

China Avocado Market Size, Share & Trends Analysis Report By Form (Fresh, Processed), By Distribution Channel (B2B, B2C), And Segment Forecasts, 2025 - 2033

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Abstracts

The China avocado market size was estimated at USD 757.8 million in 2024 and is projected to reach USD 1,650.3 million by 2033, growing at a CAGR of 8.9% from 2025 to 2033. The growing emphasis on health and wellness among Chinese consumers has become a key driver of avocado consumption in recent years. Avocados are marketed as a superfood, rich in healthy fats and nutrients.

Avocados are increasingly favored for their high content of heart-healthy monounsaturated fats, fiber, essential vitamins, and antioxidants, which support cardiovascular health and boost immunity. This aligns with the rising trend of choosing nutrient-dense foods to promote active lifestyles and reduce the risk of chronic illnesses. A survey further revealed that 53.55% of Chinese consumers now have a scientific approach to health. In comparison, 28.85% are aware of chronic disease prevention and treatment, and 28.16% understand the importance of infectious disease prevention. These insights reflect a broader shift in the public mindset toward preventive healthcare and wellness-driven food choices.

A significant portion of Chinese consumers are willing to invest in healthier options, and 73% are ready to pay more for food products considered beneficial for health. In addition, 58% of the Chinese middle-class population aged between 20 and 49 prefer ethical brands, indicating that their purchasing decisions are influenced not only by nutritional value but also by brands' social and environmental responsibility.

A reliable and diverse international supply chain largely supports the steady availability

of avocados in China. Major exporters such as Peru, Chile, and Kenya have become critical partners in meeting China's growing demand, offering avocados during different seasonal windows to ensure a consistent year-round supply. These countries have developed strong trade relationships with Chinese distributors and retailers, backed by investments in advanced cold-chain logistics, which help maintain product freshness during long-distance shipping. This seamless coordination has played a crucial role in reducing post-harvest losses and improving the overall quality of avocados reaching Chinese consumers.

Moreover, the dependable supply from these nations has enabled the expansion of fresh and processed avocado segments in China. While fresh avocados are prominently sold through supermarkets, online platforms, and specialty fruit stores, processed products like avocado oil, frozen cubes, guacamole, and spreads are gaining traction in the B2B and B2C channels.

China Avocado Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the China avocado market report based on form, and distribution channel:

Form Outlook (Revenue, USD Million, 2021 - 2033)

Fresh

Processed

Pulp

Guacamole

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

B2B

Processing Industry

Foodservice Industry

B2C

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