

"South African mandarins market off to an ideal start for the new season"

The supply of South African mandarins to the Chinese market is steadily increasing, with the peak arrival period fast approaching.

"The start of this season for South African mandarins has been quite favourable, with improved sales, quality, and pricing compared to last year, and market feedback has been positive," said Ms. Lily Chen, Product Manager at Guangzhou QinGuo Import & Export Trading Co. Ltd. Guangzhou QinGuo primarily sells South African mandarins under the ClemenGold brand.



"The initial arrival prices were higher than in previous seasons, yet sales remained brisk. As supply increased, prices gradually declined, but the fluctuations were reasonable. Despite the growing supply, good prices are still being achieved." Currently, ClemenGold mandarins are selling for approximately ¥240-¥250 per

box, representing a 60% to 70% increase over the same period last year. Meanwhile, Sweet C mandarins are priced at ¥170-¥190 per box, about 40% higher than the same time last year.

"This year's product quality is excellent, with a reduced incidence of uneven peel color and an improved taste, which has contributed to the strong start of the season.



"From a marketing perspective, the price gap between ClemenGold and Sweet C, both brands under FruitAllyst, has widened this year, which benefits sales. Previously, the difference between the two brands was around ¥30-¥40 per box, but this year it has expanded to ¥70-¥80 per box, enabling consumers to make clearer choices."

According to Lily, the cooperated South African mandarin production is expected to increase this year. This increase is likely to extend the production season.



Lily expressed optimism about the market outlook: "The season began well, with ideal prices and quality. As supply increased, prices declined slowly without significant fluctuations. The market has demonstrated strong purchasing power for South African mandarins, and sales have been steady. Based on current trends, I expect the production season to progress smoothly through the middle and later stages."



Promotion Event during the Fashion Week.

To promote South African mandarins, QinGuo has hosted two large-scale events, including a collaboration with the South China Fashion Week, and a themed parade for "Chinese Valentine's Day". "This year, we've expanded the scale and regional reach of our distribution channels to bring mandarins to more cities and stores."

QinGuo will participate in the 2024 China Fruit Expo in Shanghai from August 28 to 30, at booth number E1 Hall B1. It will also take part in Asia Fruit Logistica in Hong Kong from September 4 to 6, at booth number 3M40 in Hall 3. QinGuo welcomes all friends and guests to visit and exchange ideas.

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