

## China: Local fruit suppliers target the high-end market

In recent years, a large number of imported fruits have appeared on the Chinese market, which caused problems for the local farmers. In response to this "invasion" of imported fruits, many domestic suppliers have made efforts to enter the high-end market. They have not only improved the quality and the appearance of the fruits but also paid a lot of attention to the brand building. According to the McKinsey consulting firm's data, by the year 2020, about 400 million people in China will belong to the middle class. This kind of customer is more willing to pay for healthy, high-quality food.

Many experts are very optimistic about the future of the high-end fruit market. With the improvement of living standards, the demand for higher quality food is also growing.

The Chinese middle-classes and younger consumers are also influenced by the high-quality lifestyle of developed countries. In order to satisfy the tastes of consumers, the high-end fruit market is also growing.

The Guangzhou Jiangnan fruit and vegetable wholesale market is the largest market for imported fruits in China and large volumes are sent from here to markets across the country every day. In 2017, of the top 5 sales, all 5 positions were occupied by imported fruits. According to the data provided by them, the total amount of the imported fruit has a steady growth of 5%-10% every year.

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