

MARKET INSIGHT – HONG KONG

CULTURAL FESTIVALS AND EVENTS
FEATURING FRUIT AS GIFTS OR OFFERINGS

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HONG KONG MARKET SNAPSHOT

Hong Kong is a blend of eastern and western cultures. Its diverse expatriate community includes Indonesian, Filipino, mainland Chinese, French, Korean, Indian, British, Canadian and Japanese. As a result, Hong Kong people celebrate both local and foreign festivals with equal enthusiasm.

Hong Kong is a major fruit importer. In 2017, the city was the second-largest export market for Australian fruit, worth A\$176.2 million, although Australia ranks just fifth as a source of fruit imports. Opportunities exist for Australian fruit exporters.

Chinese New Year

Chinese New Year is a major festival celebrated in January or February. The first three days are public holidays when local people celebrate with family and friends. Flowers and fruits hold special significance during the festival, and the retail industry starts to promote Chinese New Year-related food and beverage products two to four weeks prior to the festival.



Certain dishes consumed during Chinese New Year have symbolic meaning and are considered 'lucky'. This applies in particular to foods consumed on New Year's Eve. The most common festival-related foods include dumplings, fish, spring rolls, glutinous rice cakes and fruit.

Some fruits are considered lucky or auspicious. These include: oranges, grapes, tangerines and pomelos. The shape (roundness) and colour (golden) of these fruits symbolise fullness and wealth.

- **Oranges and tangerines:** good luck and fortune
- **Pomelos:** continuous prosperity, good luck and family unity
- **Grapes, plums and kumquats:** good luck and prosperity

Cherries are a popular fruit in Hong Kong during Chinese New Year, though they are not a traditional Chinese New Year-related fruit. Australia, New Zealand and Chile are the main supplying countries. Tasmania cherries, though imported in small quantities, are considered a prestigious New Year's gift.

Mid-Autumn Festival

The Mid-Autumn Festival is an ancient Chinese cultural event. It celebrates family and promotes reunion, while also giving thanks for the northern hemisphere harvest. In Hong Kong, it is the second-biggest traditional Chinese holiday season after Chinese New Year.

In Hong Kong, festive activities include lantern displays, and lion and fire dragon dances. This is also the season for gift-giving, with mooncakes and fruit baskets the most popular items. Corporates use the festival as an opportunity to express thanks to their staff and customers.

Fruit is often gifted in hampers, which may also contain wine. The principal fruits are persimmon, star fruit, pomelo and pears, which all imply good luck. Other popular fruit selections include apples, kiwis, grapes, blueberries, dragon fruits, mini watermelons, nectarines and plums.

In the run up to the Mid-Autumn Festival, Hong Kong imports fruits from various countries, including especially countries where the relevant fruits are in season. This benefits traditional exporters, such as Japan, Thailand and Taiwan. During the pre-festival period, increased demand drives up prices.

For more information on the Hong Kong market, please contact Austrade Hong Kong, Jennifer Kwong (jennifer.kwong@austrade.gov.au).