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Report Highlights:

Macau is a budding culinary destination in Asia and received over 39 million visitors in 2019. Macau registered food retail sales over US\$613 million and restaurant receipts of US\$1.47 billion. The fastest growing U.S. products included distilled spirits, spices, fruit and vegetable juices, coffee, poultry, fresh fruit, beef, nursery products, tree nuts, and food preparations. Macau's economic growth is expected to slow due to the worldwide coronavirus outbreak and travel restrictions within Asia. The Macau Government has launched multiple stimulus measures to help Macau residents and businesses cope with the adversity, and Macau's economy is expected to pick up in the latter half of 2020 when the coronavirus situation improves.

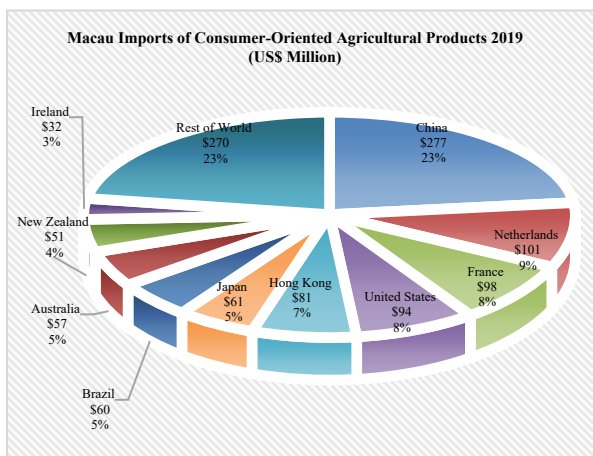
Market Fact Sheet: Macau

Executive Summary

Macau is located at the entrance of the Pearl River Delta, about 90 miles southeast of Guangzhou, China and 37 miles southwest of Hong Kong. It covers 12.7 square miles, around one-sixth the size of Washington, D.C. and has a population of 679,600. Macau's per capita GDP was over US\$79,977 in 2019, one of the highest in the world. Macau is a major tourist destination in Asia and welcomed over 39 million visitors in 2019. Due to limited arable land, essentially all food in Macau is imported. In 2019, imports of agricultural and related products reached US\$1.64 billion.

Imports of Consumer-Oriented Agricultural Products

Macau imports of Consumer-Oriented Agricultural Products reached US\$1.18 billion in 2019, or 72 percent of overall agricultural imports. The most popular imported products were dairy products, food preparations, fish products, wine and beer, distilled spirits, poultry, pork, fresh fruit, snack foods, and beef. China, the Netherlands, France, the United States, and Hong Kong were the top five suppliers, respectively.



Food Processing Industry

Land is limited and expensive in Macau. Therefore, the local food-processing sector is small. Imports of bulk and intermediate agricultural commodities in 2019 were US\$36.78 million and US\$103.47 million, respectively, together representing only 8.55 percent of agricultural imports.

Food Retailing Industry

In 2019, Macau's retail food sector sales rose 7.3 percent to US\$613 million. The Macau food retail market is made up of supermarkets, convenience stores, and traditional markets.

Food Service Industry

According to the latest figures (2018), Macau's food service sector sales reached US\$1.47 billion, 7 percent more than 2017. The Macau food service sector consists of Chinese restaurants, local-style cafes, western restaurants, Japanese and Korean restaurants, other Asian restaurants, fast food restaurants, coffee shops, bars and lounges, and cooked food stalls. Many of these food service outlets are located in hotels and casinos.

Quick Facts CY 2019

Imports of Consumer-Oriented Ag. Products

US\$1.18 billion

Top 10 Consumer-Oriented Ag. Imports

Dairy products, food preparations, fish products, wine and beer, distilled spirits, poultry, pork, fresh fruit, snack foods, and beef

Top Growth of Consumer-Oriented Ag. Imports

Distilled spirits, spices, fruit and vegetable juices, coffee, poultry, fresh fruit, beef, nursery products, tree nuts, and food preparations

Food Industry by Channels

Consumer-Oriented Ag. Products:

- Imports US\$1.18 billion
- Exports US\$30.85 million
- Net Imports US\$1.15 billion
- Retail food sales US\$613.11 million
- Restaurant receipts US\$1.47 billion (2018)

Tourism/Gaming

No. of hotels and guesthouses: 123

No. of casinos: 41

No. of tourists: 39.4 million

Gaming revenue: US\$36.24 billion

GDP/Population

Population: 679,600

GDP: US\$53.86 billion

GDP per capita: US\$79,977

Strengths/Weaknesses/Opportunities/Challenges

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> - Free and fast-growing market with affluent customers - U.S. products are perceived as high-quality products 	<ul style="list-style-type: none"> - Cost of shipment from the U.S. is high - Order size of importers is small
<i>Opportunities</i>	<i>Challenges</i>
<ul style="list-style-type: none"> - Macau customers are open to new products - Macau is a major trading tourist destination in Asia 	<ul style="list-style-type: none"> - Keen competition from other food supplying countries <p>Strengthening U.S. dollar will make U.S. products less price competitive</p>

Data and Information Sources: U.S. Census Bureau Trade Data, Nevada Gaming Control Board, Global Trade Data Monitor, Macao Financial Services Bureau, Macao Gaming Inspection, and Coordination Bureau, Macao Government Information Bureau, Macao Government Tourism Office, Macao Statistics and Census Service

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SECTION I. MARKET SUMMARY

Macau is located at the entrance of the Pearl River Delta, about 90 miles southeast of Guangzhou, China and 37 miles southwest of Hong Kong. It covers an area of 12.7 square miles¹, around one-sixth the size of Washington, D.C. and has a population of 679,600². Formerly a Chinese territory under Portuguese administration, Macau became a Special Administrative Region (SAR) of the People's Republic of China on December 20, 1999. Pursuant to a 50-year transition period, the Macau SAR (MSAR) maintains a high degree of autonomy in all matters except foreign, defense, and security affairs.

With its unique blend of European and Chinese cultures, Macau's economy is growing steadily with a per capita GDP at US\$79,977³ in 2019, one of the highest in Asia. Macau has enjoyed an influx of international investment over the last decade to develop its casino resorts as it is the only legal gambling site in China. The pace of its economic growth has far surpassed expectations. The gaming industry's gross revenue in 2019 amounted to US\$36.24 billion⁴, more than three times the total gaming revenue of Nevada⁵. Gaming by itself is the largest source of direct tax in Macau. The tax revenue from gaming represented around 80 percent⁶ of Macau's total revenue.

The Macau government intends to expand Macau's attraction as a tourist and leisure hub including the growth of hotels, family-friendly mega resorts, and accompanying hotel, restaurant, and institutional (HRI) outlets. Macau also looks to diversify into a multi-platform entertainment destination. Meetings, Incentives, Conferences, and Exhibitions (MICE) is another area that the Macau government is targeting for development.

U.S. Food and Beverage Exports to Macau⁷

Due to production limitations, virtually all of Macau's food requirements are imported. In 2019, Macau's total global imports of agricultural, food, and fisheries reached US \$1.64 billion. Among them, US \$1.18 billion, or 72 percent, were consumer-oriented agricultural products. The vast majority of Macau's imports were transshipped via Hong Kong as Macau lacks a deep-water port.

Outlook for 2020

Macau has a small population of 679,600 to support its food retail sales, which have grown steadily and reached US\$613 million in 2019. That is less than half the sales in the food service sector, valued at US\$1.47 billion (latest figure, 2018), supported by local residents and over 39 million tourists. Macau's economy is highly dependent on its tourism and gaming industries. World-wide travel restrictions due to the coronavirus outbreak are slowing Macau's economic growth and food demand. For the first 4 months of 2020, Macau's gaming revenue dropped by 69 percent year-on-year⁸. For the first quarter of

¹ Macao Government Information Bureau

² - Ditto -

³ Macao Statistics and Census Service

⁴ Macao Gaming Inspection, and Coordination Bureau

⁵ Nevada Gaming Control Board

⁶ Macao Financial Services Bureau

⁷ Global Trade Data Monitor

⁸ Macao Gaming Inspection, and Coordination Bureau

2020, Macau’s imports of consumer-oriented agricultural products reached US\$260 million⁹, representing a drop of 4.3 percent year-on-year.

In February, the Macau Government launched a series of measures involving aggregate financial support of up to Macau Patacas (MOP) 40 billion (US\$5 billion) to help Macau residents’ businesses cope with adversity brought on by the COVID-19 pandemic. The Macau Government has since created an additional MOP10 billion (US\$1.24 billion) fund¹⁰ to further expand its financial support. It is expected that Macau’s economy will gradually rebound in the latter half of 2020, when the coronavirus situation improves and regional travel resumes within Asia.

Table 1 – Major Advantages and Challenges in the Macau Market

Advantages	Challenges
Macau’s per capita GDP was over US\$79,977 in 2019, one of the highest in the world.	Order size of importers is small
Macau is a major tourist destination in Asia. In 2019, Macau received over 39 million tourists.	Strengthening U.S. dollar will make U.S. products less price-competitive.
U.S. food products enjoy an excellent reputation among Macau consumers and visitors, as they are renowned for high-quality and food safety standards.	Transportation time, costs, and product seasonality for U.S. food and beverage products to Macau can make them less competitive than products available from regional suppliers such as China, Australia, and New Zealand.
Macau is a quality and trend driven market, so price is not always the most important factor for food and beverage purchases.	The importance of Hong Kong as a transshipment point and buying center for Macau is not widely known to U.S. exporters.

SECTION II. EXPORTER BUSINESS TIPS

Importer Lists

ATO Hong Kong can provide a list of Macau importers to U.S. exporters. Please contact us at Atohongkong@fas.usda.gov for further information.

Language

Chinese and Portuguese are the official languages, Cantonese (the prominent Chinese dialect in South China) being most widely spoken. The official languages are used in government departments in all official documents and communications. English is generally used in trade, tourism, and commerce.

⁹ Global Trade Data Monitor

¹⁰ Macao Government Information Bureau

Travel Visa

Macau is an SAR of China with its own distinct customs and immigration border with three land border crossings to mainland China. U.S. passport holders do not need a visa to enter Macau, but do need a visa to enter mainland China. Many travelers like to visit Macau via Hong Kong, which is only 41 miles from Macau, and has more international flights. It takes about 1 hour by ferry from Hong Kong to Macau, and 40 minutes by bus over the Hong Kong-Zhuhai-Macau Bridge from Hong Kong port to Macau.

Legal System

Under the principle of “One country, two systems”, Macau’s legal system of the MSAR remains unchanged, belonging to the Romano-Germanic family of law.

Payment

Macau importers accept letters of credit, but after a trading relationship is established, may seek to obtain payment by open account to reduce transaction costs.

General Consumer Tastes and Preferences

Macau consumers are increasingly interested in healthy lifestyle products. Innovative products that offer sustainable production and nutritional value at a reasonable cost with convenient preparation are in demand. Consumers are also interested in food’s origin provenance and production background, both at retail and restaurant levels, and consider these aspects when making purchasing decisions.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

Being a Special Administrative Region of China, Macau maintains its food and agricultural import regulations that are separate from those of Mainland China (until 2049). For details, please refer to [GAIN Report #HK1921](#).

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

The retail and hotel, restaurant and institutional (HRI) sectors present the best opportunity for U.S. exporters. The food processing sector in Macau is insignificant and presents minimal opportunity for market development.

Food Retail Sector

In 2019, retail sales in Macau reached US\$9.56 billion, among them US\$613 million, or 6.3 percent, were goods in supermarkets. That represented a 7.3 percent growth compared with 2018.

“Supermarket/Department Stores” includes sales of supermarkets, convenience stores, and food and beverage sections at department stores. They are the modern grocery outlets that provide consumers with convenient and high-quality options. In addition to groceries, these stores are offering a more

comprehensive shopping experience with increased items of fresh food, bread and pastry, organic options, and hot takeout meals.

A. Supermarkets and Convenience Stores

Royal, San Miu, and ParknShop are the three largest supermarket chains in Macau. The largest convenience store chains are 7-Eleven and Circle K.

B. Traditional Markets – Wet Markets and Independent Grocery Stores

Traditional markets include wet markets and mom-and-pop shops. They are widespread throughout Macau. They are favored for daily, neighborhood shopping especially amongst an older consumer base. Due to size restrictions, many of these stores work with importers to buy smaller batches.

For more information on the Macau food retail sector, please refer to [GAIN Report HK2020-0023](#).

Hotel, Restaurant, and Institutional (HRI) Sector

Supported by inbound tourism and gaming resorts, Macau’s HRI sector has developed rapidly over the past two decades. With an average of over three million visitors each month, Macau’s world-class gaming resorts have pushed the demand for high-quality food ingredients to serve their guests and provide staff meals.

According to the latest statistics¹¹, a total of 2,345 restaurant and foodservice facilities were in operation in 2018, an increase of 39 facilities over 2017. The presence of 20 Michelin-starred restaurants¹² in Macau for 2019 bodes well for the HRI sector. Macanese food, which is a fusion of Portuguese, African, Southeast Asian, and Chinese cooking, is gaining international recognition, as is Macau as a culinary destination following an influx of internationally renowned restaurant brands and celebrity chefs.

Restaurant receipts amounted to US\$1.47 billion (MOP11.83 billion) in 2018, up by seven percent year-on-year, attributable to an increase in the number of food service outlets and steadily growing economy. Restaurant expenditures totaled US\$1.43 billion (MOP11.57 billion) and US\$527.37 million (MOP4.23 billion) of which, or 37 percent, was spent on purchases of goods.

Table 2: Receipts and Expenditures of Various Types of Restaurants in Macau in 2018 (US\$ million)¹³

	Number	Receipts	Expenditure
Chinese Restaurants	622	642	620
Local-style Cafes and Congee & Noodle Shops	858	305	299
Western Restaurants	210	157	160

¹¹ Restaurants and Similar Establishments Survey 2018, Macao Statistics and Census Service

¹² Michelin Guide Macau

¹³ Restaurants and Similar Establishments Survey 2018, Macao Statistics and Census Service

Japanese and Korean Restaurants	140	102	101
Other Asian Restaurants	106	45	47
Fast-food Restaurants	45	104	94
Coffee Shops	126	42	39
Bars & Lounges	34	10	15
Cooked Food Stalls	78	6	3
Others	126	53	55
Total	2,345	1,466	1,434

For more information on the Macau food service sector, please refer to [GAIN Report HK2020-0021](#).

Trends in Promotional/Marketing Strategies and Tactics

- Identification of key players - ATO Hong Kong can provide lists of importers, distributors, USDA commodity cooperators, and state/regional trade groups.
- Establishment of a presence in the market – test marketing and stakeholder education may be required prior to entry.
- Participate in or visit trade shows – Although Macau does not have large food and beverage trade shows, neighboring Hong Kong has an excellent reputation for hosting a dozen international food and beverage trade shows that attract buyers and importers from the region including Macau. In cooperation with cooperators and regional groups, the shows demonstrate the versatility of U.S. food products.
- Invite buyers to seminars and/or to the United States - ATO Hong Kong/ USDA cooperators organize seminars and trade missions to the United States to introduce U.S. products and U.S. exporters to Macau buyers.

SECTION V. AGRICULTURAL and FOOD IMPORTS

Due to land constraints, Macau produces a minimal amount of its food requirements, depending on global sources to meet most of its needs. Macau imports of Consumer-Oriented Agricultural Products reached US\$1.18 billion in 2019. Major suppliers included China (23%), the Netherlands (9%), France (8%), and the United States (8%).

Table 3 – Macau Imports of Consumer-Oriented Ag. Products (2015-2019)¹⁴
(Value in US\$ million)

Category	2015	2016	2017	2018	2019	Percentage of Gross Imports	Growth 19 v 18
Imports	1,138	1,034	1,077	1,178	1,182	100%	0.3%
Exports	24	44	91	70	31	3%	-56%
Net Imports	1,114	990	986	1,108	1,151	97%	13%

As seen at Table 3, Macau retained most of its food and beverage imports, partly for food retail consumption and more for their stronger food service sector, which includes their over 39 million tourists each year.

Table 4 – Top 10 Macau Imports of Consumer-Oriented Agricultural Products and Competition¹⁵

Product Category	Gross Import 2019		1st Supplier*	2nd Supplier*	U.S. Ranking*
	US\$ million	Quantity			
Dairy Products	230	22,259 tons	Netherlands (37%)	New Zealand (15%)	13 (0.7%)
Food Preps. & Misc. Bev	203	36,976 tons	China (24%)	Hong Kong (17%)	3 (9%)
Fish Products	183	30,738 tons	China (35%)	Japan (12%)	7 (4%)
Wine & Beer	140	21 million liters	France (57%)	Australia (10%)	6 (3%)
Distilled Spirits	111	1.9 million liters	China (41%)	France (38%)	5 (0.5%)
Poultry Meat & Prods. (ex. eggs)	80	32,221 tons	China (68%)	Brazil (17%)	3 (6%)
Pork & Pork Products	76	27,306 tons	Brazil (38%)	China (29%)	8 (3%)
Fresh Fruit	60	43,427 tons	China (24%)	U.S. (23%)	2 (23%)
Snack Foods NESOI	56	10,686 tons	Japan (30%)	China (24%)	8 (3%)
Beef & Beef Products	55	9,633 tons	U.S. (30%)	Brazil (29%)	1 (30%)

(* based on import value)

¹⁴ Global Trade Data Monitor

¹⁵ - Ditto -

**Table 5 – Best Growths of Macau’s
Imports of Consumer-Oriented Agricultural Products¹⁶**

Category	2015 (US\$ million)	2019 (US\$ million)	Average Annual Growth
Distilled Spirits	38	111	31%
Spices	0.9	2	20%
Fruit & Vegetable Juices	3	6	20%
Coffee	8	15	18%
Poultry Meat & Prods. (ex. eggs)	45	80	15%
Fresh Fruit	35	60	14%
Beef & Beef Products	33	55	14%
Nursery Products	5	8	11%
Tree Nuts	9	14	10%
Food Preps. & Misc. Bev	143	203	9%

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Post Contact

Agricultural Trade Office
 Consulate General of the United States
 Hong Kong and Macau
 18th Floor, St. John’s Building
 33 Garden Road, Central, Hong Kong
 Tel: (852) 2841-2350
 Fax: (852) 2845-0943
Email: Atohongkong@fas.usda.gov
Website: <http://www.usconsulate.org.hk>
<https://www.usfoods-hongkong.net>

Other Macau Government / Semi-Government Contacts

Macao Government Tourism Office

Alameda Dr. Carlos d'Assumpção, n.os 335-341
 Edifício "Hot Line", 12º andar, Macau
 Tel: (853) 2831-5566
 Fax: (853) 2851-0104

¹⁶ Global Trade Data Monitor

Email: mgto@macaotourism.gov.mo
Website: <http://www.macaotourism.gov.mo>

Macau Hotel Association

Tel: (853) 2870-3416
Email: mhacmo@macau.ctm.net
Website: <http://www.macauihotel.org>

The American Chamber of Commerce in Macau

Alameda Dr. Carlos d' Assumpção No 263
Edif. China Civil Plaza, 20 Andar, Macau SAR
Tel: (853) 2857-5059
Fax: (853) 2857-5060
Email: info@amcham.org.mo
Website: <http://www.amcham.org.mo>

Associação Comercial Geral dos Chineses de Macau

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Macao Trade and Investment Promotion Institute –IPIM

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Macau Importer and Exporter Association

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Website: <http://www.macauelexport.com>

Attachments:

No Attachments.