

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA 24 - 30 November 2025



Fujian Province exported 610 million yuan worth of beer from January to October 2025

According to statistics from Xiamen Customs, Fujian Province's total exports of alcoholic beverages and soft drinks reached 144.29 million USD from January to October 2025. Beer exports accounted for 87.14 million USD, representing approximately 60% of Fujian's total alcoholic beverage exports during the same period, ranking third in the country. ([Beer News](#))

Wine import data for January-October 2025 released

China's wine import data for January-October 2025 has been released and shows an overall decline in both volume and value. However, against this trend, four wine-producing countries achieved significant growth: Australia (import volume increasing by 23.41% and import value by 20.5%); New Zealand (import volume increasing by 54.27% and import value by 45.06%); Germany and Georgia. ([Wine Enthusiasts](#))

Overview of China-US Agricultural Trade in January-September 2025

According to China Customs, in the first nine months of 2025, the total import and export volume of agricultural products between China and the United States reached 21.76 billion USD, a decrease of 25.9% compared with the same period of the previous year. Exports totaled 7.42 billion USD, a year-on-year decrease of 14.5%, the second lowest level in the past five years. ([China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products](#))

Nearly 70% of Winter Wheat Planted Nationwide in China

According to the Ministry of Agriculture and Rural Affairs, as of November 2025, nearly 70% of winter wheat has been planted nationwide. By province, Henan has completed 55%, Shandong 75%, Anhui over 70%, Shaanxi over 70%, Jiangsu 45%, and Shanxi nearly 80%. Over 90% of winter rapeseed has been planted nationwide. ([CCTV](#))

Myanmar watermelons and cantaloupes have officially begun exporting to China

Myanmar watermelons and cantaloupes have officially begun exporting to China. Although the export volume of Myanmar watermelons to China has not yet reached a significant scale, the Chinese market has shown good acceptance of Myanmar watermelons and cantaloupes, with stable retail prices reaching 0.69 to 0.83 USD per kilogram. ([China Fruit Portal](#))