ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
15 - 21 June 2026

China's Tobacco and Alcohol Retail Sales Grew by 15.2% in The First Four Months of 2026
According to the latest data from China's National Bureau of Statistics, in the first four months of 2026, China's tobacco and alcohol retail sales increased by 15.2% year-on-year. This not only far exceeded the overall growth rate of 1.9% for total retail sales of consumer goods, but also became one of the few categories in the current consumer market to maintain double-digit growth, second only to communication equipment at 17.7%. **(La Revue du vin de France China)**

Alcohol Prices Fell 2.9% year-on-year in May in China
China's National Bureau of Statistics released key data on consumer prices for May 2026. The data shows that in May 2026, the national consumer price index (CPI) rose 1.2% year-on-year. Among them, alcohol prices fell 2.9% year-on-year. **(La Revue du vin de France China)**

OIV Annual Report: Top Ten Wine Importers in 2025
According to the latest annual report released by the International Organisation of Vine and Wine (OIV), the global wine import market has entered a period of deep adjustment. Germany leads the pack with 1.29 billion liters of imports, while the US, UK, the Netherlands and other nations saw import declines of varying extents. China has fallen out of the ranks of the world's top ten wine importers. **(Wine Fancier)**

Australian Soluna apples Enter in China
Australian Soluna apples officially entered the Chinese market in June this year, marking a key step in the commercialization of the Australian apple industry in China. This initial launch was jointly promoted by leading Chinese fruit companies, Joy Wing Mau Group and Riverking Group. **(Asia Fruit)**

COFCO Great Wall Plans to Divest its Wine Subsidiary
According to information disclosed by the Beijing Equity Exchange, COFCO Great Wall Wine Co., Ltd. intends to publicly list and transfer its 100% equity interest in COFCO Great Wall Wine (Zhuolu) Co., Ltd., with a listed reserve price of 556,911.30 US dollars (equivalent to RMB 4,065,046). **(Wine Magazine)**