

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Food Service - Hotel Restaurant Institutional

**Country:** Macau

**Post:** Hong Kong

**Report Category:** Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

Macau's foodservice sector sales reached \$1.53 billion and fast growth food imports included distilled spirits, spices, meats, fresh fruit, food preparations, poultry meat, coffee, tea, and confectionery products. COVID-19 has adversely affected Macau's economic growth and food demand. Throughout 2020 the Macau government launched stimulus measures to help Macau residents and businesses cope with the economic adversity, which has helped outlets remain open as Macau's economy is already picking up in 2021 as the coronavirus situation improves.

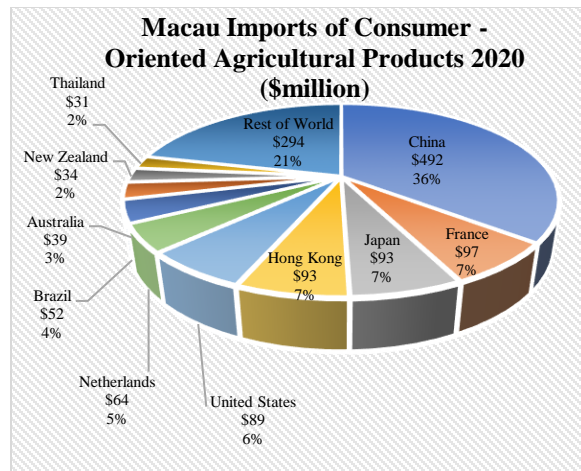
## Market Fact Sheet: Macau

### Executive Summary

Macau is located 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 683,100. Macau's per capita GDP was \$35,714 in 2020. Due to limited land, essentially all food in Macau is imported. In 2020, imports of agricultural and related products reached \$1.58 billion.

### Imports of Consumer-Oriented Agricultural

Macau imports of Consumer-Oriented Agricultural Products reached \$1.38 billion in 2020, or 87 percent of overall agricultural imports. The most popular imported products were dairy products, distilled spirits, seafood, bakery products, wines, non-alcoholic beverages, poultry meat, food preparations, pork, and fresh fruit. China, France, Japan, Hong Kong, and the United States were the top five suppliers.



### 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 2020 were \$37 million and \$101 million, respectively, together representing only 8.74 percent of overall agricultural imports.

### Food Service Industry

According to the latest figures (2019), Macau's food service sector sales reached \$1.53 billion, 4.1 percent more than 2018. The Macau food service sector is made up of Chinese restaurants, local-style cafes, western restaurants, Japanese and Korean restaurants, other Asian restaurants, coffee shops, fast food

restaurants, bars and lounges, and cooked food stalls. Many of these food service outlets are located in hotels and casinos. Macau has over 120 hotels and guesthouses, and 39 casinos. Major Five-Star hotels include: Altira, Four Seasons Hotel, Sands, Grande Lisboa, the Venetian Macau, Legend Palace, Wynn, Lisboa, Wynn Palace, MGM Macau, MGM Cotai, New Orient Landmark, Hotel Okura Macau.

### Quick Facts CY 2020

**Population:** 683,100      **GDP:** \$24.3 billion  
**GDP per capita:** \$35,714

**Imports of Consumer-Oriented Ag. Products**  
 \$1.38 billion

### Top 10 Consumer-Oriented Ag. Imports

Dairy products, distilled spirits, seafood, bakery products, wines, non-alcoholic beverages, poultry meat, food preparations, pork, and fresh fruit

### Top Growth of Consumer-Oriented Ag. Imports

Distilled spirits, spices, meats, fresh fruit, food preparations, poultry meat, coffee, tea, and confectionery products

### Food Industry by Channels

#### Consumer-Oriented Ag. Products:

- Imports \$1.38 billion
- Exports \$44 million
- Net Imports \$1.33 billion
- Retail food sales \$644 million
- Restaurant receipts \$1.53 billion (2019)

### Tourism/Gaming

No. of hotels and guesthouses: 120  
 No. of casinos: 39  
 No. of tourists: 5.9 million  
 Gaming revenue: \$7.56 billion

### Strengths/Weaknesses/Opportunities/Challenges

| <i>Strengths</i>   | <i>Weaknesses</i>  |
|--|--|
| <ul style="list-style-type: none"> <li>- Free and fast-growing market with affluent customers</li> <li>- U.S. products are perceived as high-quality products</li> </ul> | <ul style="list-style-type: none"> <li>- Cost of shipment from the U.S. is high</li> <li>- Order size of importers is small</li> </ul> |
| <i>Opportunities</i>   | <i>Challenges</i>  |
| <ul style="list-style-type: none"> <li>- Macau's economy is set to rebound quickly as global pandemic situation improves</li> </ul>                                      | <ul style="list-style-type: none"> <li>- Keen competition from other food supplying countries</li> </ul>                               |

## **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 miles<sup>1</sup>, around one-sixth the size of Washington, D.C. and has a population of 683,100<sup>2</sup>. 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.

The Macau government plans to expand Macau's attraction as a tourist and leisure hub including the growth of hotels, family-friendly mega resorts, and accompanying 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 long-term development.

### **Macau's Food and Beverage Imports<sup>3</sup>**

Due to production limitations, virtually all of Macau's food requirements are imported. In 2020, Macau's total global imports of agricultural, food, and fisheries reached \$1.58 billion. Among them, \$1.38 billion, or 87 percent, were consumer-oriented agricultural products<sup>4</sup>. The vast majority of Macau's imports were transhipped via Hong Kong as Macau lacks a deep-water port.

### **Hotel, Restaurant, and Institutional (HRI) Sector**

According to the latest statistics<sup>5</sup>, a total of 2,419 restaurant and foodservice facilities were in operation in 2019, an increase of 76 facilities over 2018. The presence of 18 Michelin starred restaurants<sup>6</sup> in Macau 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 \$1.53 billion (MOP12.24 billion) in 2019, up by 4.1 percent year-on-year, attributable to an increase in the number of food service outlets and steadily growing economy. Restaurant expenditures totaled \$1.49 billion (MOP 11.88 billion) and \$533 million (MOP 4.26 billion) of which, or 36 percent, was spent on purchases of goods.

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<sup>1</sup> Macao Statistics and Census Service

<sup>2</sup> - ditto -

<sup>3</sup> Global Trade Data Monitor

<sup>4</sup> Consumer Oriented Agricultural Products (including seafood products, excluding tobacco products)

<sup>5</sup> Restaurants and Similar Establishments Survey 2019, Macao Statistics and Census Service

<sup>6</sup> Michelin Guide Macau

**Table 1: Receipts and Expenditures of  
Various Types of Restaurants in Macau in 2019 (\$million)<sup>7</sup>**

|   | <b>Number</b> | <b>Receipts</b> | <b>Expenditure</b> |
|---|---------------|-----------------|--------------------|
| Chinese Restaurants                         | 671           | 676             | 657                |
| Local-style Cafes and Congee & Noodle Shops | 896           | 337             | 329                |
| Western Restaurants                         | 191           | 154             | 154                |
| Japanese and Korean Restaurants             | 145           | 110             | 109                |
| Fast-food Restaurants                       | 47            | 45              | 47                 |
| Other Asian Restaurants                     | 110           | 103             | 87                 |
| Coffee Shops                                | 120           | 40              | 37                 |
| Bars & Lounges                              | 34            | 9               | 14                 |
| Cooked Food Stalls                          | 78            | 5               | 3                  |
| Others                                      | 127           | 49              | 49                 |
| <b>Total</b>                                | <b>2,419</b>  | <b>1,530</b>    | <b>1,485</b>       |

### **COVID-19**

Macau's economy is highly dependent on tourism and gaming industries. World-wide travel restrictions due to COVID-19 outbreak have slowed down Macau's economic growth and food demand. The gaming industry's gross revenue dropped from \$36.6 billion in 2019 to \$7.56 billion in 2020<sup>8</sup>, whereas Macau per capita GDP dropped from \$81,893 in 2019 to \$35,714 in 2020<sup>9</sup>, a decrease of 79 percent and 56 percent, respectively. Macau's imports of consumer-oriented agricultural products were less seriously affected, and reached \$1.38 billion in 2020, a decrease of 12 percent over 2019.

### **Outlook for 2021**

In 2020, the Macau Government launched a series of measures involving aggregate financial support of up to MOP50 billion (\$6.25 billion)<sup>10</sup> to help Macau residents and businesses cope with adversity brought on by the COVID-19 pandemic. The Macau Government plans to spend another MOP29.2 billion (\$3.65 billion)<sup>11</sup> in 2021 on cash handouts, domestic spending facilitation, vocational training, tax incentives, and allowances to further enhance the financial support leading to signs of recovery. For the first three months of 2021, Macau's import of consumer-oriented agricultural products reached \$362 million, an increase of 7.8 percent over the same period in 2020. The number of visitors has also

<sup>7</sup> Restaurants and Similar Establishments Survey 2019, Macao Statistics and Census Service

<sup>8</sup> - ditto -

<sup>9</sup> Macao Government Tourism Office

<sup>10</sup> Macao Government Information Bureau

<sup>11</sup> - ditto -

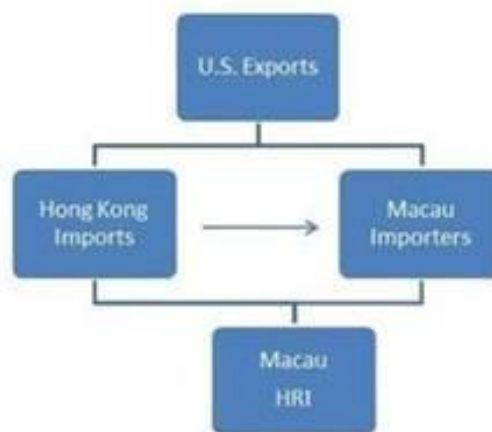
resumed growth. For the months of February and March 2021, the number of visitors reached over 427,000 and 754,000, an increase of 173 percent and 255 percent over 2020. It is expected that Macau's economy will grow more quickly in the latter half of 2021 when the coronavirus situation further improves.

**Table 2 – Major Advantages and Challenges in the Macau Markets**

| Advantages  | Challenges   |
|---|--|
| Macau's economy is set to rebound quickly as global pandemic situation improves.  | Order size of importers is small   |
| 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. ROAD MAP FOR MARKET ENTRY

### Market Structure



### Entry Strategy

Food and beverage suppliers from the United States seeking to enter the Macau food service market will need to work primarily with importers in Hong Kong who are engaged in the Macau market and have good connections with Macau's HRI sector and distribution network. U.S. exporters may also work directly with Macau's food importers. Hong Kong is the primary trading partner for consumer-oriented

products and many U.S. suppliers develop long-term relationships with Hong Kong buyers who provide effective linkages to Macau.

To enter the Macau market, some strategies and tactics to consider include:

- 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.
- Invitation to foodservice buyers to seminars and/or to the U.S. - ATO Hong Kong/ USDA cooperators organize seminars and trade missions to the U.S. to introduce U.S. products and U.S. exporters to Macau buyers.

**A list of hotels in Macau:**

<http://www.macauhotel.org/hotel>

**A list of restaurants in Macau:**

[http://cn.macautourism.gov.mo/dining/restaurant\\_list.php?dish=](http://cn.macautourism.gov.mo/dining/restaurant_list.php?dish=)

**A list of Macau food and beverage traders:**

[http://www.macauexport.com/english/members\\_list.php?category\\_id=11](http://www.macauexport.com/english/members_list.php?category_id=11)

**SECTION III. COMPETITION**

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 \$1.38 billion in 2020. Major suppliers included China (36%), France (7%), Japan (7%), Hong Kong (7%), and the United States (6%).

**Table 3 – Macau Imports of Consumer-Oriented Ag. Products (2016-2020)<sup>12</sup>**  
(Value in \$million)

| Category    | 2016  | 2017  | 2018  | 2019  | 2020  | Percentage of Gross Imports | Growth 20 v 19 |
|-------------|-------|-------|-------|-------|-------|-----------------------------|----------------|
| Imports     | 1,303 | 1,386 | 1,530 | 1,564 | 1,378 | 100%                        | -12%           |
| Exports     | 50    | 96    | 74    | 35    | 44    | 3%                          | +27%           |
| Net Imports | 1,253 | 1,290 | 1,456 | 1,529 | 1,334 | 97%                         | -13%           |

<sup>12</sup> Global Trade Data Monitor

**Table 4 – Top 10 Macau Imports of Consumer-Oriented Agricultural Products and Competition**<sup>13</sup>

| Product Category                 | Gross Import 2020 |                    | 1st Supplier*     | 2nd Supplier*     | U.S. Ranking* |
|----------------------------------|-------------------|--------------------|-------------------|-------------------|---------------|
|                                  | \$million         | Quantity           |                   |                   |               |
| Dairy Products                   | 166               | 20,038 Tons        | Netherlands (31%) | New Zealand (16%) | 17 (1%)       |
| Distilled Spirits                | 160               | 1.9 million Liters | China (67%)       | U.K. (15%)        | 5 (0.2%)      |
| Seafood Products                 | 131               | 26,496 Tons        | China (44%)       | Japan (11%)       | 8 (3%)        |
| Bakery Products                  | 123               | 24,855 Tons        | China (40%)       | Hong Kong (24%)   | 10 (1%)       |
| Wine & Related Products          | 96                | 4.7 million Liters | France (63%)      | Australia (9%)    | 5 (4%)        |
| Non-Alcoholic Beverages          | 93                | 88 million Liters  | China (58%)       | Hong Kong (23%)   | 8 (1%)        |
| Poultry Meat & Prods. (ex. eggs) | 77                | 29,112 Tons        | China (70%)       | Brazil (15%)      | 3 (5%)        |
| Soup & Other Food Preparations   | 76                | 7,392 Tons         | U.S. (32%)        | Hong Kong (13%)   | 1 (32%)       |
| Pork & Pork Products             | 67                | 22,723 Tons        | Brazil (39%)      | China (23%)       | 6 (4%)        |
| Fresh Fruit                      | 66                | 47,709 Tons        | China (36%)       | U.S. (14%)        | 2 (14%)       |

(\* based on import value)

#### SECTION IV. BEST PROSPECTS PRODUCT CATEGORIES

**Table 5 – Best Growths of Macau’s Imports of Consumer-Oriented Agricultural Products**<sup>14</sup>

| Category               | 2016 (\$million) | 2020 (\$million) | Average Annual Growth |
|------------------------|------------------|------------------|-----------------------|
| Distilled Spirits      | 51               | 160              | 33%                   |
| Spices                 | 4                | 8                | 18%                   |
| Meat                   | 12               | 20               | 13%                   |
| Fresh Fruit            | 40               | 66               | 13%                   |
| Food Preparations      | 47               | 76               | 13%                   |
| Poultry Meat           | 48               | 77               | 13%                   |
| Coffee                 | 8                | 12               | 11%                   |
| Tea                    | 6                | 9                | 9%                    |
| Confectionery Products | 19               | 26               | 9%                    |
| Bakery Products        | 96               | 123              | 6%                    |

<sup>13</sup> Global Trade Data Monitor

<sup>14</sup> - ditto -

## **SECTION V. KEY CONTACTS AND FURTHER INFORMATION**

### **Post Contact**

Agricultural Trade Office  
Consulate General of the United States  
Hong Kong and Macau  
18<sup>th</sup> Floor, St. John's Building  
33 Garden Road, Central, Hong Kong  
Tel: (852) 2841-2350  
Fax: (852) 2845-0943

**Email:** [Atohongkong@fas.usda.gov](mailto:Atohongkong@fas.usda.gov)  
**Website:** <http://www.usconsulate.org.hk>  
<https://www.atohongkong.com.hk>

### **Other Macau Government / Semi-Government Contacts**

#### **Macao Government Tourism Office**

Alameda Dr. Carlos d' Assumpção, nos 335-341  
Edifício "Hot Line", 12º andar, Macau  
Tel: (853) 2831-5566  
Fax: (853) 2851-0104  
Email: [mgt@macaotourism.gov.mo](mailto:mgt@macaotourism.gov.mo)  
Website: <http://dataplus.macaotourism.gov.mo/>

#### **Macao Hotel Association**

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

#### **The American Chamber of Commerce in Macau**

Alameda Dr. Carlos d' Assumpção No. 263  
China Civil Plaza, 19 Andar, Macau SAR  
Tel: (853) 2857-5059  
Email: [info@amcham.org.mo](mailto:info@amcham.org.mo)  
Website: <http://www.amcham.org.mo>

#### **Associação Comercial Geral dos Chineses de Macau**

Rua de Xangai 175, Ed. ACM. 5, Macau  
Tel: (853) 2857-6833  
Fax: (853) 2859-4513  
Email: [acmmcc@macau.ctm.net](mailto:acmmcc@macau.ctm.net)  
Website: <http://www.acm.org.mo/index.php/en>



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Fax: (853) 2859-0309

Email: [ipim@ipim.gov.mo](mailto:ipim@ipim.gov.mo)

Website: <https://www.ipim.gov.mo>

**Macao Importer and Exporter Association**

Av. do Infante D. Henrique No. 60-62, 3o andar, Centro Comercial Central, Macau

Tel: (853) 2855-3187, (853) 2837-5859

Fax: (853) 2851-2174

Email: [aeim@macau.ctm.net](mailto:aeim@macau.ctm.net)

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

**\*Data and Information Sources:** Global Trade Data Monitor, Macao Gaming Inspection and Coordination Bureau, Macao Government Information Bureau, Macao Government Tourism Office, Macao Statistics and Census Service

**Attachments:**

No Attachments.