



China's citrus industry will target the international market in the future

As one of the most important origins of citrus, China is rich in resources, has a wide variety, and a cultivation history of more than 4,000 years. According to statistics, about 35% of the world's total citrus output is used for processing. At present, the citrus deep processing industry in China is still incomplete, and there is still a big gap compared with developed countries. With technological advancement, citrus output has increased and China's citrus processing industry will further expand.

According to data, the area of China's citrus orchards will be 2.69 million hectares in 2020, an increase of 3.04% year on year. Thanks to the continuous expansion of domestic citrus planting areas, domestic citrus production is also showing a rising trend. According to data from the National Bureau of Statistics, China's citrus output in 2011 was 28.64 million tons, and by 2020, China's citrus output has increased to 51.219 million tons. The increase in citrus production has also provided abundant raw materials for the citrus processing industry and promoted the development of the citrus processing industry.

Citrus demand climbs

From the perspective of import and export, in 2014-2019, domestic citrus exports were greater than citrus imports, and domestic citrus were in a state of oversupply as a whole. From the perspective of import volume alone, the number of citrus imported by China from 2014 to 2019 has gradually increased, reaching 0.57 million tons in 2019. The main imports are citrus varieties that are lacking in China, and the prices are relatively high. With the development of the domestic economy and the continuous rise of people's living standards, the demand for this kind of imported citrus is also rising, so the import volume of citrus continues to rise.

Due to the impact of the epidemic in 2020, imports and exports have all declined to varying degrees. Among them, the number of citrus imports was 0.38 million tons, a year-on-year decrease of 32.3%; the number of Chinese citrus exports was 0.33 million tons, a year-on-year decrease of 67.3%.





In terms of regions, China imported the largest amount of citrus from South Africa in 2020, reaching 175.123 million U.S. dollars, accounting for 35.6% of the total citrus import value; followed by Australia, with an import value of 96.474 million U.S. dollars, accounting for 19.6%; third is from Egypt, the import amount was 92.328 million US dollars, accounting for 18.8%.

In recent years, with the increase in the disposable income of Chinese residents and the improvement of their living standards, people's requirements for the quality of life have also been increasing, which has led to a continuous increase in the demand for fruits. In this context, the demand for the Chinese citrus market is continuously increasing. Data shows that the demand for the Chinese citrus market will be 48.225 million tons in 2020, an increase of 6.23% year-on-year.

Targeting the international citrus market

With the rapid economic and social development and the continuous improvement of people's living standards, the Chinese citrus market has undergone major changes, and the level of commercialization of citrus has increased a lot. Chinese citrus is no longer just a fresh fruit. The consumption of processed products shows a rapid growth trend.

At the same time, the number of oranges exported by China has been on an upward trend. Promoting oranges internationally is the only way for China's orange industry to become mature.

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