

Calbee launching granola bars for China

30 May 2017 | News

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The move will be in partnership with Japan MD Center, operated by Alibaba Japan, a subsidiary of Chinese e-commerce site Alibaba.

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Initially, Calbee plans to market its Frugra products via data accumulated by Alibaba, as well as taking advantage of the e-giant's knowledge of Chinese consumer behaviour. Calbee also intends to develop more Frugra products, based on Alibaba's consumer insight.

Production of Frugra for China will start in August at a new facility in Hokkaido, which will have the capacity to produce JPY4bn (US\$35.9m) worth of granola each year.

The scale of the cross border e-commerce market between Japan and China has recently surpassed JPY1trn, according to Japan's Ministry of Economy, Trade and Industry and has been growing by 30% year on year.