



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 8/5/1999

GAIN Report #HK9084

## **Hong Kong**

### **Market Development Reports**

#### **Hong Kong Cooking Oil and Fats Market Brief**

**1999**

Prepared by:

**Howard R. Wetzel**

**U.S. Consulate General, Hong Kong**

Drafted by:

Eastern Strategic Consulting Limited

---

#### **Report Highlights:**

Hong Kong is import-dependent on edible oils and has a number of local refineries/blending operations. Corn and peanut oils dominate the retail sector, whereas rapeseed oil blends dominate food service. Canada dominates rapeseed oil supply, while the U.S. dominates corn oil supply, and China dominates peanut oil supply. Lard is primarily imported from Canada and Taiwan.

---

Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Hong Kong [HK1], HK

**TABLE OF CONTENTS**

	<b><u>Page</u></b>
I. Introduction	2 -4
II. Cooking Oil Segmentation	5 - 14
III. Distribution and Pricing	15 - 21
IV. Lard and Lard Oil	22 - 24
V. Summary and Conclusions	25 - 29

## INTRODUCTION

### # Methodology

The goal of this report is to provide a brief on the cooking oil market in Hong Kong as well as future developments.

For Hong Kong dollar currency figures, the exchange rate is US\$1 = HK\$7.78.

### # Executive Summary

#### Cooking Oils

Hong Kong is import dependent on edible oils and has a number of local refineries/blending operations.

Corn and peanut oils dominate the retail sector, whereas rapeseed oil mix dominates food service.

Rapeseed oil is the predominant oil (60%) which is usually mixed with other oils such as corn oil, peanut oil or sunflower oil. Canada dominates rapeseed oil supply.

Corn oil is a significant growth segment accounting for 16% of the market. Corn oil is perceived as better for health and the USA dominates supply.

Peanut oil has been steadily declining in demand. The US was a leading supplier in 1992, but now China dominates.

Other oils such as sesame oil are commonly used in Chinese condiments and preserved vegetables. Olive oil, high in value, is for western cooking. Italy is the dominant supplier, though the USA is a minor participant.

#### Lards and Lard Oils

Lard is primarily imported from Canada and Taiwan and is mainly mixed with cooking oils, i.e., rapeseed oil and marketed for very specific Chinese food service applications.

### # Market Access Statement

## LABELING REQUIREMENTS

The Food and Drugs (Composition and Labeling ) Regulations require food manufacturers and packers to label their products in a prescribed, uniform and legible manner. The following information is required to be marked on the label of all prepackaged food except for 'exempted items' as provided in the Regulations. Prepackaged food means any food packaged in such a way that the contents cannot be altered without opening or changing packaging, and the food

is ready for presentation to the ultimate consumer or a catering establishment as a single food item.

1 Name of the Food

- a) Prepackaged food shall be legibly marked or labeled with its name or designation.
- b) The food name should not be false, misleading or deceptive but should serve to make the nature and type of food known to the purchasers.

2 List of Ingredients

- a) Preceded by an appropriate heading consisting of the words “ ingredients”, “composition”, “contents” or words of similar meaning, the ingredients should be listed in descending order of weight or volume determined when the food was packaged.
- b) If an additive constitutes one of the ingredients of a food, it should be listed by its specific name or by the appropriate category (e.g. Preservative, artificial sweetener, etc.) Or by both name and category.

3) Indication of “best before” or “use by” date

Prepackaged food shall be legibly marked or labeled with the appropriate durability indication as follows:

- a) a “best before” (in Chinese characters as well) date; and
- b) in the case of a prepackaged food which, from a microbiological point of view, is highly perishable and is likely, after a short period, to constitute an immediate danger to human health, a “ use by” (in Chinese characters as well) date.

The words “use by” and “best before” in English lettering and Chinese characters followed by the date up to which specific properties of the food can be retained, to indicate the shelf life of the food. The “use by” or “best before” date should be shown either in Arabic numerals in the order of day, month and year (or month and year in certain circumstances) or in both the English and Chinese languages. For specific details refer to the Regulation.

4) Statement of Special Conditions for Storage or Instruction for Use

If special conditions are required for storage to retain the quality, or special instructions are needed for prepackaged food use, a statement should be legibly marked on the label.

5) Name and Address of Manufacturer or Packer

Prepackaged food shall be legibly marked or labeled with the full name and address of the manufacturer or packer, except under the following situations:

- a) The package is marked with an indication of the country of origin and the name and address of

the distributor or brand owner in Hong Kong, and the address of the manufacturer or packer of the food in its country of origin has been submitted in writing to the Director of Health.

- b) The package is marked or labeled with an indication of its country of origin and with a code marking identifying the manufacturer or packer in that country and particulars of the code marking and of the manufacturer have been submitted in writing to the Director of Health.
- 6) Count, Weight or Volume

The food label should include the numerical count or net weight or net volume of the food.

- 7) Appropriate Language

The marking or labeling of prepackaged food can be in either the English or the Chinese language or in both languages. If both the English and Chinese languages are used in the labeling or marking of prepackaged food, the name of the food and the list of ingredients shall appear in both languages.

**Exempt from labeling regulations:** Individually wrapped confectionery products and preserved fruits intended for sale as a single item; Prepackaged foods for sale to catering establishment for immediate consumption and those containing more than 1.2 percent alcohol by volume.

Under the amended Food and Drugs (Composition and Labeling) Regulations, it is illegal to sell any food after its “use by” date. Furthermore, any person who, other than the food manufacturer or packer or without their written authorization, removes or obliterates any information on the label required under these regulations also commits an illegal act.

## IMPORT DUTIES

Hong Kong is a free port which does not impose any import tariffs on products with the exception of four dutiable products: liquor, tobacco products, hydrocarbon oils and methyl alcohol. Local importers have to apply for a licence from the Hong Kong Customs and Excise Department for the importation of dutiable commodities. In addition, a licenced importer has to apply for a permit for each and every consignment. The current duties are as follows:

Cigarettes per 1000 sticks	US\$98.45
Cigars per kg	US\$126.74
Beer & liquor with less than 30% alcohol	: 30%
Liquor with more than 30% alcohol	: 100%
All wines:	60%

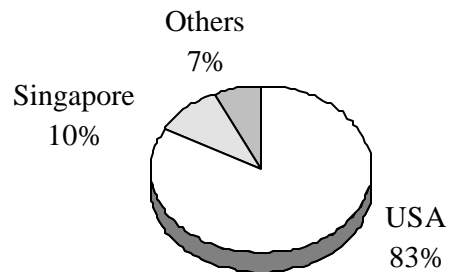
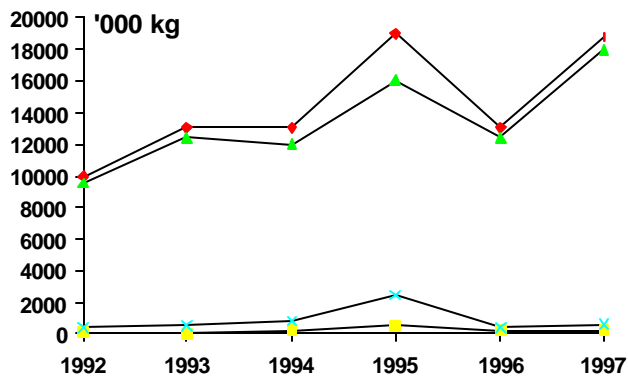
**OIL APPLICATION SEGMENTATION**

- # There is a great variety of edible/vegetable oils being imported into Hong Kong, but not all are used for cooking applications.
- # Corn, peanut and mixed oils are the majority of cooking oils.
- C Olive oil and sesame oil are used as additives for food preparation.
- C Other oils are used mostly for industrial applications.
- # Overall application segmentation of oil in Hong Kong is as follows:

<b>Oil Type</b>	<b>Primary Application</b>	<b>Comments</b>
Rapeseed oil	Cooking (often mixed with other oils)	Largely used by lower-end food service outlets and for retail
Corn oil Peanut oil Mixed oil	Cooking	Mixed oil usually contains corn or peanut oil, sunflower oil and a large portion of rapeseed oil.
Olive oil	Western food preparation	Cannot be used in Chinese cooking
Sesame oil	Flavourings and preparation of Chinese gravy and sauces	Major focus is industrial for condiments
Soybean oil Coconut oil	Production of mixed oil and other products	Major focus is industrial
Palm oil	Industrial applications	Major focus is industrial

**PRODUCT TRADE - CORN OIL**

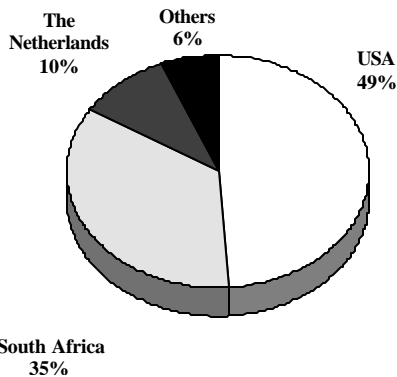
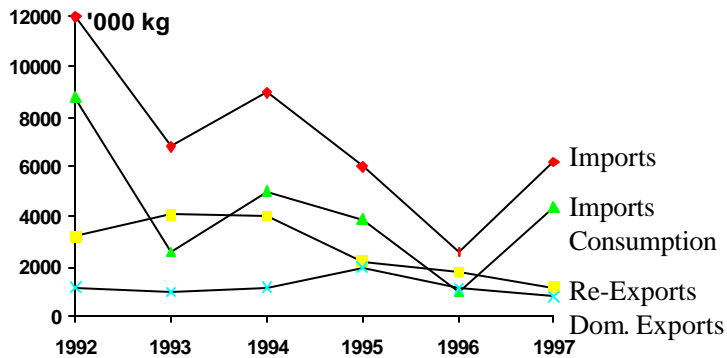
- # Imports of corn oil grew significantly from 1992 to 1995.
- C 1996 experienced a decline in imports because of severe competition from local products.
- C 1997 imports were down to 1995 levels.
- # Corn oil imports are mostly from the USA (85% in 1997).
- C Others are mostly from Singapore, which serves as a transshipment point for foreign imports.
- # Since there are few re-exports, most imports are locally consumed.



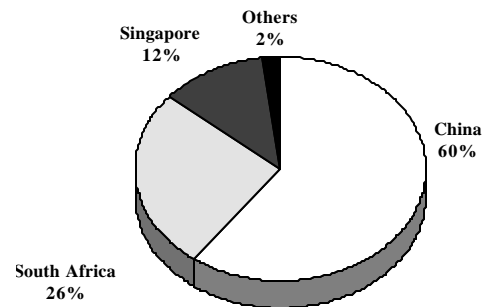
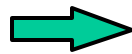
Source: Hong Kong Census and Statistics  
Hong Kong (HKCSD)

**PRODUCT TRADE - PEANUT OIL**

- # Peanut oil imports dropped 80% from 1992 to 1996, but 1997 experienced a significant increase.
- C The classification of oil products could be misleading in Hong Kong trade statistics. Some peanut oil has been classified under other products which causes misconceptions.
- C However, peanut oil imports did decline significantly from 1992 to 1996 mainly because of competition from other products, specifically corn oil and canola oil.
- C Historically peanut oil has been the dominant cooking oil available in retail markets. Corn oil became popular in 1993 and 1994, rapidly displacing the market share of peanut oil.
- # Domestic consumption utilized about 80% of total imports, at 5,000 MT in 1997.
- # Historically most peanut oil imports have been from the USA, Brazil, China and South Africa. By 1996 and 1997, China had become the largest peanut oil exporter to Hong Kong, accounting for over 60% of total imports.



**Peanut Oil Imports by Country 1992**



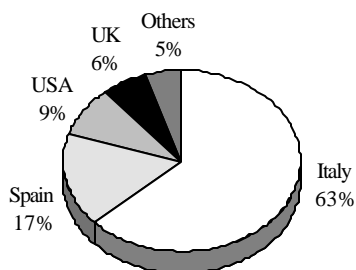
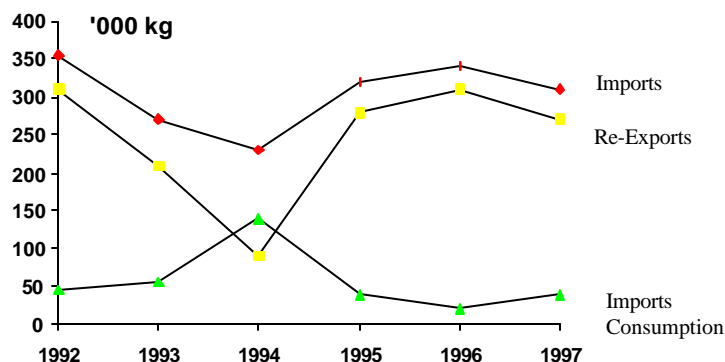
**Peanut Oil Imports by Country 1997**

Source: HKCSD



## PRODUCT TRADE - OLIVE OIL

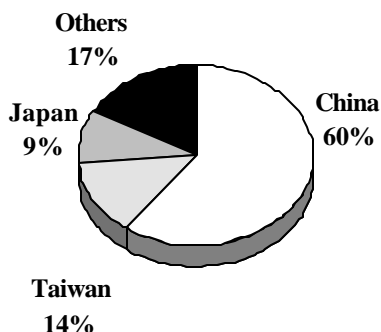
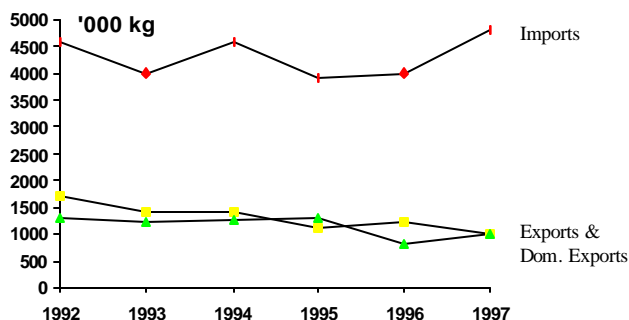
- # Olive oil imports declined from 1992 to 1994, but have steadily increased from 1994 onwards.
  - C The import trend is directly proportional to the re-export trend, which suffered a large decline in 1993 and 1994.
  
- # Imports are mostly from Italy (over 60% of total supply).
  - C The other significant supplier is Spain (about 17%).
  
- # Olive oil is largely exported to China, leaving about only 10% of total imports for local consumption.
  - C Since there is no local production of olive oil, local consumption has been consumption from imports.
  
- # The local consumption trend is indirectly proportional to imports and re-exports. Consumption increased from 1992 to 1994, declined in 1995 and 1996, and increased again in 1997.
  - C The declines in 1995 and 1996 were due to the departure of the foreign community from Hong Kong prior to the 1997 handover (The foreign community consumes a large portion of olive oil).
  - C In 1997 Hong Kong experienced significant return of local Chinese who have been living overseas. These locals, together with the foreign community have driven up consumption of olive oil.



Source: HKCSD

## PRODUCT TRADE - SESAME OIL

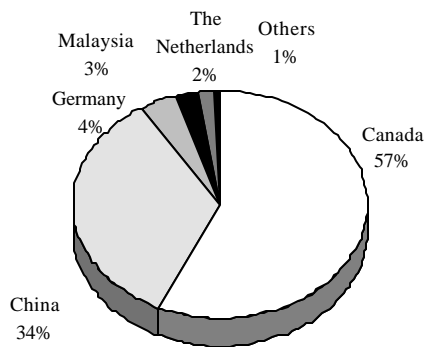
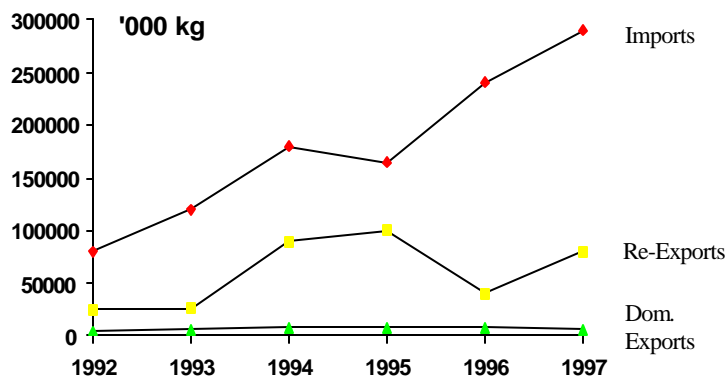
- # Over the past five years, imports of sesame oil have been maintained between 4,000 to 4,600 MT/yr.
  - C 1997 experienced a 15% increase in sesame oil imports over 1995 and 1996 due to increased immigration from China.
- # Sesame oils are mostly imported from China (about 60%).
  - C Other significant suppliers include Taiwan, Japan, and Malaysia.
- # Sesame oils are exported from Hong Kong to over 40 countries on all continents.
  - Hong Kong therefore has been the major distribution center for sesame oil to the rest of the world, as Hong Kong distributors and traders are selling sesame oil to countries with Chinese populations.



Source: HKCSD

## PRODUCT TRADE - Rapeseed OIL

- # Hong Kong imports more rapeseed oil than all other cooking oils combined.
- C Imports have significantly increased from year to year and has quadrupled from 1992 to 1997, amounting to 290,000 MT in 1997.
- # The largest exporters of rapeseed oil to Hong Kong are Canada, China, Germany and the Netherlands.
- # Rapeseed oil is being re-exported to China (over 95% of total re-exports).
- C Re-exports were about one-third of total imports in 1997.
- # Local demand of rapeseed oil has been steadily increasing, especially during 1996 and 1997.
- C 1996 and the first three quarters of 1997 experienced record volumes consumed in the food service sector, which is the largest consumer of rapeseed oil.
- # 1998 and 1999 were affected by a weak economy, specifically in the food service sector. Demand of rapeseed oil is therefore expected to decline.



Source: HKCSD

## COOKING OIL CONSUMPTION

- # Hong Kong's local consumption of cooking oil in 1997 was about 500,000 MT.
  
- # Hong Kong's cooking oil demand in total has not changed significantly. Demand increased from 1992 to 1996 with an annual average growth rate of 3 to 5%.
  - C Demand in 1997 was the same as in 1996. The flat market in 1997 was due mainly to a weak economy severely affecting the food service sector during the last quarter of 1997.
  
- # Imports account for about 4% of total consumption.
  - C Corn and peanut oils are largely supplied from local production.
  - C Rapeseed oils are largely imported.
  - C Olive oil consumption is completely from imports.

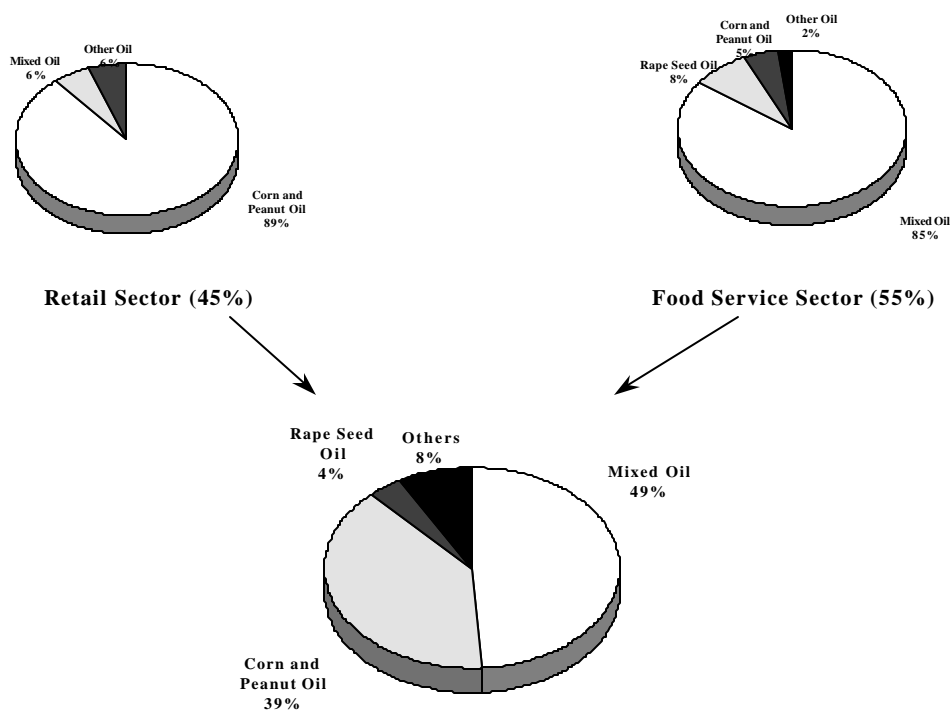
**SEGMENTATION**

Product Category	Major Brands (suppliers)	Historical Growth (1992-1997)	Outlook (1992-2000)	Comments
Corn oil	<ul style="list-style-type: none"> <li>C Lion and Globe (Evergreen)</li> <li>C Knife (Evergreen)</li> <li>C Mazola</li> <li>C No Frills (Dairy Farm Int'l)</li> </ul>	<ul style="list-style-type: none"> <li>C Has become the most popular cooking oil in retail sector.</li> <li>C Maintained consistent growth</li> </ul>	<ul style="list-style-type: none"> <li>C Continue to dominate the retail sector</li> </ul>	<ul style="list-style-type: none"> <li>C Evergreen dominates the retail sector with over 70% market share in Hong Kong</li> <li>C Mazola dominates imports</li> </ul>
Peanut oil	<ul style="list-style-type: none"> <li>C Lion and Globe (Evergreen)</li> <li>C Knife (Evergreen)</li> </ul>	<ul style="list-style-type: none"> <li>C Second most popular oil in retail segment</li> <li>C Declined in past 5 years</li> </ul>	<ul style="list-style-type: none"> <li>C Market should stabilize in 1998 and some growth expected in 1999</li> </ul>	<ul style="list-style-type: none"> <li>C As above</li> </ul>
Rapeseed Oil	<ul style="list-style-type: none"> <li>C Lion and Globe (Evergreen)</li> <li>C Knife (Evergreen)</li> <li>C No Frills (Dairy Farm Int'l)</li> </ul>	<ul style="list-style-type: none"> <li>C Rapidly gaining popularity in recent years.</li> <li>C Sales are focused on supermarkets</li> </ul>	<ul style="list-style-type: none"> <li>C Continue to gain popularity in supermarket retail</li> </ul>	<ul style="list-style-type: none"> <li>C Mostly local products</li> <li>C Evergreen dominates</li> </ul>
Mixed oil (rapeseed oil and others)	<ul style="list-style-type: none"> <li>C Hup Hing (Evergreen)</li> <li>C Lam Soon (Evergreen)</li> <li>C Dai Cheong Hong</li> </ul>	<ul style="list-style-type: none"> <li>C Largest market share overall</li> <li>C Dominates the food service sector</li> </ul>	<ul style="list-style-type: none"> <li>C Continue to dominate the food service sector, especially the diners.</li> </ul>	<ul style="list-style-type: none"> <li>C Evergreen and Dai Chong Hong are two dominant suppliers</li> <li>C Others are insignificant</li> <li>C Consists of primarily rapeseed oil and corn, peanut, sunflower and other oils</li> </ul>
Olive oil	<ul style="list-style-type: none"> <li>C Bertolli</li> <li>C Filippo Berio</li> </ul>	<ul style="list-style-type: none"> <li>C Recovering from low consumption levels in 1995 and 1996</li> </ul>	<ul style="list-style-type: none"> <li>C Expected to grow significantly in the near term as consumers are increasingly aware of its health benefits</li> </ul>	<ul style="list-style-type: none"> <li>C Italian and Spanish products dominates</li> </ul>

Sesame oil	--	C	Flat, with growth in 1997	C	Expected to sustain moderate grow in 1998 and 1999 as more Mainland Chinese immigrants move to Hong Kong	--
------------	----	---	---------------------------	---	--	----

## SEGMENTATION BY PRODUCT TYPE

- # Corn and peanut oils dominate the retail sector, while mixed oils dominate the food service sector.
- # Overall mixed oils are the dominant cooking oils used in Hong Kong, following by corn oil and peanut oil.
- # Other oils are relatively uncommon in the Hong Kong market.



Source: Eastern Strategic Consultant Limited

## PRODUCT SUPPLY

- # The dominant supplier of cooking oil in Hong Kong is the Evergreen group, which is a company formed by the merger of Hop Hing and Lam Soon, who used to be the first and second largest cooking oil manufacturers in Hong Kong, respectively.
- # The merger in 1994 has led to numerous market speculations, and Evergreen was later investigated by the Hong Kong Consumer Council on whether the new company could dictate market pricing.
  - C This is because combining Hop Hing and Lam Soon's market shares, Evergreen would control 70% of cooking oil supply in Hong Kong.
- # Evergreen has since adopted a policy of maintaining Hop Hing and Lam Soon as two separate subsidiaries.
  - C In terms of marketing, the two subsidiaries are competing with each other.
  - C The refineries, however, have been consolidated to improve production efficiency.
- # The other significant local supplier in Dai Chong Hong, which a member of CITIC group.
  - C Dai Chong Hong has an oil mixing facility without refining and processing capability.
- # Asian foods is a licensed local manufacturer of Dairy Farm International, supplying the local market.
- # Imports of cooking oil are dominated by Mazola.
  - C Mazola has focused primarily on retail, with an image projected as a premium and healthy product.
- # Other suppliers have little market share in Hong Kong.

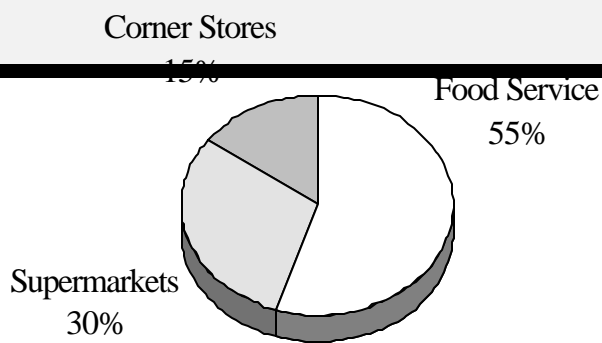
Supplier	1997 Market Share (%)
Evergreen - Hop Hing Evergreen - Lam Soon	67
Dai Chong Hong	25
Asian Foods	4
Mazola	3
Others	1
Total	100%

*Source: Eastern Strategic Consultant  
Limited*



## DISTRIBUTION

- # Cooking oil is distributed in Hong Kong through three channels.
  - C Food service sector (including restaurants, diners, hotels, etc.)
  - C Supermarkets (chain supermarkets and some department stores).
  - C Corner stores (located in every residential district in Hong Kong).
  
- # Food service is the largest segment for cooking oil distribution. It accounts for 55% of total cooking oil demand in Hong Kong.
  - C The food service sector is experiencing a decline from the effect of a bad economy in 1998 and 1999, market share is therefore expected to decrease.
  
- # Supermarkets are growing in terms of distribution market share (30%), replacing the corner stores (15%).
  - C The near-term projection is that supermarket shares shall continue to increase while corner store retail shares shall remain flat or slightly decline.
  - C Despite the declining market share, corner stores will remain as a significant channel for cooking oil distribution in Hong Kong.



*Source: Eastern Strategic Consultant Limited*

## DISTRIBUTION CHANNEL

Cooking oil distribution channel analysis.

Distribution Channel	Product Offering	Comments
Supermarkets	<ul style="list-style-type: none"> <li>C Corn and peanut oils</li> <li>C Mixed oils</li> <li>C Olive oil</li> <li>C Sesame oil</li> </ul>	<ul style="list-style-type: none"> <li>C Primarily for household purchases</li> <li>C Growing market share</li> <li>C Evergreen dominates this segment</li> </ul>
Corner Stores	<ul style="list-style-type: none"> <li>C Corn and peanut oils</li> <li>C Mixed oils</li> <li>C Rapeseed oil and sunflower oil</li> <li>C Sesame oil</li> </ul>	<ul style="list-style-type: none"> <li>C Flat or declining market share</li> <li>C Scattered and fragmented, primarily serving local area households</li> <li>C Evergreen controls almost 100% of this segment</li> </ul>
Food Service (hotels and restaurants)	<ul style="list-style-type: none"> <li>C Corn and peanut oil</li> <li>C Mixed oils</li> <li>C Others (eg. Olive oil, sunflower oil)</li> </ul>	<ul style="list-style-type: none"> <li>C Declining market demand, affected by a weak economy</li> <li>C Evergreen and Dai Chong Hong competing, with Evergreen slightly leading in market share.</li> </ul>
Food service (diners)	<ul style="list-style-type: none"> <li>C Mixed oils</li> <li>C Rapeseed oil</li> </ul>	<ul style="list-style-type: none"> <li>C Stable market share in the near term</li> <li>C Evergreen and Dai Chong Hong competing, with Evergreen slightly leading in market share.</li> </ul>
Institutional and Industrial	<ul style="list-style-type: none"> <li>C Sesame oil</li> <li>C Coconut oil</li> <li>C Palm oil</li> <li>C Others</li> </ul>	--

## DISTRIBUTION CHANNEL - RETAIL

The retail sector includes large scale department stores, chain supermarkets, and corner stores.

Segment	Key Players	Market Positioning and Comments
Department Stores	<ul style="list-style-type: none"> <li>Ⓒ Hong Kong Seibu</li> <li>Ⓒ Jusco</li> <li>Ⓒ Sogo</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Important segment in this channel</li> <li>Ⓒ Market share remains consistent</li> </ul>
Chain Supermarkets	<ul style="list-style-type: none"> <li>Ⓒ Wellcome</li> <li>Ⓒ Park N Shop</li> <li>Ⓒ Guangnan</li> <li>Ⓒ Dai Chong Hong</li> <li>Ⓒ Seven Eleven</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Most important segment in this channel</li> <li>Ⓒ Largely take-home purchases</li> <li>Ⓒ Wellcome and Park N Shop are serious competitors, and have similar market shares. Together they constitute about 75% of this sector</li> <li>Ⓒ General strategy is to expand market reach by increased number of outlets</li> </ul>
Corner Stores	--	<ul style="list-style-type: none"> <li>Ⓒ Flat or slightly declining market share.</li> </ul>

**DISTRIBUTION CHANNEL - FOOD SERVICES**

<b>Segment</b>	<b>Players</b>	<b>Market Positioning</b>	<b>Outlook</b>
Restaurants	<ul style="list-style-type: none"> <li>Ⓒ Big restaurants like Dun Wong, Palace, Hanbo, etc.</li> <li>Ⓒ Presently Hong Kong has over 10,000 restaurants</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Declining overall business in 1997 of 30 to 40% affecting cooking oil demand</li> <li>Ⓒ Many restaurants had closed by the end of 1997</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Undesirable market sentiments likely to continue in 1998, expecting recovery in 1999</li> <li>Ⓒ Reducing role in beer distribution</li> </ul>
Hotels	<ul style="list-style-type: none"> <li>Ⓒ Presently total more than 1,500 in Hong Kong, including over 120 hotels of 3, 4, and 5-star levels</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Declining overall business in 1997</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Undesirable market sentiments in 1998</li> </ul>
Diners	<ul style="list-style-type: none"> <li>Ⓒ Diners are abundant in every district in Hong Kong</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Stable and increasing businesses in 1997 and 1998</li> <li>Ⓒ As cheap alternatives to restaurants</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Favorable market sentiments in the near-term</li> </ul>

## COMPETITION

- # Evergreen at present will combine resources from Hop Hing and Lam Soon, dominating the Hong Kong cooking oil market with almost 70% of share.
  - C Evergreen has established long term working relationships with supermarkets and corner store outlets, and their products dominate these channels.
  - C Evergreen also provides a wide product variety for selection, whereas both Hop Hing and Lam Soon each offer several different brands of product.
  
- # Dai Chong Hong has been a significant cooking oil supplier over the past decade.
  - C However, Dai Chong Hong has not been aggressive in the retail sector, but focuses more on food service, specifically catering to diners and Chinese restaurants.
  
- # Asian Food Ltd. is a recent entrant in the cooking oil market, under license to manufacture for Dairy Farm International.
  - C Asian Food has recently gained market share through supermarket distribution (specifically at Wellcome).
  
- # Imports are dominated by Mazola, which has a long history in the Hong Kong cooking oil market.
  - C Distribution has been through retail and high-end food service outlets.
  
- # Wesson Vegetable oil has been successful specifically through retail distribution as consumers in Hong Kong are increasingly selective in terms of health considerations when purchasing food products.

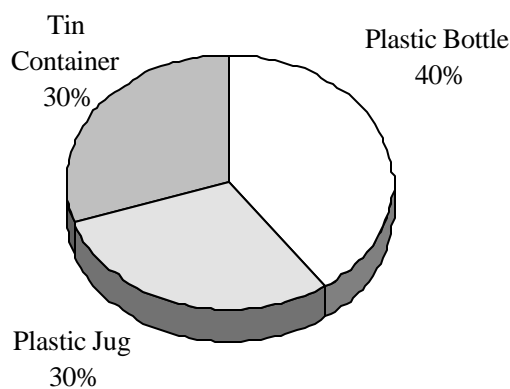
## PACKAGING

# Packaging of cooking oil varies with different distribution channels.

Type of Packaging	Volume	Target End-Use Segment
Tin Container	16kg	Hotels, restaurants and diners
	2.9/3.2L	Supermarkets, small-scale snack outlets
Plastic Jug	2.0L	Supermarkets
Plastic Bottle	300, 600ml	Supermarkets

# In supermarkets, plastic bottles are the most popular in terms of shelf space occupied, followed by plastic jugs and then tin containers.

Type of Packaging	Estimated Shelf Space Occupied
Plastic Bottle	40%
Plastic Jug	30%
Tin Container	30%
Total	100%



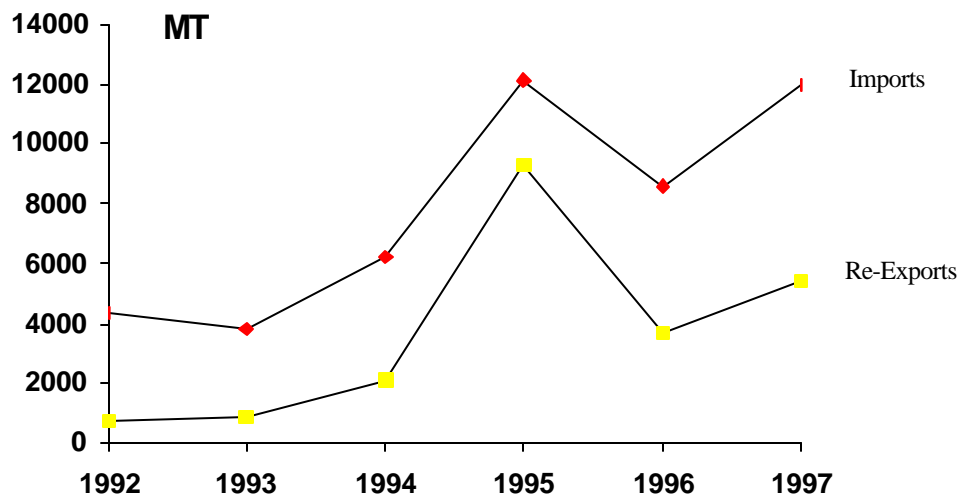
Source: Eastern Strategic Consultant Limited

**PRICING**

Brand	Product	Price (HK\$)	Brand	Product	Price (HK\$)
Knife	Peanut Oil 2.9 lit	65.7	Gold Deer	Edible Oil 2900ml	33
	Peanut Oil 3x900ml	62.4	Peach Blossom	Edible Oil 2900ml	38.9
Lion & Globe	Peanut Oil 2900ml	65.7	Gold Cup	Edible Oil 2.9 lit	41.8
	Peanut Oil 3x900ml	62.4	No Frills	Edible Oil 2.9 lit	30.9
Tripod	Peanut Oil 3x900ml	58.9	Bertolli	Olive Oil 1000ml	77.8
Red Lantern	Peanut Oil 2.9 lit	53.9	Filippo Berio	Olive Oil 500ml	42.9
No Frills	Peanut Oil 2.9 lit	42.9	Knife	Pure Rapeseed Oil	43.8
Knife	Corn Oil 2.9 lit	51.1	Lion & Globe	Rapeseed Oil 3x900ml	82.2
Lion & Globe	Corn Oil 2900ml	42.8		Rapeseed Oil 2.9 ltd	52.2
Lion & Globe	Corn Oil 3x900ml	48.3	No Frill	Rapeseed Oil	26.9
	Mazola	Corn Oil 3.785 lit		58.8	Rapeseed Oil 2 lit
	Corn Oil 946ml	20.9	Knife	Rapeseed Oil	45.2
No Frills	Corn Oil 2 lit	26.9			
Tripod	Corn Oil 2900ml	46.9			

## MARKET OVERVIEW - LARD

- # Hong Kong imported 11,960 MT of lard during 1997, of which 55% was for local consumption.
- C Lard supply is mostly from Canada and Taiwan.
- # In Hong Kong, very little lard is being used directly in solid form.
- C Lard is mostly used in mixing with other types of oil, which is then sold largely to the diners and road-side hawkers.
- C Lard mixed oils are less expensive than other oils, therefore they are sold to lower end food service outlets.
- C There are very specific applications where lard is being used.
  - In the frying of bread dough like donuts (yo tiow).
  - Lard is fried into crispy bits, and then added into certain Chinese soup dishes to enhance the flavor





## LARD DISTRIBUTION

- # Lard is being processed locally in Hong Kong.
  - C Lard is mixed with cooking oils to reduce material costs (Hop Hing, Lam Soon, and Dai Cheong Hong are producing lard-mixed cooking oils).
  - C Lard in solid form is uncommon in the Hong Kong market.
  
- # Lard is distributed largely to lower-end food service outlets (selected diners and road-side hawkers).
  - C It is rarely distributed through supermarket retail.
  - C Lard in solid form is available in wet markets and selected corner stores.

## COOKING OIL VERSUS LARD

- # Overall the demand of lard and lard products, as compared to cooking oil, is insignificant.
  - C Considerable amounts of lard are being imported and locally processed in Hong Kong. However, much of it is not locally consumed.
  - C Large quantities of lard are being re-exported to Mainland China for food preparation purposes.
- # In Hong Kong, most consumers understand that lard is not healthy. Therefore, demand has not increased in recent years.
  - C In 1998, a weak economy seriously affected the food service sector. Lard mixed oils, as they are less expensive, were expected to grow in demand.
- # Despite the unpopularity, lard has a small niche market in Hong Kong.
  - C Food fried with lard is known to have more flavorful tastes. Thus a small portion of Hong Kong's population who are less health conscious, are expected to continue using lard over other cooking oils.

## MARKETING AND PROMOTION

- # Cooking oils have been frequently advertised on television, which is the most effective form of promotion in Hong Kong.
  - C Advertisements are mostly for Evergreen products.
  - C Mazola has also actively participated in television advertisements over the past two years.
  - C Dai Chong Hong, however, has not yet been active in promoting their cooking oils through television.
  
- # Supermarkets and department stores, in conjunction with the suppliers, offer discounts and specific packages as a form of promotion.
  - C Packages include “Buy three bottles, get one free”, and “buy a jug, get a bottle free” etc.
  
- # In the food service sector, there has not been specific promotion.
  - C Severe competition has resulted in price wars where most suppliers reduce prices to increase sales.
  
- # There are no promotional efforts for cooking fats in Hong Kong.

## RULES AND REGULATIONS

- # As Hong Kong is a free port, there are no import duties on cooking oils.
  
- # However, other regulations apply, as follows:
  - C A health certificate from the country of origin must be obtained to certify that
    - The products were manufactured and packed under proper hygienic conditions as approved by the origin country, and samples inspected by a method approved by that country.
  
- # The local health department will conduct sampling and analysis upon arrival of food and beverage shipments. Therefore appropriate correspondence between the importer and the health ministry is necessary.
  
- # Packaging requirements must comply with the Hong Kong Food and Drug Regulations, which includes proper labelling of item, ingredients, shelf-life, storage and care instructions, and other product specifications including volume and weight, and manufacturer's/packer's name and address.
  
- # Details of import regulations can be obtained from the Hong Kong government, Department of Health at Wu Chung House, 18th Floor, 213 Queen's Road East, Wanchai, Hong Kong.
  - C Also, the Health Department provides telephone hotline service for import regulations at (852) 2380-2580 and direct facsimile at (852) 2391-3973.

## RECOMMENDATIONS

### Cooking Oils

- # Hong Kong is import dependent on edible oils and has a number of local refineries/blending operations.
- # Rapeseed oils is the predominant oil (60%) which is usually mixed with other oils such as corn oil, peanut oil or sunflower oil. Canada dominates rapeseed oil supply.
- # Corn oil is a significant growth segment accounting for 16% of the market. Corn oil is perceived as better for health and the USA dominates supply.
- # Peanut oil has been steadily declining in demand. The US has been a leading supplier in 1992, but now China dominates.
- # Other oils such as sesame oil are commonly used in Chinese condiments and preserved vegetables. Olive oil, high in value, is for western cooking. Italy dominates the supply, though the USA is a minor participant.
- # Corn and peanut oils dominate the retail sector, whereas rapeseed oil mix dominates food service.

### Lards and Lard Oils

- # Lard is primarily imported from Canada and Taiwan and is mainly mixed with cooking oils, i.e., rapeseed oil and marketed for very specific Chinese food service applications.

## CONTACTS

**Health Department**

Hygiene Division  
Wu Chung House  
Queen's Road East  
Wanchai, Hong Kong  
Tel: (852) 29618807

**Customs and Excise  
Department**

8/F, Canton Road  
Government Offices  
393 Canton Road, Kowloon  
Hong Kong  
Tel: (852) 27332265

**Hong Kong Trade  
Development Council**

38th Floor Office Tower  
Convention Plaza  
1 Harbour Road, Wanchai  
Hong Kong  
Tel: (852) 25844333  
Fax: (852) 28240249

**Hong Kong Consumer  
Council**

Kah Wah Centre  
191 Java Road  
North Point  
Tel: (852) 28563113

**Agricultural Trade Office**

American Consulate General  
18<sup>th</sup> Floor, St. John's Building  
33 Garden Road, Hong Kong  
Tel: (852) 2841-2350  
Fax: (852) 2845-0943  
E-Mail: [ATOHongKong@fas.usda.gov](mailto:ATOHongKong@fas.usda.gov)  
Internet Homepage: <http://www.usconsulate.org.hk/ato>

**Hong Kong Food Council**

1/F CMA Building  
64-66 Connaught Road  
Central, Hong Kong  
Tel: (852) 25428600  
Fax:(852) 25414541

**Winner Food Products Ltd.**

Room 1103 Hong Kong & Shanghai  
Bank Building  
673 Nathan Road  
Kowloon, Hong Kong  
Tel: (852) 23960137  
Fax:(852) 23970826

**Lam Soon (HK) Ltd.**

Lam Soon Bldg  
21 Dai Fu St  
Tai Po Industrial Estate  
Tai Po, Hong Kong  
Tel: (852) 2680 3388

**Hop Hing Oils & Fats Ltd**

Tsuen Wan Exchange Building  
Tsuen Wan, Hong Kong  
Tel: (852) 24025038

**Dah Chong Hong Ltd**

8/F Kai Cheung Road  
Kowloon Bay, Hong Kong  
Tel: (852) 27683388  
Fax:(852) 27968838

**Park'n Shop Ltd**

Box 250 Shatin Post Office  
New Territories  
Hong Kong  
Tel: (852) 26068833  
Fax:(852) 26953664

**Wellcome Company Ltd**

ATL Centre  
Berth 3, Container Terminal  
Kwai Chung, Hong Kong  
Tel: (852) 24895888  
Fax:(852) 24899627

## CONTACTS

### List of Important Government Web Sites and E-Mail Addresses

Department	Web Site	E-Mail Address
Census and Statistics Department	<a href="http://www.info.gov.hk/censtatd/">http://www.info.gov.hk/censtatd/</a>	genenq@censtatd.gcn.gov.hk
Company Registry	<a href="http://www.info.gov.hk/cr/">http://www.info.gov.hk/cr/</a>	crenq@cr.gcn.gov.hk
Consumer Council	<a href="http://www.consumer.org.hk">http://www.consumer.org.hk</a>	cc@consumer.org.hk
Financial Secretary's Office Business and Services Promotion Unit	<a href="http://www.info.gov.hk/bspu/">http://www.info.gov.hk/bspu/</a>	bspuenq@bspu.gcn.gov.hk
Economic Services Bureau	<a href="http://www.info.gov.hk/esb">http://www.info.gov.hk/esb</a>	esbuser@esb.gov.hk
Trade and Industry Bureau	<a href="http://www.info.gov.hk/tib/">http://www.info.gov.hk/tib/</a>	--
Department of Health Headquarters	<a href="http://www.info.gov.hk/dh/index.htm">http://www.info.gov.hk/dh/index.htm</a>	dhenq@dh.gcn.gov.hk
Clinical Genetic Service	--	cgs@hk.super.net
Government Virus Unit	--	wllim@hk.super.net
Special Preventive Program	<a href="http://www.info.gov.hk/health/aids">http://www.info.gov.hk/health/aids</a>	aids@health.gcn.gov.hk
Industry Department	<a href="http://www.info.gov.hk/id">http://www.info.gov.hk/id</a>	industry@id.gcn.gov.hk
Trade Department	<a href="http://www/info.gov.hk/trade">http://www/info.gov.hk/trade</a>	dcsn@trade.gcn.gov.hk
Hong Kong Trade Development Council	<a href="http://www.tdc.org.hk">http://www.tdc.org.hk</a>	hktcd@tdc.org.hk