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Report Name: Specialty Crop Market Situation and Trends from 2017 to 2023

Country: China - People's Republic of

Post: Beijing

Report Category: Tree Nuts, Country/Regional FTA's, Fresh Fruit, Citrus

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Report Highlights:

Major specialty crops exported from the United States to the People's Republic of China in 2023 include tree nuts (\$1.2 billion), fresh fruit (\$86 million), processed fruit (\$70 million) and processed vegetables (\$35 million). In most of the Specialty Crop product categories, aside from tree nuts, import values from the United States have fallen over the last several years. Improved domestic production, retaliatory tariffs, and free trade agreements with major counter-seasonal competitors in the Southern Hemisphere largely explain declining U.S. exports across the specialty crop sector. Numerous U.S. specialty crops are still subject to retaliatory Section 232 tariffs on top of most-favored-nation (MFN) tariffs. U.S. tree nuts and fresh fruit are still highly valued in China, but targeted marketing campaigns are necessary to preserve U.S. market share.

Executive Summary of Major Specialty Crops Exported to China between 2017 - 2023

Tree Nuts: In 2017, the United States exported \$243 million in tree nuts to China. Between 2017 and 2023, U.S. tree nut exports to China grew nearly 400 percent to reach \$1.2 billion. U.S. tree nut exports have continued to grow despite the People's Republic of China (PRC) imposed retaliatory tariffs and duty-free access for major competitors. The overall size of China's tree nut import market grew exponentially from 2017 to 2023, and U.S. exports grew substantially during that time, but U.S. market share declined. Demand for consumer-oriented products, like U.S. branded mixed nuts, has experienced significant growth in recent years.

Fresh Fruit: In 2017, the value of U.S. fresh fruit exports was \$226 million dropping significantly to \$86 million in 2023. In 2023, Cherries (\$43.7 million), oranges (\$24.1 million), and apples (\$8.8 million) continued to comprise most of U.S. fruit exports to China. Since 2017, China has significantly improved domestic fruit quality and cold chain logistics. Improved domestic production, retaliatory tariffs, and free trade deals with major counter cyclical producers in the Southern Hemisphere explain the significant drop in U.S. fresh fruit exports to China from 2017 to 2023. The report briefly touches upon blueberries, avocados, and nectarines which all gained market access in the Economic and Trade Agreement but have seen little trade volume. Affluent consumers still value high end U.S. fruit, with emphasis on freshness and new varieties. Targeted marketing is key to maintaining U.S. market share according to trade contacts.

Processed Fruit: In 2017, the value of U.S. processed fruit exports to China was \$134 million decreasing 48 percent by 2023, to \$70 million. Improved domestic production and foreign competitors who enjoy preferential tariff rates continue to explain the sustained pressure on U.S. processed fruit exports.

Fresh & Processed Vegetables: U.S. exports of fresh and processed vegetables have been declining since the mid-2010s. The vast majority of trade has been processed vegetables, of which the vast majority are frozen French fries whose export value was \$78 million in 2017 and dropped to \$18 million in 2023. Since 2017, large quantities of domestic potatoes are sourced and processed into French fries in China.

Select Other Specialty Crops: This report provides also brief analysis on fruit and vegetable juices, coffee, and Ginseng. Fruit and vegetable juices face similar pressures as fresh and processed fruit, mainly declining market share due to increased domestic production and countercyclical competitors with preferential tariff advantages. Coffee and Ginseng have new market access developments.

Background

[Specialty Crops are defined in law in the United States](#) as fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops including floriculture. These horticultural products are for food, medicinal purposes, and for aesthetic gratification. [On November 9, 2023](#), USDA announced that it was initiating a new effort to further support U.S. specialty crops and to increase the competitiveness of this sector. USDA's Foreign Agricultural Service has historically carried out a [Technical Assistance for Specialty Crops](#) (TASC) market development program to address sanitary and phytosanitary barriers that prohibit or threaten the export of U.S. specialty crops. Activities can include hosting workshops and seminars, study tours or field surveys, along with even helping with pest and disease research. [On January 29, 2024](#), USDA Secretary Vilsack announced two new investments designed to support the U.S. specialty crops industry. These are the Assisting Specialty Crop Exports (ASCE) initiative and the Specialty Crop Block Grant Program.

In 2023, at \$29.1 billion, the People's Republic of China was again the largest export market for U.S. agricultural products. The greatest dollar value of U.S. agricultural product exports to China were in bulk commodities such as soybeans (\$15.2 billion), corn (\$1.7 billion), beef (\$1.6 billion), cotton (\$1.6 billion), pork and pork products (\$1.2 billion), and coarse grains (\$1.2 billion). Taken on the aggregate, the United States also exported a significant value of Specialty Crops to the PRC.

Products within or related to Specialty Crop values exported from the United States to the PRC in 2023 include tree nuts (\$1.2 billion), fresh fruit (\$86 million), processed fruit (\$70 million), fresh vegetables (\$1 million), processed vegetables (\$35 million), and nursery products and cut flowers (\$2 million). In 2017, these values were \$243 million for tree nuts, \$226 million for fresh fruit, \$134 million for processed fruit, \$1 million for fresh vegetables, \$120 million for processed vegetables, and \$2 million for nursery products and cut flowers. In most of the Specialty Crop product categories, aside from tree nuts, import values from the United States have fallen.

Although it is possible to look at trade data and understand the volume and value exported from the United States to the PRC, it is not possible to determine how much of the Specialty Crop exported to the PRC were consumed in China and what volume were processed and re-exported. **Note:** The U.S. export values in this report are all based on U.S. Census Bureau Trade Data. China import volumes will be based on PRC Customs Statistics as captured by Trade Data Monitor, LLC. **End Note.**

This report provides a broad level overview of developments in the PRC's trade demand and policy developments related to Specialty Crops that have or had significant export potential to China. The U.S. has market access to the PRC for the following specialty crops (see **Table 1**) as evidenced by trade data as well as the Facility/Product listing websites of the General Administration of Customs of China (GACC).

Table 1. China: Eligible U.S. Specialty Crops with Market Access to the PRC

Tree Nuts (based off of historical PRC import statistics) , including: almonds, walnuts, pistachios, hazelnuts, macadamia nuts, and coconuts
Fresh Fruit , including: apple , avocado , blueberry , cherry , citrus , grapes , nectarines , pear , plums , strawberry
Fresh Vegetables , including: baby carrots (fresh), celery, cowpeas and kidney beans (whether or not podded, fresh and chilled), peas (fresh or chilled). Note: Other products may have access or historical access, but no current facility or product registrations or recent trade has occurred
Coffee and Cacao , including: raw/green coffee and unroasted cacao
Plant Based Seasonings , including: rosemary, black pepper (unground), chili peppers (dried and unground), mint leaves (dried), marjoram, oregano, celery seeds, vanilla
Spices (based off of historical PRC import statistics), including: ginseng roots
Nursery Products and Cut Flowers (based off of historical PRC import statistics), including: plants (live); cuttings and slips; bulbs and tubers (dormant); foliage branches (fresh and other), and cut flowers (fresh and dried)

Note: Hyperlinks are to PRC General Administration of Customs websites that maintain market access lists.

Tree Nuts

In 2017, the United States exported \$242.9 million in tree nuts to China. Between 2017 and 2023, U.S. tree nut exports to China grew nearly 400 percent to reach \$1.2 billion. The Chinese tree nut industry has developed rapidly from 2017 to 2023, as the concept of tree nuts being a healthy and nutritional food keeps expanding among Chinese consumers, especially those in urban areas. In addition, the introduction of “daily nuts,” a retail packaged snack food containing a variety of nuts and dried fruit, in 2016, has gained popularity and has driven the boom in sales of nuts. As a result, China’s nut imports started to take off as the country relies heavily on the world market for most of its tree nuts. The retaliatory tariffs imposed on the US products, including tree nuts, beginning in 2018, initially seemed to have little impact on the overall imports of tree nuts. In many cases, U.S. tree nuts have entered the market through a third country to avoid the retaliatory tariffs. Meanwhile, other competitors, especially those who have signed bilateral free trade agreements with China, such as Australia, have quickly expanded their tree nut production for exports to China. For more information, please see China: Tree Nuts Annual ([CH2023-0130](#)).

PRC imposed retaliatory tariffs on the United States and free trade agreements with competitors, especially Australia, have decreased U.S. market share since 2017 (see **Table 2**). Several U.S. products, including tree nuts, are still subject to a 15-percent retaliatory Section 232 tariff on top of MFN tariffs, despite being exempt from a 30-percent retaliatory Section 301 tariff on U.S. agricultural products since March 2020 (see GAIN report [CH2020-0017](#)). The following table provides a detailed breakdown of import tariffs and value added tax (VAT) on various nut products. China is also increasing its tree nuts production, especially walnuts, macadamia nuts, and hazelnuts in recent years, to meet the strong domestic demand.

Table 2. China: Tree Nut Import Tariff and Value-added Tax (VAT) in 2023

HS Code	Description	Tariff (%)				VAT (%)
		MFN	U.S. (as of March 2020*)	Australia	Chile	
0801.2100	Brazil nuts, inshell	7	22	0	0	9
0801.2200	Brazil nuts, shelled	7	22	0	0	9
0801.3100	Cashew nuts, in-shell	7	22	0	0	9
0801.3200	Cashew nuts, shelled	7	22	0	0	9
0802.1100	Almonds, in-shell	10	25	0	0	9
0802.1200	Almonds, shelled	10	25	0	0	9
0802.2100	Hazelnuts/Filberts, in-shell	25	40	0	0	9
0802.2200	Hazelnuts/Filberts, shelled	10	25	0	0	9
0802.3100	Walnuts, in-shell	25	40	0	0	9
0802.3200	Walnuts, shelled	20	35	0	0	9
0802.5100	Pistachios, in-shell	5	20	0	0	9
0802.5200	Pistachios, shelled	5	20	0	0	9
0802.6190	Macadamia nuts, in-shell	12	27	0	0	9
0802.6200	Macadamia nuts, shelled	12	27	0	0	9
0802.9990.30	Pecans, inshell or shelled	7	22	0	0	9
2008.1910	Walnut kernels, in airtight containers	5	5	0	0	13
2008.1920	Other nuts, in airtight containers	5	5	0	0	13
2008.1999.30	Prepared/preserved nuts and other seeds, nes	5	5	0	0	13

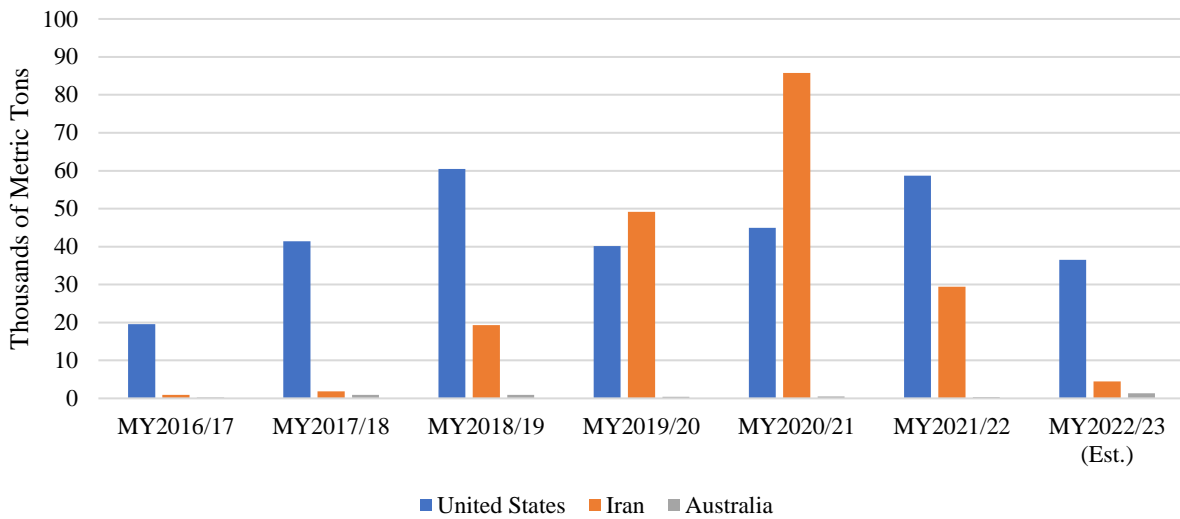
Source: China Customs

Note: *Actual rate (includes MFN and China’s Section 232 retaliatory tariffs) if Section 301 tariffs are exempted upon approval.

Pistachios

In 2017, the United States value of U.S. pistachio exports to China was \$41.6 million. Between 2017 and 2023, U.S. pistachio exports to China grew exponentially to \$766.5 million. During that period China’s imports of pistachios on an inshell basis, expanded from 29,274 MT to 73,418 MT. The United States remained China’s largest supplier in 2023, but Iran, whose crop yields dramatically reduced during marketing year (MY) 21/22 and MY 22/23, may regain its status as the top supplier. It is worth noting that Chinese food manufacturers started to increase their imports of roasted nuts, mostly pistachios, since the trade war between China and the United States began in 2018. Roasted nut products fall under a different tariff line that is not subject to Section 232 retaliatory tariffs. (Note: Section 301 retaliatory tariffs can be waived under a tariff exclusion process.)

Graph 1: Chinese Imports of Pistachios (Inshell Basis) from Major Partners



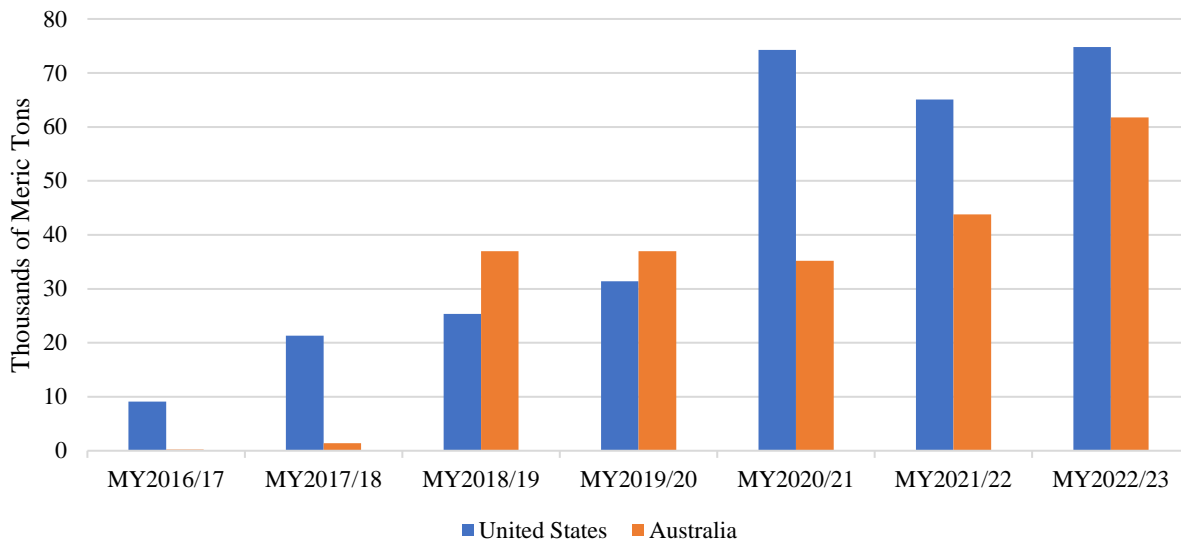
Source: Trade Data Monitor, LLC

Note: Marketing Year (MY) for pistachios begins in September and ends in August.

Almonds

In 2017, the value of U.S. almond exports to China was \$100.9 million of almonds to China. Between 2017 and 2023, U.S. almond exports to China rose 193 percent to \$295.5 million. During that period China’s imports of almonds on a shelled basis, expanded from 16,169 MT to 111,380 MT. Despite retaliatory tariffs imposed by the PRC on U.S. almonds, the United States remains China’s main supplier. Nevertheless, the U.S. market share has declined significantly from being virtually China’s only supplier in calendar year 2017, to just under 63 percent market share in 2023. Australia has significantly increased its production capacity since their almonds exports enjoy advantageous tariff rates. Other competitors, such as Spain to which China has just granted access, may start exporting almonds to the China market in the future.

Graph 2. China: Almond Imports (Shelled Basis) from Major Partners (in MT)



Source: Trade Data Monitor, LLC

Note: Marketing Year (MY) for almonds begins in August and ends in July.

Other Tree Nuts: Pecans, Walnuts, Macadamia Nuts, and Hazelnuts

Pecans

In 2017, the value of pecan exports to China was \$34.7 million. Between 2017 and 2023, U.S. pecan exports to China grew 168 percent to \$93.1 million. The United States remains a major supplier of pecans. But South Africa has quickly caught up and has become the largest supplier because of expanding production and lower tariffs. Likewise, Mexico has overtaken the U.S. as the second largest supplier since 2019 when retaliatory tariffs were imposed on U.S. products.

Walnuts

In 2017, the value of U.S. walnut exports to China was \$32.5 million. Between 2017 and 2023, U.S. walnut exports to China have dropped by 93 percent to \$2.3 million. The United States used to be China’s largest walnut supplier, but U.S. walnut exports to China began to decline in 2013 when domestic production took off. Taking advantage of a bilateral free trade agreement, Chile is currently the largest walnut exporter to China, but the volume is quite small.

Macadamia Nuts

In 2017, the United States exported \$9.8 million of macadamia nuts (mostly inshell) to China. Between 2017 and 2023, U.S. macadamia nut exports to China have dropped 7 percent to \$9 million. The United States is not a major exporter of macadamia nuts. South Africa and Australia remain the two largest suppliers of macadamia nuts to China as a result of increased production and much lower tariffs.

Hazelnuts

In 2017, the value of U.S. hazelnut exports was \$2 million. Between 2017 and 2023, U.S. hazelnut exports to China have risen 635 percent to \$14.9 million. The United States remains the single largest supplier of inshell hazelnuts to China. Turkey has been the single largest supplier of shelled hazelnuts.

Fresh Fruit

In 2017, the value of U.S. fresh fruit exports was \$225.6 million dropping significantly to \$86.0 million in 2023. In 2023, Cherries (\$43.7 million), oranges (\$24.1 million), apples (\$8.8 million), temple oranges (\$3.3 million), and plums (\$2.2 million) continued to comprise the vast majority of U.S. fruit exports to China. Since 2017, China has significantly improved domestic fruit quality and cold chain logistics. Improved domestic production and distribution, retaliatory tariffs against U.S. fresh fruit, and free trade deals with counter cyclical producers in South America explain the significant drop in U.S. fresh fruit exports to China from 2017 to 2023. Affluent Chinese still value high end U.S. fruit, with an emphasis on freshness and new varieties. For example, fresh air shipped Northwest Cherries command over \$16/kg in wealthy first tier markets. Targeted marketing is key to maintaining U.S. market share in fresh fruit to showcase their quality and highlight new varieties that attract high end clientele in China.

Deciduous Fruit

In 2017, the value of U.S. apple exports to China was \$17.7 million. Between 2017 and 2023, U.S. apple exports dropped 50 percent to \$8.8 million. While the United States remains the largest supplier from the northern hemisphere, most apple imports to China come from southern hemisphere countries, including New Zealand, South Africa, and Chile, during the local off-season. Notably, these southern hemisphere countries are shipping duty-free or have much lower tariff for apples to China (see **Table 3**). In addition, the major exporting countries, such as New Zealand, have developed numerous apple varieties to satisfy Chinese consumers like Envy, Jazz, and Rocket apples. For more information, please refer to China: Fresh Deciduous Fruit Annual ([CH2023-0153](#)).

Table 3. China: Import Tariffs and VAT for Fresh Deciduous Fruit in 2023

Country	Apples (HS 080810)	Pears (HS 080830)	Grapes (HS 080610)	VAT
Country/region with FTA				
Chile	0	0	0	9%
Peru	No access	No access	0	9%
Australia	0	No access	0	9%
New Zealand	0	0	0	9%
South Korea	No access	No access	1.3%	9%
Japan	8.2% (Under RCEP)	8.2% (Under RCEP)	No access	9%
Country/region with no FTA				
United States	25%* (As of March 2, 2020)	25%* (As of March 2, 2020)	28%* (As of March 2, 2020)	9%
South Africa	10%	10%	13%	9%
Belgium	No access	10%	No access	9%
Argentina	10%	10%	13%	9%
Poland	10%	No access	No access	9%
France	10%	No access	No access	9%
Iran	10%	No access	No access	9%
Netherlands	No access	10%	No access	9%
Italy	No access	10%	No access	9%
Portugal	No access	No access	13%	9%
India	No access	No access	13%	9%
Egypt	No access	No access	13%	9%
Spain	No access	No access	13%	9%
Mexico	No access	No access	13%	9%
Uzbekistan	No access	No access	13%	9%
Kyrgyzstan	No access	No access	13%	9%
Tajikistan	No access	No access	13%	9%

Source: China Customs

Note: *Actual rate (includes MFN and PRC's Section 232 retaliatory tariffs) if Section 301 tariffs are exempted upon approval.

Fresh table grapes have faced similar challenges. In 2017, the value of U.S. fresh grape exports was \$22.2 million, by 2023, the United States exported only \$321,000 worth of fresh table grapes to China. The downward trend for U.S. table grape exports started in the late 2000s as China's domestic industry started to produce grapes of higher quality. On a recent crop tour, Post saw extremely high-quality grapes grown using protected horticulture methods and has since noted the wide availability of domestically produced high end table grapes at extremely low prices throughout the country. Counter-seasonal producers with advantageous tariff rates dominate the remaining table grape import market.

Stone Fruit

Table 4. China: Import Tariff and VAT on Stone fruit with Major Trading Partners in 2023

Trade partner	Tariff (%)		VAT (%)
	Peaches/Nectarines (HS code 080930)	Cherries (HS code 080929)	
Country/Region with FTA			
Chile	Nectarines-0 Peaches-No market access	0	9
Australia	0	0	9
New Zealand	No market access	0	9
Taiwan	Peaches-0 Nectarines-No market access	No market access	9
Pakistan	No market access	0	9
Country/Region with no FTA			
United States	Nectarine-25 (as of March 2, 2020)* Peaches-No market access	25 (as of March 2, 2020)*	9
Canada	No market access	10	9
Argentina	No market access	10	9
Spain	Peaches-10 Nectarines-No market access	No market access	9
Turkey	No market access	10	9
Uzbekistan	No market access	10	9
Kyrgyzstan	No market access	10	9
Tajikistan	No market access	10	9

Source: China Customs

Note: *Actual rate (includes Section 232 and MFN) if Section 301 tariffs are exempted upon approval.

In 2017, the value of U.S. cherry exports to China was \$118.6 million. Between 2017 and 2023, U.S. cherry exports dropped 63 percent to \$43.7 million. FTA partner Chile, has been the largest supplier to China, holding a market share of more than 96 percent in 2023 (see **Table 4**). While the United States remains the largest cherry supplier from the northern hemisphere, U.S. cherries face increasing competition from domestically produced cherries. See **Image 1**, which shows a bright red Chilean cherry display (red, counter-cyclical season paired perfectly for the desirable red colors of Lunar New Year when consumption spikes). A 2.5 KG box of top quality and sized cherries on sale for RMB 318 (\$44.17 a box) at this location. U.S. cherries can still compete in the Chinese market as high end fruit, for example, as gifts given during the Autumn Festival holiday. Freshness, flavor, and new varieties combined with a targeted marketing strategy are key to preserve the remaining U.S. market share. For more information, please see China: Stone Fruit Annual ([CH2023-0103](#)).

Image 1. China: Chilean Cheery Display at Local Supermarket



The United States gained access for nectarines in the Economic and Trade Agreement. In 2022, the value of U.S. nectarine exports to China reached \$315,000, nearly all were organic nectarines. Nevertheless, U.S. nectarine exports face stiff competition from Chile and Australia which enjoy tariff free access to China's market.

Citrus

In 2017, the value of U.S. orange exports to China was \$48.2 million. Between 2017 and 2023, U.S. orange exports dropped 43 percent to \$27.4 million. U.S. oranges face fierce competition from domestic oranges whose varieties and quality have improved significantly in recent years. China imports oranges and other citrus fruit mostly from counter-seasonal producers, such as South Africa, Egypt, and Australia, in the southern hemisphere. For more information, please see China: Citrus Annual ([CH2023-0192](#)).

Like other fresh fruit, citrus from the United States also faces retaliatory tariffs which were imposed in 2018. Since March 2020, a tariff exclusion process allows importers to apply for an exclusion to the PRC's 30-percent retaliatory Section 301 tariffs (see GAIN report CH2020-0017). However, the process does not exclude the PRC's retaliatory Section 232 tariffs. U.S. citrus products are still subject to a 15-percent retaliatory Section 232 tariff in addition to MFN tariffs.

New Fresh Fruit Market Access

The United States gained market access for blueberries, avocados, and nectarines (mentioned above in stone fruit) through the Economic and Trade Agreement. Nevertheless, these fruits have failed to take off mainly due to a lack of price competitiveness with domestic and counter cyclical production from South American countries with free trade agreements. The quality of the fresh fruit in China, both domestic

and imported, has improved significantly since 2017. See **Image 3** where at a local grocery store outside of the expat area of Beijing, imported Peruvian blueberries in a 125-gram clam shell pack are for sale at RMB 15.8 (\$2.20) per clam shell and domestic Yunnan blueberries at RMB 17.8 (\$2.47) per 125-gram container. Chile and Peru account for virtually all of China’s blueberry imports. For more information, please see China: Blueberry Annual Voluntary 2023 ([CH2023-0046](#)).

Image 3. China: Domestic and Imported Blueberries



While Californian avocados enjoyed some limited market success in 2021, when U.S. avocado exports reached \$557,000 in value, competitors continue to gain market share in China’s growing avocado market. Peru continues to be China’s leading supplier, followed by Mexico and Chile. With new market access granted to Kenya, U.S. avocados are expected to face even stronger competition in China’s avocado market (see GAIN Report [CH2022-0121](#)). See **Image 4**, where Mexican small-sized avocados sell at RMB 9.9 (\$1.38) per piece of fruit.

Image 4. China: Mexican small-sized avocados at Grocery Store



Processed Fruit

In 2017, the value of U.S. processed fruit exports to China was \$134.2 million decreasing 48 percent by 2023, to \$69.9 million. In 2017, U.S. processed fruit exports were more diverse including cranberries (\$45.5 million), raisins (\$19.0 million), and dried berries (\$12.2 million), mostly used in the food processing, bakery, snack sectors. By 2023, only dried cranberries maintained significant exports (\$38.9 million), while exports of raisins (\$5.5 million) and dried berries (\$5.4 million) had shrunk significantly. The rise of competitors, domestic and foreign, who enjoy preferential tariff rates continues to explain the sustained pressure on U.S. processed fruit exports. U.S. processed fruit exports declined 26 percent at the outset of the U.S.-China trade war and has continued to decline as retaliatory tariffs continue to weigh on U.S. fruit exports. For more information about raisins, please refer to [China: Raisin Annual \(CH2023-0123\)](#).

Fruit & Vegetable Juices

In 2017, the value of U.S. fruit and vegetable juice exports to China was \$14.2 million. Export values have increased 46 percent to \$20.8 million by 2023. The United States exports mainly grapefruit juice, blueberry juice, and prune juice, to the China market. While U.S. exports of fruit juices have decreased, prune juice exports appear to be increasing quickly. Major fruit and vegetable juice suppliers to China include ASEAN countries (tropical fruit juices), Brazil (orange juice), and Israel (orange and grapefruit juices). The rise of prune juice follows the important trend and marketing opportunity related to China's aging society and how prune juice is marketed towards improving elderly people's health.

Fresh & Processed Vegetables

U.S. exports of fresh and processed vegetables have been declining since the mid-2010s. The vast majority of trade has been processed vegetables, of which the vast majority are frozen French fries whose export value was \$77.6 million in 2017 and dropped to \$18.4 million in 2023. The disruptions of supply chain during the pandemic have triggered the rapid development of processing facilities in China since 2020. As a result, large quantities of domestic potatoes are sourced and processed into Fresh fries in China. For more information, please see China: Potato and Potato Products Annual ([CH2020-0149](#)).

Aside from frozen French fries, other various processed potato products such as dried potatoes, potato flakes, and potato chips have enjoyed some export success in \$1-10 million range. Besides processed potatoes, canned tomatoes and tomato paste have similarly continued a long-term decline as domestic production supplants imports for processed tomatoes.

As for fresh vegetables, no single type of vegetable has reached a million dollars in sales between 2017 and 2023. Organic and conventional cherry tomatoes had some export success, and peas, beans, and legumes appear to have made some sporadic progress in exports, but the dollar values are generally low and exports inconsistent making it hard to generalize.

Coffee

In 2017, the value of U.S. coffee exports to China was \$17.1 million. The export value increased 38 percent to \$23.6 million by 2023. The United States exports mainly roasted coffee beans to China and is currently the third largest supplier, following Malaysia and Italy. The growth comes as China's coffee consumption increases but has significant room for growth. For reference, its current per capita coffee consumption is 12 cups per year, Japan's is 200 cups, and the United States is 380 cups. China's total coffee import value has increased from \$262 million in 2017 to \$800 million in 2023. U.S. green coffee beans do not play a major role in China's import markets due to limited production quantities. Nevertheless, more than 10 U.S. coffee farms were registered successfully to export green coffee beans to China in 2023. For more information, refer to China: Coffee Imports Show Strong Growth Potential ([CH2022-0034](#)).

Ginseng

In 2023, the value of U.S. ginseng exports to China was \$18.2 million, down 18 percent from \$22.3 million in 2017. U.S. ginseng exports to China are expected to increase in the future after the PRC officially approved (American) ginseng as a food ingredient (see GAIN report [CH2023-0181](#)), as well as an ingredient for health food products (see GAIN report [CH2024-0002](#)) in 2023. Canada dominates American ginseng exports to China, holding a 94-percent market share in 2023. Compared to the United States, ginseng production is much larger in Canada with a lower production cost. In addition, Canada exports its ginseng to China at MFN tariff of 7.5 percent, while the U.S. ginseng is subject to additional 15 percent retaliatory Section 232 tariff on top of MFN rate.

Attachments:

No Attachments.