

China: Cherry market analysis

Although cherry trees are in their winter hibernation period, the market for imported cherries is quite lively. China is already the largest importer of cherries, and this market is growing annually by 20%. Cherry exporters have set their sights on the Chinese market, including Chile, The United States, Australia, New Zealand, Turkey, and Canada. Chile takes advantage of superior conditions in the southern hemisphere. More than 80% of their cherry export arrives in China. As the import volume increases every year, so does the price decrease. Most prices are between 20 yuan [3.18 USD] and 30 yuan [4.77 USD] per 0.5 kg.

Cherries from New Zealand stand out among imported cherries for their high quality. Cherry import is lively, but in the last week of January the domestic production of large cherries also reached consumers. This is 20 days early compared to the previous year. Whether the cherries are imported or domestic, the only way to attract attention from cherry merchants and consumers is with high-standard quality, comprehensive and refrigerated express transport, and reasonable, safe packaging.

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