ARGENTINA      | 1,018         | 2,643         | 1,809         | 3,481         | 4,836         | 7%                      | 15%                     | 9%                      | 17%                     | 20%                     |
| AUSTRALIA      | 103           | 525           | 375           | 204           | 918           | 1%                      | 3%                      | 2%                      | 1%                      | 4%                      |
| CYPRUS         | 0             | 0             | 0             | 335           | 766           | 0%                      | 0%                      | 0%                      | 2%                      | 3%                      |
| THAILAND       | 71            | 88            | 123           | 224           | 436           | 0%                      | 1%                      | 1%                      | 1%                      | 2%                      |
| URUGUAY        | 441           | 822           | 781           | 762           | 365           | 3%                      | 5%                      | 4%                      | 4%                      | 2%                      |

Table 8: Hong Kong's Grapefruit Import &amp; Market Share

| Countries                   | Year 1996,<br>MT | Year 1997,<br>MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Year 1996,<br>Market<br>Share | Year<br>1997,<br>Market<br>Share | Year<br>1998,<br>Market<br>Share | Year<br>1999,<br>Market<br>Share | Year<br>2000,<br>Market<br>Share |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|-------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| WORLD                       | 11,933           | 13,290           | 15,011           | 16,967           | 16,152           | 100%                          | 100%                             | 100%                             | 100%                             | 100%                             |
| THAILAND                    | 4,285            | 3,198            | 4,538            | 5,375            | 5,318            | 36%                           | 24%                              | 30%                              | 32%                              | 33%                              |
| THE<br>MAINLAND<br>OF CHINA | 4,573            | 5,361            | 6,141            | 5,108            | 4,768            | 38%                           | 40%                              | 41%                              | 30%                              | 30%                              |
| ISRAEL                      | 0                | 240              | 687              | 2,359            | 2,328            | 0%                            | 2%                               | 5%                               | 14%                              | 14%                              |
| USA                         | 2,551            | 3,749            | 2,506            | 2,800            | 1,744            | 21%                           | 28%                              | 17%                              | 17%                              | 11%                              |
| SOUTH<br>AFRICA R           | 439              | 598              | 924              | 824              | 1,227            | 4%                            | 5%                               | 6%                               | 5%                               | 8%                               |
| TAIWAN                      | 0                | 0                | 138              | 64               | 519              | 0%                            | 0%                               | 1%                               | 0%                               | 3%                               |

Table 9 : Hong Kong's Grape Import &amp; Market Share

| Countries         | Year<br>1996, MT | Year<br>1997, MT | Year 1998,<br>MT | Year<br>1999, MT | Year<br>2000, MT | Year 1996,<br>Market<br>Share | Year 1997,<br>Market<br>Share | Year<br>1998,<br>Market<br>Share | Year 1999,<br>Market<br>Share | Year 2000,<br>Market<br>Share |
|-------------------|------------------|------------------|------------------|------------------|------------------|-------------------------------|-------------------------------|----------------------------------|-------------------------------|-------------------------------|
| WORLD             | 75,868           | 106,276          | 99,398           | 102,600          | 97,633           | 100%                          | 100%                          | 100%                             | 100%                          | 100%                          |
| USA               | 44,761           | 70,112           | 51,643           | 53,726           | 42,797           | 59%                           | 66%                           | 52%                              | 52%                           | 44%                           |
| CHILE             | 26,475           | 26,198           | 34,813           | 31,034           | 37,557           | 35%                           | 25%                           | 35%                              | 30%                           | 39%                           |
| AUSTRALIA         | 2,890            | 6,012            | 10,410           | 11,751           | 11,144           | 4%                            | 6%                            | 11%                              | 12%                           | 11%                           |
| SOUTH<br>AFRICA R | 962              | 2,776            | 1,915            | 5,214            | 3,668            | 1%                            | 3%                            | 2%                               | 5%                            | 4%                            |
| PERU              | 0                | 0                | 0                | 0                | 643              | 0%                            | 0%                            | 0%                               | 0%                            | 1%                            |
| MALAYSIA          | 0                | 0                | 45               | 22               | 379              | 0%                            | 0%                            | 0%                               | 0%                            | 0%                            |
| PHILIPPINES       | 0                | 240              | 0                | 0                | 226              | 0%                            | 0%                            | 0%                               | 0%                            | 0%                            |

Table 10 : Hong Kong's Apple Import &amp; Market Share

| Countries                   | Year<br>1996, MT | Year<br>1997, MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Year 1996,<br>Market<br>Share | Year 1997,<br>Market<br>Share | Year<br>1998,<br>Market<br>Share | Year 1999,<br>Market<br>Share | Year<br>2000,<br>Market<br>Share |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|-------------------------------|-------------------------------|----------------------------------|-------------------------------|----------------------------------|
| WORLD                       | 82,041           | 80,161           | 91,862           | 94,292           | 77,778           | 100%                          | 100%                          | 100%                             | 100%                          | 100%                             |
| USA                         | 46,158           | 47,824           | 50,618           | 35,493           | 31,255           | 56%                           | 60%                           | 55%                              | 38%                           | 40%                              |
| NEW<br>ZEALAND              | 24,788           | 19,725           | 16,996           | 12,597           | 20,754           | 30%                           | 25%                           | 19%                              | 13%                           | 27%                              |
| THE<br>MAINLAND<br>OF CHINA | 3,430            | 3,029            | 5,737            | 12,894           | 16,843           | 4%                            | 4%                            | 6%                               | 14%                           | 22%                              |
| FRANCE                      | 960              | 1,969            | 1,630            | 2,449            | 1,930            | 1%                            | 3%                            | 2%                               | 3%                            | 3%                               |
| SOUTH<br>AFRICA R           | 1,811            | 1,371            | 3,475            | 2,712            | 1,919            | 2%                            | 2%                            | 4%                               | 3%                            | 3%                               |
| AUSTRALIA                   | 577              | 649              | 1,552            | 1,542            | 1,540            | 1%                            | 1%                            | 2%                               | 2%                            | 2%                               |
| CHILE                       | 2,813            | 2,053            | 7,825            | 12,418           | 1,228            | 3%                            | 3%                            | 9%                               | 13%                           | 2%                               |
| BRAZIL                      | 0                | 0                | 0                | 4,553            | 1,213            | 0%                            | 0%                            | 0%                               | 5%                            | 2%                               |

Table 11: Hong Kong's Pears Import &amp; Market Share

| Countries                   | Year<br>1996, MT | Year<br>1997, MT | Year 1998,<br>MT | Year 1999,<br>MT | Year<br>2000,<br>MT | Year 1996,<br>Market<br>Share | Year<br>1997,<br>Market<br>Share | Year<br>1998,<br>Market<br>Share | Year<br>1999,<br>Market<br>Share | Year 2000,<br>Market<br>Share |
|-----------------------------|------------------|------------------|------------------|------------------|---------------------|-------------------------------|----------------------------------|----------------------------------|----------------------------------|-------------------------------|
| WORLD                       | 40,878           | 45,022           | 40,738           | 45,876           | 43,878              | 100%                          | 100%                             | 100%                             | 100%                             | 100%                          |
| THE<br>MAINLAND<br>OF CHINA | 29,586           | 31,899           | 25,518           | 32,868           | 34,366              | 72%                           | 71%                              | 63%                              | 72%                              | 78%                           |
| AUSTRALIA                   | 1,289            | 2,179            | 4,820            | 3,323            | 2,626               | 3%                            | 5%                               | 12%                              | 7%                               | 6%                            |
| SOUTH<br>AFRICA R           | 1,541            | 2,600            | 2,366            | 2,257            | 2,186               | 4%                            | 6%                               | 6%                               | 5%                               | 5%                            |
| JAPAN                       | 3,727            | 4,851            | 4,564            | 3,371            | 2,074               | 9%                            | 11%                              | 11%                              | 7%                               | 5%                            |
| CHILE                       | 2,035            | 819              | 416              | 1,821            | 1,067               | 5%                            | 2%                               | 1%                               | 4%                               | 2%                            |
| USA                         | 2,443            | 2,155            | 2,424            | 1,588            | 737                 | 6%                            | 5%                               | 6%                               | 4%                               | 2%                            |



Table 12 : Hong Kong's Cherries Import &amp; Market Share

| Countries | Year<br>1996, MT | Year<br>1997, MT | Year 1998,<br>MT | Year 1999,<br>MT | Year 2000,<br>MT | Year 1996,<br>Market<br>Share | Year 1997,<br>Market<br>Share | Year 1998,<br>Market<br>Share | Year<br>1999,<br>Market<br>Share | Year<br>2000,<br>Market<br>Share |
|-----------|------------------|------------------|------------------|------------------|------------------|-------------------------------|-------------------------------|-------------------------------|----------------------------------|----------------------------------|
| WORLD     | 3,799            | 4,939            | 4,880            | 4,195            | 3,412            | 100%                          | 100%                          | 100%                          | 100%                             | 100%                             |
| USA       | 3,215            | 4,223            | 4,158            | 3,597            | 2,259            | 85%                           | 86%                           | 85%                           | 86%                              | 66%                              |
| AUSTRALIA | 426              | 563              | 598              | 386              | 580              | 11%                           | 11%                           | 12%                           | 9%                               | 17%                              |
| CHILE     | 0                | 39               | 50               | 116              | 382              | 0%                            | 1%                            | 1%                            | 3%                               | 11%                              |
| CANADA    | 141              | 106              | 55               | 46               | 99               | 4%                            | 2%                            | 1%                            | 1%                               | 3%                               |
| TAIWAN    | 3                | 0                | 0                | 0                | 53               | 0%                            | 0%                            | 0%                            | 0%                               | 2%                               |
| ARGENTINA | 0                | 0                | 0                | 4                | 14               | 0%                            | 0%                            | 0%                            | 0%                               | 0%                               |

Table 13 : Hong Kong's Peaches &amp; Nectarines Import &amp; Market Share

| Countries                   | Year<br>1996,<br>MT | Year 1997,<br>MT | Year<br>1998, MT | Year 1999,<br>MT | Year 2000,<br>MT | Year 1996,<br>Market<br>Share | Year<br>1997,<br>Market<br>Share | Year<br>1998,<br>Market<br>Share | Year 1999,<br>Market<br>Share | Year<br>2000,<br>Market<br>Share |
|-----------------------------|---------------------|------------------|------------------|------------------|------------------|-------------------------------|----------------------------------|----------------------------------|-------------------------------|----------------------------------|
| WORLD                       | 4,342               | 6,564            | 5,553            | 8,489            | 9,159            | 100%                          | 100%                             | 100%                             | 100%                          | 100%                             |
| THE<br>MAINLAND<br>OF CHINA | 339                 | 495              | 1,311            | 2,437            | 2,509            | 8%                            | 8%                               | 24%                              | 29%                           | 27%                              |
| AUSTRALIA                   | 327                 | 677              | 1,341            | 1,608            | 2,363            | 8%                            | 10%                              | 24%                              | 19%                           | 26%                              |
| USA                         | 3,086               | 4,040            | 2,278            | 2,921            | 2,224            | 71%                           | 62%                              | 41%                              | 34%                           | 24%                              |
| TAIWAN                      | 0                   | 34               | 43               | 125              | 1,680            | 0%                            | 1%                               | 1%                               | 2%                            | 18%                              |
| CHILE                       | 500                 | 1,130            | 339              | 1,043            | 241              | 12%                           | 17%                              | 6%                               | 12%                           | 3%                               |
| SINGAPORE R                 | 0                   | 34               | 0                | 10               | 52               | 0%                            | 1%                               | 0%                               | 0%                            | 1%                               |

Table 14 : Hong Kong's Plum Import &amp; Market Share

| Countries             | Year 1996, MT | Year 1997, MT | Year 1998, MT | Year 1999, MT | Year 2000, MT | Year 1996, Market Share | Year 1997, Market Share | Year 1998, Market Share | Year 1999, Market Share | Year 2000, Market Share |
|-----------------------|---------------|---------------|---------------|---------------|---------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| WORLD                 | 19,031        | 22,037        | 20,305        | 24,982        | 20,859        | 100%                    | 100%                    | 100%                    | 100%                    | 100%                    |
| USA                   | 12,245        | 14,620        | 13,056        | 11,912        | 12,328        | 64%                     | 66%                     | 64%                     | 48%                     | 59%                     |
| AUSTRALIA             | 2,981         | 2,538         | 3,450         | 4,777         | 4,351         | 16%                     | 12%                     | 17%                     | 19%                     | 21%                     |
| CHILE                 | 3,026         | 4,139         | 2,815         | 6,066         | 2,612         | 16%                     | 19%                     | 14%                     | 24%                     | 13%                     |
| THE MAINLAND OF CHINA | 227           | 196           | 217           | 310           | 724           | 1%                      | 1%                      | 1%                      | 1%                      | 4%                      |
| SOUTH AFRICA          | 108           | 403           | 370           | 1,450         | 664           | 1%                      | 2%                      | 2%                      | 6%                      | 3%                      |
| CANADA                | 0             | 0             | 51            | 0             | 89            | 0%                      | 0%                      | 0%                      | 0%                      | 0%                      |

Table 15 : Hong Kong's Strawberries Import &amp; Market Share

| Countries             | Year 1996, MT | Year 1997, MT | Year 1998, MT | Year 1999, MT | Year 2000, MT | Year 1996, Market Share | Year 1997, Market Share | Year 1998, Market Share | Year 1999, Market Share | Year 2000, Market Share |
|-----------------------|---------------|---------------|---------------|---------------|---------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| WORLD                 | 2,371         | 1,890         | 1,994         | 2,038         | 2,400         | 100%                    | 100%                    | 100%                    | 100%                    | 100%                    |
| USA                   | 1,581         | 1,193         | 1,193         | 1,020         | 1,362         | 67%                     | 63%                     | 60%                     | 50%                     | 57%                     |
| AUSTRALIA             | 421           | 350           | 421           | 415           | 467           | 18%                     | 19%                     | 21%                     | 20%                     | 20%                     |
| NEW ZEALAND           | 307           | 321           | 275           | 366           | 350           | 13%                     | 17%                     | 14%                     | 18%                     | 15%                     |
| THE MAINLAND OF CHINA | 17            | 9             | 52            | 202           | 199           | 1%                      | 1%                      | 3%                      | 10%                     | 8%                      |
| U A E EMIRATES        | 3             | 0             | 26            | 24            | 13            | 0%                      | 0%                      | 1%                      | 1%                      | 1%                      |