

# Market Fact Sheet

# Hong Kong

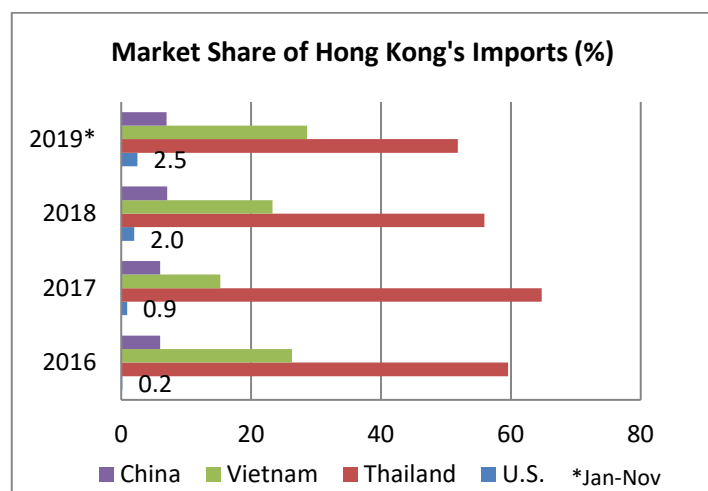
Updated January 2020

## General Information

Population: 7.2 million

Population Growth Rate: 0.29% per annum

Per Capita Rice Consumption: 106 lbs.



## Rice Trade Data (MT)

	2019*	2018	2017	2016
<b>U.S. Exports</b>	7,153	6,492	18,080	4,557
<small>Data Source: USDA GATS</small>				
<b>Total Imports</b>	284,848	326,125	335,000	330,000
<small>Data Source: USDA PSD Online</small>				

\*Jan-Nov

**U.S. Rice Imports (2019): Type and Form**  
98% MG milled; 1% LG milled; 1% brokens/other

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2016-2016
FAS Funds: MAP	5,000	15,000	15,000	15,000
FAS Funds: FMD	15,000	25,000	35,000	7,500
Industry Funds	3,000	4,000	2,000	2,000
<b>Total Budget Expenditure</b>	<b>23,000</b>	<b>44,000</b>	<b>52,000</b>	<b>24,500</b>

## Market Conditions

- Hong Kong produces no rice; it is all imported.
- There is a strong cultural preference for soft, long grain rice, best exemplified by Thai Jasmine.
- U.S. rice imports in 2017 were relatively robust due to more competitive prices and lagging imports from mainland China and Australia. Imports returned to more typical levels in 2018 and 2019.
- Large retailers are cutting out middlemen in sourcing rice.
- After Thai rice imports surged in 2017, market shares from Vietnam and China recovered in 2018 and 2019.
- New importers are looking for a reliable supply.
- Non-aromatics are making inroads in this high-value, cash market.

**Goals in this Market:** Increase the U.S. share of rice imports.

## Marketing Related Issues:

### 1. Constraints

Lack of awareness of U.S. rice and its attributes, more so among consumers.

### 2. Primary Target Group

Rice importers, their customers, and retailers.

### 3. Strategy

Continue to reinforce the high quality image of U.S. rice through trade servicing, food shows, etc.

### 4. Activities

Trade servicing and ATO sponsored activity participation.

## Major change(s) from last year going into this year's UES

Considering separating Hong Kong from the regional market China/HK in the current UES; could consider combining with Singapore as a regional market due to market similarities.