ITA Beijing Office

NEWSLETTER

FOOD AND BEVERAGE/AGROINDUSTRY/HORECA
29 June - 5 July 2026

German Bottled Wine Imports Saw a Significant Decline In May
In May 2026, China's German bottled wine imports hit 410,000 liters (2.21 million USD), with volume and value tumbling 41.33% and 37.71% YoY due to high 2025 base, heavy inventory, costly logistics and fierce white wine competition. The decline is deemed temporary, and German Riesling still has steady growth potential amid summer consumption demand. **(Wine Business Observer)**

Strong Chinese Demand Fuels Growth of Philippine Premium MD2 Pineapple Imports
OECD and FAO forecast global pineapple exports will rise 1.4% annually to 3.8 million tons by 2035, with China's pineapple imports growing 5.9% per year and relying heavily on Philippine MD2 pineapples; the Philippines will remain the world's second-largest pineapple exporter, and it is striving to open U.S. ports to boost its U.S. shipments sharply fully. **(Asia Fruit)**

Australia Citrus: China Core Export Market
Citrus Australia's CEO noted Australian citrus boasts improved ripeness this season, yet heat and wind damage cut Grade One fruit supply and may lift premium prices; China and Japan remain core export markets, while easy-peel citrus varieties are gaining export traction alongside dominant navel oranges. **(Asia Fruit)**

Turkey to Resume Cherry Exports to China
World's top cherry grower Turkey will restart suspended cherry shipments to China after Chinese customs inspections; its exports fell from 210 million USD in 2024 to 48 million USD in 2025 due to frost, and China boasts massive cherry import demand. **(Asia Fruit)**

XAG Eyes Massive Global Growth in Agricultural Robotics
Guangzhou-based XAG Co Ltd, a global leader in agricultural robotics, anticipates massive expansion driven by worldwide labor shortages and climate change. Operating in 70 countries, XAG expects its surging overseas revenues to surpass its domestic business by 2028. Meanwhile, with drone adoption on Chinese farmland at just 8%, immense domestic growth potential remains. **(China Daily)**