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Thai dried fruits gain popularity in China

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The demand for Thai dried and preserved fruits is increasing in China, creating new opportunities for export expansion and market penetration. Thai dried fruit products due to their confidence in quality and innovative processing methods, which align with Thai government policies on agricultural exports.

According to the Thai news agency, in 2023, Chinaâ??s dried and preserved fruit market was valued at 146 billion yuan (approximately 720 billion baht), reflecting a 32.6 per cent increase. Projections indicate that this market could reach 335 billion yuan (about 1.75 trillion baht) by 2028.

Consumer preferences are driven by health-conscious choices, with 82 per cent of consumers prioritizing nutritional benefits and 80.6 per cent focusing on ingredient transparency. Many prefer products that are low in sugar, additive-free, and low in calories. Additionally, online shopping has become the preferred purchasing method, with 81.4 per cent of consumers buying online, while 77.6 per cent still visit physical stores.

Between January and October 2024, China imported more dried fruits from Thailand than from any other country, with imports valued at $125.64 million (approximately 4.3 billion baht), marking a 10.22 per cent increase. Other significant suppliers included Chile, Vietnam, the United States, and France; however, their export values were notably lower.

The Chinese e-commerce market continues to drive sales, with platforms such as Taobao, Tmall, Pinduoduo, and Jingdong being among the most recognized. Establishing online storefronts on these platforms offers Thai dried fruit producers a strategic opportunity to expand their presence in the Chinese market.