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Report Highlights:

Zhuhai is a coastal city in Guangdong Province and borders Macau. Although its population is relatively small, Zhuhai stands out for its strong focus on high-value industries such as information technology, smart manufacturing, biopharmaceuticals, and new energy. Zhuhai has the second highest per capita GDP in Guangdong province, lower than Shenzhen yet higher than Guangzhou. Benefiting from its proximity to Macau and Hong Kong, Zhuhai attracts significant visitors and foreign direct investment. These trends fuel demand for premium agricultural products.

Executive Summary

Zhuhai, the smallest city in Guangdong province by population, boasts the province's second-highest per capita GDP – trailing only Shenzhen. In addition, Zhuhai is one of 9 mainland cities within the Greater Bay Area (GBA) initiative. Although 2024 witnessed softer consumer demand and a slowdown in the hotel, restaurant, and institutional (HRI) sector, signs of recovery appeared in 2025 with stronger retail sales and catering revenues. Zhuhai benefits from proximity to Macau and Hong Kong, enhanced regional connectivity, as well as membership in the GBA. Zhuhai continues to attract an increasing number of cross-border visitors for shopping and leisure, driving the growth of its tourism sector. The recent and planned openings of several high-end hotels further underscore industry confidence in Zhuhai's tourism outlook. Looking ahead, U.S. agricultural products – valued for their premium quality and trusted reputation – are well positioned to capture emerging growth opportunities in Zhuhai's evolving consumer market as U.S.-China bilateral trade conditions stabilize. Moreover, Zhuhai's role as a key supplier of agricultural products to Macau positions it as a promising market for high-quality U.S. agricultural ingredients.

City Overview

Zhuhai, a coastal city in Guangdong Province bordering Macau, was designated as one of China's first Special Economic Zones in 1980. It is also one of the nine Guangdong cities incorporated into the Greater Bay Area initiative, alongside Hong Kong and Macau. With a population of 2.52 million people in 2024, Zhuhai boasts the second-highest per capita GDP in Guangdong – ranking just below Shenzhen and ahead of Guangzhou – thanks to its emphasis on high-value industries including IT, smart manufacturing, precision equipment, bio-pharmaceutical and new energy. In 2024, the city's total retail sales grew only 0.2 percent to \$15.2 billion, indicating soft consumer demand and lagging behind overall GDP growth of 3.5 percent. Yet, the city's tourism sector experienced robust growth, with tourism revenues surging 21.4 percent to \$ 9.2 billion. The number of overseas visitors – particularly from Macau and Hong Kong – increased by 36.9 percent, supported by enhanced regional connectivity and infrastructures such as the Hong Kong–Zhuhai–Macao Bridge. In the first half of 2025, retail sales had a year-on-year growth of 5 percent, and revenues from the catering sector grew 2 percent, reflecting signs of recovery. Zhuhai has also attracted a significant amount of foreign direct investments (FDI) from Hong Kong and Macau – combined to account for over 70 percent of Zhuhai's total utilization of FDI.



Zhuhai Quick Facts 2024	
Province	Guangdong
Population	2.52 million
Land Area	1,736 km2
Gross Domestic Product (GDP)	\$62.9 billion
GDP per capita	\$24,960
Per capita disposable income	\$9,454
Growth in per capita disposable income	3.6%
Total Retail Sales	\$15.2 billion
Tourism Revenues	\$9.2 billion
FDI (cumulative)	\$40.8 billion
Total Imports	\$13.3 billion
Total Exports	\$32.2 billion

Source: Zhuhai Government Website. Exchange rate: \$1=RMB7.12 (2024 average)

Population and Demographic Trends

At the end of 2024, Zhuhai had a population of 2.52 million, making it the smallest by population among the nine Guangdong cities in the Greater Bay Area (GBA) Initiative. The city is highly urbanized, with over 90 percent population living in urban areas – well above Guangdong Province’s average urbanization rate of 75.4 percent. This high level of urbanization correlates with higher income levels, greater purchasing power, and stronger demand for quality food and lifestyle products. It also underpins the city’s reliance on a robust service industry to meet consumption needs. The tertiary sector (services) contributes 55.8 percent to Zhuhai’s GDP, while the primary (agriculture) and secondary (industry and construction) sectors together account for 44.2 percent. This economic structure reflects Zhuhai’s dependence on consumption and service-oriented income.

Another notable demographic is the city’s relatively high proportion of registered local residents, who make up 66 percent of the total population – significantly higher than in Guangzhou (56.6 percent) and Shenzhen (35.1 percent). This suggests Zhuhai attracts fewer migrant workers compared with its GBA peers, resulting in a more stable but less diverse population base. For the catering and food service sector, this translates into steadier consumption patterns but a narrower range of culinary diversity than in more migrant-driven cities.

Economy and Consumption

In 2024, Zhuhai’s GDP grew by 3.5 percent year-on-year to reach \$62.9 billion, a modest size among Greater Bay Area (GBA) cities. However, given its relatively small population, Zhuhai’s per capita GDP (\$24,960) ranked second in Guangdong Province. The city prioritizes high-value industries such as information technology, smart manufacturing, biopharmaceuticals, and new energy. It is home to Gree Electric Appliances, China’s leading air-conditioning and home appliance manufacturer. Zhuhai also serves as the manufacturing base for By-Health, a well-known Chinese producer of vitamins and dietary supplements. Leveraging its strategic proximity to Hong Kong and Macau, Zhuhai continues to attract

strong cross-border investment. By the end of 2024, investments from Hong Kong and Macau totaled \$17.5 billion and \$11.4 billion respectively, together accounting for 70.7 percent of the city's foreign direct investment (FDI) utilization. Zhuhai had registered more than 19,000 active foreign-invested enterprises by the end of 2024, underscoring its role as a regional hotspot for foreign investment.

Zhuhai's retail sales grew modestly by 0.2 percent year-on-year in 2024, but rebounded by 5 percent in the first half of 2025, reaching \$6.6 billion. Revenues from the catering sector rose 2 percent to \$510.4 million. Due to its small population, Zhuhai's retail market remains smaller than Guangzhou or Shenzhen, whose populations each exceed Zhuhai's by more than sevenfold. Nevertheless, the strong rebound in early 2025 highlights the city's consumption potential. As a regional hub for investment from Hong Kong and Macau, and with a growing influx of cross-border visitors drawn to Zhuhai for shopping and "staycations," the city's food and beverage sectors are well positioned for continued growth.

Public Transportation

Zhuhai boasts a well-developed and integrated transportation system that supports both local mobility and cross-border connectivity. Zhuhai Jinwan Airport is the third largest airport in Guangdong Province after Guangzhou and Shenzhen, handling 13 million passengers in 2024, up 13.2 percent from 2023. It is also China's largest domestic-flights-only airport. The city is also served by two major ports – Zhuhai Port for cargo and logistics, and Jiuzhou Port for ferry services to Hong Kong and Shenzhen, as well as sight-seeing services to a few outlying islands of Zhuhai. Adjacent to Macau, Zhuhai is directly connected to Gongbei and Hengqin Border Checkpoints, where travelers can walk across the border between the two cities. Additionally, the city benefits from high-speed rail links to Guangzhou and other Greater Bay Area cities. A one-way trip to Guangzhou on the high-speed train takes as little as 50 minutes.

Agriculture

In 2024, agriculture contributed 1.6 percent to Zhuhai's GDP, with fishery accounting for more than 70 percent of the total. The city's coastal and island geography supports a well-developed aquaculture industry, producing fish, shrimp, shellfish, and oysters. Limited arable land is used mainly for vegetables, fruits, and rice, while modern urban agriculture and eco-farming projects are being promoted to align with Zhuhai's "green development" strategy.

Retail Sector

Even though Zhuhai's total retail sales in 2024 grew only 0.2 percent, it recorded a 5 percent growth in the first half of 2025 reaching \$6.6 billion. Revenues from the catering sector grew 2 percent to \$ 510.4 million. The chart below lists some top supermarket chains in China and their presence in Zhuhai.

Supermarket chains (in order of annual sales)	Annual sales (+ online) (nationwide in 2024)	Zhuhai Specifics
Walmart/Sam's Club	\$22.3 billion	Sam's Club currently has one outlet in Zhuhai which opened in 2017. According to media reports (not verified by Sam's Club), the Zhuhai outlet sold over \$420 million in goods and services in 2024. In addition to Sam's Club, Zhuhai also has a Walmart outlet.
RT-Mart	\$10.73 billion	This Taiwanese chain has two outlets in Zhuhai, Doumen and Xiangzhou districts. The Xiangzhou location opened in March 2024.
Freshippo (aka Hema, under Alibaba Group)	\$10.4 billion	Freshippo is relatively new to Zhuhai, opening its first Zhuhai location in Xiangzhou District in December 2024, offering nearly 10,000 SKUs and promising a 30-minute delivery time for nearby, online customers.
Yonghui	\$10.17 billion	Yonghui currently has one outlet remaining in Zhuhai's Xiangzhou District.
CR-Vanguard	\$6.76 billion	This state-owned retail giant operates over 100 outlets in Zhuhai, including supermarkets and 24-hour convenience stores, as well as one a boutique supermarket that opened in 2021.

Conversion: \$1=RMB7.12

HRI Sector

Zhuhai's tourism sector recorded strong growth in 2024, with total tourism revenue rising 21.4 percent year-on-year to \$9.2 billion. The city welcomed 5.34 million cross-border visitors, up 36.9 percent from the previous year. Among these visitors, 4.9 percent were foreign nationals, while 95.1 percent came from Hong Kong, Macau, and Taiwan. According to a government report, Zhuhai has become the most visited Chinese mainland city for Hong Kong and Macau residents. Hotel contacts shared that they often reach full occupancy on weekends and holidays, as visitors from Hong Kong and Macau come for staycations in Zhuhai, attracted by its comparatively lower room rates and cost of living. This growing influx has also spurred investment from Hong Kong and Macau in Zhuhai's catering and retail sectors. However, the contacts also noted that the Chinese government's new [anti-corruption measures](#) published in May 2025 have had a negative impact on MICE (meetings, incentives, conferences, and exhibitions) business as the new measures restrict alcohol consumption and "extravagance" in government-funded receptions and banquets.

Major international hotel groups including Marriott, Hilton, Hyatt, IHG, Accor, and Banyan Tree have joined leading Chinese hotel brands in competing for Zhuhai's dynamic hospitality market. As of October 2025, Marriott alone operates eight hotels in the city, ranging from the mid-scale Fairfield to the

luxury St. Regis. The Hyatt Hotel Group, which already manages a Hyatt Regency and a Hyatt Place in Zhuhai, expanded to include the high-end Alila Hotel on Zhuhai's touristy Dong'ao Island in April 2025, offering rooms and suites priced between \$400 and \$2,000 per night. In July 2025, an MGM Reserve Hotel opened at the base of Zhuhai's scenic Xiangshan Mountains. Meanwhile, IHG plans to open two Indigo Hotels by late 2025 and early 2026. These recent and upcoming high-end hotel projects reflect sustained industry confidence in Zhuhai's tourism prospects.

Many of Zhuhai's fine-dining venues are located within the city's top international hotels. La Brezza, an Italian restaurant on the 71st floor of St. Regis, offers refined southern Italian cuisine alongside panoramic views of Zhuhai and Macau. Yan Ting, situated on the hotel's 42nd floor, specializes in classic Cantonese cuisine with elegantly crafted signature dishes. Char Bar & Grill, located in the InterContinental Zhuhai in Gongbei, serves premium steaks, select seafood, and creative cocktails in an upscale Western-style setting. These high-end hotels and restaurants represent promising outlets for premium U.S. food ingredients, particularly in the luxury dining and hospitality sectors.



New Alila Hotel (by Hyatt Group) on Dong 'ao Island Zhuhai (Source: Trip.com)

Emerging Sectors

There are a range of emerging sectors for agriculture that can benefit from Zhuhai's high-valued industries, including but not limited to:

Modern Agriculture and Crop Production: The Zhuhai–Hong Kong–Macau Modern Agriculture Demonstration Park, inaugurated in July 2022, represents a key development in the sector. The 200,000 square-meter park with green houses and cutting-edge R&D technology supplies 7,000 tons of high-end vegetables and fruits to the Greater Bay Area, including tomatoes, baby cucumbers, strawberries, and lettuce.

Food Processing, including Precooked Food: Zhuhai's food processing sector centers on meat processing, cold-chain logistics, and the rapidly growing pre-cooked food industry. A food processing industrial park inaugurated in July 2023 with \$47 million investment has an annual capacity to supply beef, pork, and mutton products for 5 million consumers across Zhuhai and neighboring Hong Kong and Macau. In line with changing consumer lifestyles and increasing demand for convenient meal options, the Zhuhai government is actively promoting the pre-cooked food industry, targeting an annual output value of \$4 billion by 2025. To support this goal, another industrial park dedicated to pre-cooked food

production has been established in Doumen District, with over \$1 billion in investment to integrate processing, packaging, and cold-chain logistics.

Marine Fishery: The marine fishery sector is becoming a key growth engine for Zhuhai and leverages its extensive maritime zones and coastlines. Zhuhai government supports large intelligent fishery vessels, deep-sea cages, and marine ranching to position Zhuhai as a marine-aquaculture hub within the Greater Bay Area. In 2024, GDP generated from marine-related sectors (including deep-sea aquaculture) exceeded \$14 billion, accounting for over 22 percent of Zhuhai's total GDP.

Market for Imported Agricultural Products

Zhuhai's agricultural imports grew by 29.6 percent year-on-year in 2024, reaching \$671.5 million and accounting for 5 percent of the city's total imports. According to customs statistics, imports of beef and offal, aquatic products, and grains and soybeans recorded notable increases, while pork, poultry, dairy products, fruits (both fresh and dried), and tree nuts saw slight declines. Wine imports rose modestly by 1.4 percent to \$10.7 million.

Zhuhai serves as a key gateway for supplying agricultural products to Macau, including meat, seafood, fresh fruits and vegetables. In January 2025, Zhuhai and Macau signed an agreement to streamline inspection, quarantine, and supervision procedures for imported fruits, establishing a fast-track channel that allows tropical fruits such as pineapples, coconuts, and mangosteens from countries including the Philippines, Thailand, and Vietnam to reach Macau via Zhuhai. Between January and June 2025 alone, 117.39 metric tons of imported fruit was transported from Zhuhai to Macau.

Best Product Prospects for U.S. Exports

With an urbanized, high-income population and its role as a gateway for food and agricultural supplies to affluent Macau, Zhuhai offers growing opportunities for U.S. exporters across several product categories.

Demand for U.S. consumer-oriented products such as tree nuts, fresh fruits, wine, meat, and dairy, continues to rise in the Greater Bay Area, which includes Zhuhai and Macau. Zhuhai benefits from well-developed infrastructure, including modern cold-chain logistics and streamlined customs procedures, positioning it as a key transshipment and distribution hub serving the Macau market.

In addition, U.S. exports of vegetables and meats align with Zhuhai government's policy to expand its pre-cooked food industry. The city's strategy to develop deep-sea aquaculture also creates potential opportunities for U.S. suppliers of broodstock and broodstock-quality genetics. However, exporters should exercise caution, as imports of live breeding materials are subject to stringent veterinary and quarantine controls under Chinese regulations.

Main trade shows in Zhuhai

The most prominent trade show in Zhuhai is the biennial Zhuhai Airshow (China Aviation and Aerospace Exhibition). No major international agriculture and/or food-related trade shows are held in Zhuhai. Please refer to [Agricultural Spotlight on the Greater Bay Area 2025](#) for trade shows in nearby GBA cities.

Key Contacts and Further Information

For further information on guidance to export to China, and agricultural export opportunities in the Greater Bay Area, please refer to the two reports below drafted by the Foreign Agricultural Service offices in China:

- [Exporter Guide Annual 2025](#)
- [Agricultural Spotlight on the Greater Bay Area 2025](#)
- [New CCP Regulation Expands Anti-Corruption and Frugality Measures \(2025\)](#)

For more information, please contact ATO Guangzhou:

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Attachments:

No Attachments.