

PHILIPPINE FOOD AND AGRICULTURE SOURCING OPPORTUNITIES

BRIEFER



PHILIPPINES



ABUNDANT NATURAL RESOURCES

The Philippines is known for its diverse agricultural resources, including fertile lands, favorable climate, and rich aquatic resources.

The topography and climate are very conducive to agricultural production. The Philippines' top food and beverage export products to the world are coconuts, bananas, processed fruits, and marine products.



STRATEGIC LOCATION

The Philippines' geographic location in Southeast Asia positions it as a strategic hub for agricultural trade, providing access to major markets in the Asia-Pacific region.

It offers opportunities for export and import activities due to its existing trade agreements and proximity to countries like China, Japan, South Korea, and other ASEAN nations.



EXPORT POTENTIAL

The Philippine agri-food sector has significant export potential, particularly in commodities like coconut products, fruits, seafood, and processed food.

The country's compliance with international quality and safety standards, such as Good Agricultural Practices (GAP) and Hazard Analysis and Critical Control Points (HACCP), enables access to global markets.

PHILIPPINES



TECHNOLOGICAL ADVANCEMENTS

The adoption of modern agricultural technologies is growing in the Philippine agri-food sector.

Precision farming, hydroponics, vertical farming, and agricultural drones are being increasingly utilized to enhance productivity, reduce production costs, and improve overall efficiency.



GOVERNMENT SUPPORT

The Philippine government has implemented various policies and programs to support the agri-food sector's development. These include agricultural modernization initiatives, credit access programs, infrastructure development, market facilitation measures, and the promotion of sustainable agriculture.

2023 PHILIPPINES TRADE ON FOOD

USD 4.17 billion

Philippine exports on food products

top exporter of fruits to China

2023 PHILIPPINES-CHINA TRADE ON FOOD

2nd

top market for food products

USD 773.74 million

food exports to China

4th

top exporter of fruits to China

China ranked as the Philippines' 2nd top market for food products in 2023 with export valued at USD 773.74 million, an increase of 7.24% from 2022.

The Philippines is also the 4th top exporter of fruits to China valued at USD 640 million.

The Philippines is also the No.1 supplier of bananas in China for the year 2022.

2023 PH TOP 10 FOOD EXPORTS TO CHINA



Fresh/Dried Bananas
\$359.76 million



Fresh/Dried Pineapple
\$155.73 million



Live Fish
\$66.84 million



Fruit and other edible parts of plants
\$44.01 million



Fresh/Chilled Fish
\$15.42 million



Desiccated Coconuts
\$14.56 million



Pineapples (prepared)
\$14.32 million



Juice of fruit/vegetables
\$13.84 million



Chewing Gum
\$12.12 million



Fresh Durians
\$11.59 million

PHILIPPINE AGRICULTURAL PRODUCTS WITH APPROVED MARKET ACCESS TO CHINA



PINEAPPLE (ANANASCOMOSUS)

Fresh and Frozen



BANANA (MUSASP.)

Fresh and Frozen



MANGO (MANGIFERAINDICA)

Fresh and Frozen



PAPAYA (CARICAPAPAYA)

Fresh



YOUNG COCONUT

Fresh



HASS AVOCADO

Fresh



DURIAN

Fresh

PHILIPPINE COMMITMENT TO FOOD SAFETY AND COMPLIANCE TO CHINA'S REGULATIONS

more than

500

Philippine products are registered in General Administrations Customs of China (GACC) as of February 2024.

PHILIPPINE OFFERINGS FOR CHINA

HEALTHY FOOD OPTIONS

As consumers' living standards improve and health awareness rises, maintaining a healthy diet has become a shared pursuit. Consumers are willing to spend more time and effort looking for healthy food options.



Low in fat and rich in protein milk powder derived from Philippine coconuts



Vegan and dairy free coconut spread that is healthy for the heart

QUALITY FOOD FOR RATIONAL AND EMOTIONAL CONSUMPTION

As the economic pressure and life uncertainty intensified in the post-COVID-19 period, consumers are increasingly rational and realistic in their consumption concepts and behaviours. On the other hand, consumers start to notice commodities offering emotional value and prefer to purchase products that can bring them happiness.



Perfect guilt-free snacks from the Philippines



Handcrafted chocolate treats from the Philippines

PHILIPPINE OFFERINGS FOR CHINA

CONVENIENT FOODS

Food categories that can enhance cooking efficiency develop rapidly.



Ready to cook, all natural fish sausages from the Philippines



Coconut aminos - bringing the essence of coconut flower straight to your table

SUSTAINABLE PRODUCTS

The sustainability of products is increasingly affecting consumers' purchasing behaviours.



Plant based ice cream alternative that is supportive of farmers, gentler to animals and gentler on planet

PHILIPPINE OFFERINGS FOR CHINA

GROWING “SILVER ECONOMY”

Given the continuously growing elderly population in China, there will be an increasing demand for nutritional products for senior citizens in the future.



Medium Chain Triglycerides (MCT) contains the healthiest part of coconut oil to help mind and body perform at their very best.

CO-BRANDING

To achieve significant success, brands need to explore unexpected collaborations that beyond consumers' imagination



1,030 Philippine products launched across various markets, among these, six (6) were launched in China

JOIN US AND DISCOVER BUSINESS OPPORTUNITIES WITH THE PHILIPPINES



Manila, Philippines
10-12 May 2024



Guangzhou, China
19-23 June 2024



Nanning, Guangxi, China
24-28 September 2024



Shanghai, China
5-10 November 2024

CONTACT US



The Philippine Trade and Investment Center (PTIC)-Beijing is the representative office of the Department of Trade and Industry (DTI) in the city.

PTIC-Beijing is part of the Philippine Foreign Trade Service Corps (FTSC) of the DTI's Office of the Secretary (OSEC).

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