

Market Research on Olive Oil in China 2017-2022

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Abstracts

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Olive oil production is concentrated in countries along the coast of the Mediterranean Sea, including Spain, Italy, Greece, Tunisia, Turkey, Syria and Morocco, and olive oil produced by the seven countries takes 90% of the total output. Spain, Italy and Greece are the three major producers and exporters of olive oil. China has planted olive since 1960s. In 2016, world output of olive oil was about 2.6 million tonnes, falling by 18%. And the consumption represented 2.8 million tonnes, falling by 2%. From 2012 to 2016, the output's compound annual growth rate is about 29%. In 2017, the output is forecasted to exceed three million tonnes and the consumption will be close to three million tonnes.

In China, olive planting is mainly located at valleys of Bailong River and Jialing River in Sichuan, Gansu, Shaanxi and Yunnan. Up to the end of 2016, about 5,600 tonnes olive oil was produced and the retail volume was about 38,000 tonnes, rising by 14%. The retail value reached RMB3.9 billion, rising by 14%.

Since a series of supportive policies published by local governments in suitable regions for olive planting has been implemented, planting area of olive will increase at a stable speed. At the same time, technologies of olive oil in China are being improved step by step, which will contribute to the rising trend of olive oil output. In 2022, the output is forecasted to be nearly 13,000 tonnes, the retail volume will be 70,000 tonnes and the retail value will exceed RMB seven billion.

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