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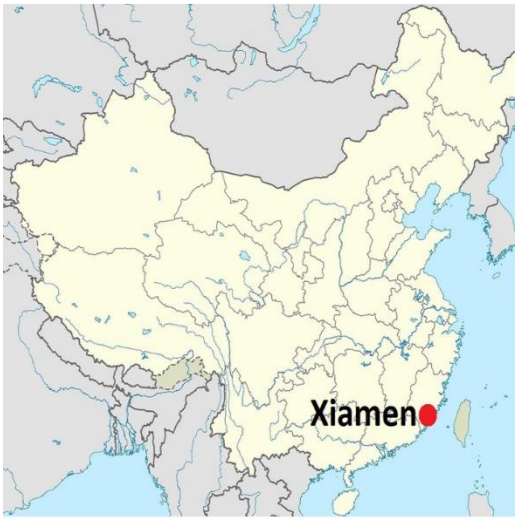
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Report Highlights:

Xiamen is a promising market for U.S. agricultural exports. Historically known as Amoy, the city is a key gateway for trade and tourism. With an estimated population of 5.4 million, and per capita GDP and purchasing power amongst the highest in China, Xiamen is the economic center of Fujian province. Affluent and young consumers in Xiamen are sophisticated and open-minded, with a strong preference for healthy, safe, premium, and innovative food products.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Executive Summary



Historically known as Amoy, Xiamen is located on the western bank of the Taiwan Strait in Fujian Province. The city's per capita gross domestic product (GDP) and purchasing power are among the highest in China. Its historical significance, economic vitality, scenic beauty, and modern infrastructure make it a prominent city and a key gateway for both trade and tourism.

Xiamen provides access not only to the city itself but to the broader Fujian market, including Fuzhou. The Xiamen metro area (comprised of Xiamen and the neighboring cities of Quanzhou, and Zhangzhou) has approximately 18 million people.

Xiamen has strong transportation links with neighboring provinces. This is particularly important for agricultural food imports as Xiamen combines the port with bonded logistics, cold storage, food importers, wholesale markets and retail/HRI distribution. Rapid growth in sea-rail intermodal traffic also points to improving hinterland connectivity - and large volumes of U.S. grains and bulk commodities enter China through Xiamen's port.

Affluent, young consumers in Xiamen are sophisticated and open-minded, with a strong preference for healthy, safe, premium, and innovative food products. This makes Xiamen a promising market for U.S. consumer-oriented food exports, with strong prospects for dairy ingredients, fresh fruits, wine, coffee, dried fruits, nuts, snacks, brewing products, juices, and protein as well as meat products.

Best Products Prospects for U.S. Exports

U.S. agricultural exports currently face heightened tariffs and restrictions, making them less competitive on price. Yet U.S. origin consumer-ready and high-value food products - especially those perceived as premium or backed by safety assurances - continue to show resilience in Xiamen's affluent, distribution-rich market. Rather than competing on price, U.S. suppliers are likely to achieve the greatest success by positioning their products around quality, food safety, premium origin, and value-added attributes, while partnering with leading importers, membership retailers, premium supermarkets, and omnichannel grocery platforms.

Large-volume, bulk commodity products: Xiamen's advanced cold-chain and customs infrastructure, supported by world-class ports, creates strong opportunities for bulk commodities such as grains, sorghum, oilseeds, feed ingredients, corn, and wheat. Two major state-owned enterprises (SOEs) in Xiamen – C&D and Xiangyu are key potential importers.

Healthy, premium, consumer-oriented products: U.S. exports of consumer-oriented products such as tree nuts, fresh fruits, wine, meat, and dairy items including cream cheese, coffee, butter, and whipping

cream - are in high demand, driven by a consumer preference for imported, safe, and high-quality foods. Demand for premium protein and meat products is also rising.

Baking ingredients: Strong opportunities exist for baking ingredients such as cranberries, raisins, blueberries, apples, citrus, and cherries, used in breakfast bread, cookies, granola, premium desserts, and seasonal pastries.

City Overview

Xiamen City at a Glance 2025 (USD calculated at 6.8 exchange rate)	
Population	5.4 million
Land Area	1,700 km2
GDP	$132 billion
GDP per capita	$24,650
Per capita disposable income	$10,800
Growth in per capita disposable income	4.7%
Total Retail Sales of Consumer Goods	$51 billion
Tourism Revenue	$38 billion
Total Imports	$ 61.7billion
Total Exports	$79.5 billion

Source: Xiamen Statistical Yearbook 2025 & meetings in Xiamen conducted by ATO Guangzhou

Xiamen's history dates back more than 2,000 years, with early settlements on Xiamen Island. During the Ming Dynasty, it developed into a major commercial port and served as a base against pirate invasions. Following the Opium War, the city was opened as a treaty port and shaped by European trade, particularly tea exports. In 1980, Xiamen was designated as one of China's first Special Economic Zones, spurring foreign investment and trade.

Economy and Trade

Xiamen recorded a GDP of 898 billion yuan ($132 billion) in 2025, marking a year-on-year official increase of 5.7 percent. The city's total annual industrial value added reached 258.2 billion yuan, up 8.7 percent. Retail sales in Xiamen grew by 3.6 percent in 2025, reaching 344.86 billion yuan ($51 billion). In foreign trade, the total value of imports and exports reached 960 billion yuan in 2025, up 3 percent year-on-year, with exports totaling 540.76 yuan ($79.5 billion) and imports 419.26 billion yuan ($61.7 billion).

During the same period, Xiamen's per capita disposable income reached 77,762 yuan ($10,800), up 4.7 percent year-on-year. Urban and rural per capita disposable incomes reached 79,719 yuan and 38,512 yuan, respectively, year-on-year increases of 4.7 percent and 6 percent.

Tourism

Known for its pleasant weather, natural scenery, and year-round blooming flowers, Xiamen has been recognized as a National Garden City and a National Model City for Environmental Protection. Xiamen also retains distinctive architecture, particularly on Gulangyu Island, which preserves colonial-era buildings. Widely regarded as a livable city and popular tourist destination, Xiamen offers scenic coastal views, historical sites, and cultural experiences, drawing growing numbers of domestic and international tourists each year.

In 2025, the city received approximately 144 million tourist visits and generated RMB 213.6 billion (about $30 billion) in tourism revenue. Xiamen has a well-developed hotel, restaurant, institutional

(HRI) sector supported by tourism, business travel, conventions, and a growing premium consumer market. Luxury hotels and high-end restaurants offer opportunities for U.S. beef, seafood, fresh fruit, dairy, tree nuts, dried fruit, and bakery ingredients.

A Regional Gateway

Xiamen is one of China's leading international container ports. In 2025, it handled 12.51 million twenty-foot equivalent units (TEUs) of containers and 211 million metric tons of cargo, supported by 182 international shipping routes connecting Xiamen to 145 ports across 53 countries and regions. According to Lloyd's List's latest global container-port ranking, Xiamen placed 14th worldwide and eighth among Chinese ports based on 2024 container throughput.



(Xiangyu Container Terminal View. Source: ATO Guangzhou)

Xiamen is an important gateway for imported food products serving Fujian Province, particularly fresh fruit, seafood, and chilled and frozen goods. The Haicang port area anchors this capability with designated imported-fruit inspection facilities, bonded logistics, cold storage, and refrigerated distribution networks. During the 2025 New Year period alone, the port handled 4,382.9 metric tons of imported fruit in two weeks, a 47.5 percent year-on-year increase.

Xiamen's existing Gaoqi airport complements this maritime capacity by providing an additional channel for high-value, time-sensitive perishables, while customs authorities have implemented expedited inspection procedures for fresh agricultural products.

Also a new airport will be put into operation this year. Upon completion, the Xiang'An International Airport will be able to accommodate 45 million passengers and 750,000 metric tons of cargo and mail annually - with 22 dedicated freighter aircraft stands, approximately 510,000 square meters of cargo facilities – including international cargo and mail inspection facilities, as well as cross-border e-commerce logistics facilities. This means potential opportunities for U.S. agricultural exports for fresh fruits, frozen meat, dairy products, premium food ingredients, cross-border e-commerce, premium packaged foods and consumer products.

Additionally, the Xiamen Area of the China (Fujian) Pilot Free Trade Zone, especially the Haicang and Xiangyu areas—further strengthens this ecosystem through bonded warehousing, inspection and quarantine services, and cross-border e-commerce fulfillment, enabling importers to manage inventory efficiently and distribute goods regionally.

Xiamen faces growing competition from Fuzhou, Quanzhou, and Zhangzhou, which are also building out their cold-chain capacity. Nonetheless, Xiamen's combination of extensive shipping connectivity, bonded logistics, and multimodal transport links positions it as a critical platform for imported agricultural and food products serving Fujian and neighboring markets.

Major Pillars for Marketing Imported Products

Retail Sector





Xiamen's retail sector has transformed significantly since 2020, culminating in its 2025 selection as one of China's first National Retail Industry Innovation and Improvement Pilot Cities. As an early Special Economic Zone and high-income coastal city, Xiamen benefits from strong urbanization, tourism, affluent consumers, and cross-strait ties with Taiwan—factors that have driven its evolution from a traditional supermarket market into a digitally integrated, premium-oriented retail ecosystem.

Major players include *Sam's Club, Ole', BLT, Hema Fresh (Freshippo*), *Yonghui Bravo,* and boutique supermarkets in high-end malls. U.S. grocery and snacks are available in these high-end stores. The city has also ranked first nationwide in convenience store accessibility for five consecutive years, with chains like FamilyMart, Lawson, and Meiyi Jia expanding into coffee, ready-to-eat meals, and community services.

Sungiven Foods, a local retail chain, almost exclusively carries private label products. It combines importing, distribution, private-label development, and retail under one organization, while maintaining a strong focus on premium and healthy foods. This integrated business model makes it an excellent gateway for expanding U.S. agricultural exports into both Xiamen and the broader Fujian market.

Another major retailer in Xiamen is a State-owned Xiashang Group, which operates a major department store network. It is involved in seafood processing and operates a seafood wholesale market.

(Source: ATO Guangzhou)

Despite slower consumer spending amid China's broader economic deceleration, Xiamen's retail sector is incorporating premium formats, digital integration, and experiential shopping - creating favorable channels for premium U.S. food and agricultural exports.

Artisanal Bakery

Compared with Guangzhou and Shenzhen, where bakery growth is largely driven by scale and chain operations, Xiamen's bakery market is becoming more experienced-driven, café-oriented, and craftsmanship-focused. Independent bakeries, open-kitchen concepts, and imported ingredients are gaining popularity. Taiwanese soft bread remains a staple, while younger consumers are increasingly drawn to European-style artisan products such as croissants, Danish pastries, brioche, focaccia, and ciabatta. "Freshly baked" has become the primary selling point, and local bakeries increasingly market themselves as "healthy, high-quality, and additive-free."

This trend creates excellent prospects for U.S. tree nuts such as almonds, walnuts, pecans, and pistachios. While China mills most baking flour domestically, premium bakeries are showing growing interest in high-protein and organic flour, specialty blends, and heritage grains. This positions Xiamen as one of the more promising cities in South China for promoting premium U.S. bakery ingredients—particularly tree nuts, dried fruits, dairy ingredients, and specialty wheat—and creates opportunities for U.S. wheat promotion through milling partners and technical baking seminars.



(*Source: ATO Guangzhou)*

HRI Sector

Overall, Xiamen's HRI sector provides a promising channel for premium U.S. agricultural products, particularly those requiring reliable cold-chain logistics and appealing to higher-end consumers. Promising categories include fresh apples, cherries, citrus, tree nuts, frozen seafood, dairy ingredients, frozen bakery products, and other value-added food ingredients serving the HRI sector. Xiamen has 18 five-star hotels and 38 other luxury hotels, providing an important customer base for imported food products. Promising hotels suitable for U.S. Agricultural products in Xiamen include Waldorf Astoria Xiamen, Conrad, Shangri-La, Kempinski Hotel, Fairmont, Lohkah Hotel & Spa, InterContinental, Pan Pacific, and Swiss Grand. What's more, major State-Owned Enterprises such as C&D group, for example, also own hotel and exhibition businesses. This creates demand for imported beef, dairy, seafood, wine, bakery ingredients, and premium fruits.

Xiamen's catering sector generated RMB 38.1 billion (about $5.3 billion) in 2024, and the city is promoting further growth and internationalization. The premium dining segment is also expanding, with three One-MICHELIN-Star restaurants - *Fleurs Et Festin, Hokklo* and *Yanyu* in the 2026 Fujian

selection, and 26 Bib Gourmand restaurants in the 2025 selection. Michelin-level and premium restaurants generally have greater interest in high-quality imported meat, seafood, dairy, fruit, nuts and specialty ingredients. Additionally, restaurants are attempting to modernize Fujian cuisine, creating opportunities to introduce U.S. ingredients beyond Western restaurants.

Food Processing & Fishery

Xiamen has a diversified food-processing sector, with established production in beverages, edible oils, convenience foods, snacks, prepared foods, traditional specialty foods, and fruit/vegetable processing. The city government has designated food processing as a key consumer-goods industry, concentrating manufacturing in industrial parks across Tong'an, Haicang, and Xiang'an. Xiamen is shifting traditional foods from small-scale production to standardized, branded, industrial output. Key prepared dishes include seafood rolls, frozen seafood, meat floss/jerky, Sha Cha sauce, peanut and confectionery items, traditional pastries, rice and noodle products, local dishes like Jiangmu Duck, and bird's-nest products.

Xiamen is also a major fishery-processing hub, with a market spanning live, chilled, frozen, and processed seafood. Local authorities regularly monitor wholesale prices for species such as grouper, yellow croaker, mackerel, hairtail, and pomfret. The city has invested in rapid-clearance infrastructure for chilled seafood, including a platform established by Xiamen Customs Technical Center to expedite food-safety clearance for chilled aquatic imports. As a major seafood-consuming city and key distribution hub in Fujian, Xiamen's strong consumer preference for seafood presents a promising market for U.S. aquatic exports—particularly lobster, salmon, crab, scallops, and other frozen seafood products.

Entry tips for U.S. Companies

- Partner with major importers such as key SOE enterprises to maintain U.S. supply chain for large volume bulk commodities.
- Partner with leading private label chains such as Sungiven, and major retailers to build visibility of U.S. groceries, snacks and wines.
- Leverage Xiamen’s youth-driven consumption by positioning products around lifestyle, novelty, and premium quality—attributes highly valued by local consumers.
- Support product education for dairy, wine, meat, and specialty ingredients through in-store demos, chef collaborations, and co-branding with beverage or bakery chains.
- Adapt pack sizes and flavor profiles to local preferences—smaller packs, bold flavors, and visually appealing designs perform well in Changsha’s trend-sensitive market.

Further Information

For further information on guidance to export to China, and agricultural export opportunities in Southern China, please refer other reports by the Foreign Agricultural Service in China, including:

Retail Foods Annual

Exporter Guide Annual

Hotel Restaurant Institutional Annual

Food Processing Ingredients Annual

For more information, please contact ATO USDA Agricultural Trade Office in Guangzhou, U.S. Consulate General, Guangzhou, No. 43 Huajiu Road , Zhujiang New Town, Guangzhou, China. Email: atoguangzhou@usda.gov

Attachments:

No Attachments.