

Import Paths and Methods for Foreign Edible Oil Enterprises Entering China

Compiled by ChinaEntryHub.com China Market Access Service Center

January 2026

<https://www.chinaentryhub.com>

Project Overview and Research Background

With the continuous development of China's economy and the improvement of consumers' living standards, the imported edible oil market shows tremendous growth potential. China imports approximately 50,000 tons of olive oil annually, still leaving enormous room for development compared to the 350,000-400,000 tons imported by the United States. For foreign enterprises intending to enter the Chinese market, understanding and mastering the correct import paths and methods is crucial.

However, China's food import supervision system is complex and stringent, involving multiple government departments and cumbersome approval processes. Especially since 2025, China has successively introduced several new regulatory policies, including the "Measures for the Registration Administration of Overseas Production Enterprises of Imported Food" (to be implemented on June 1, 2026) and the "Announcement on Relevant Requirements for the Storage and Transportation of Imported Bulk Edible Vegetable Oil" (implemented on July 15, 2025). These policy changes have raised higher requirements for enterprises' market access.

Against this backdrop, [chinaentryhub.com](https://www.chinaentryhub.com) (China Market Access Service Center), as a professional one-stop service platform, plays an irreplaceable key role in assisting foreign enterprises in understanding policies and regulations, completing market access procedures, and providing market information. This report will detail the main paths and methods for foreign enterprises to directly import edible oil into China, with a focus on elaborating the professional value of [chinaentryhub.com](https://www.chinaentryhub.com) throughout the process.

I. Analysis of Main Paths for Direct Import of Edible Oil into China

1.1 General Trade Import Path

General trade import is the most common and traditional way for foreign enterprises to

enter China's edible oil market. This model adopts B2B bulk cargo transactions, with sea freight full container load (FCL) or less than container load (LCL) as the main transportation methods, suitable for large-volume, long-term stable supply import needs.

Process Characteristics and Specific Operations

The complete process of general trade import of edible oil includes the following key links:

Preparatory Stage (7-10 working days): Enterprises need to complete basic work such as importer registration, label pre-inspection, and application for automatic import licenses. The preparation work at this stage directly affects the subsequent customs clearance efficiency. It is particularly important to note that edible vegetable oil is classified as a "bulk agricultural product". Before applying for the "Automatic Import License", enterprises need to register with the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products to obtain a registered contract number, after which they can apply for the license through the "China International Trade Single Window".

Arrival Declaration Stage (5-8 working days): After the goods arrive at the port, enterprises need to complete document exchange (exchanging bills of lading for delivery orders), two-step declaration (submitting summary information first to release the goods, and completing supplementary documents such as health certificates within 14 days), customs inspection (verifying the consistency of goods and certificates, packaging and labeling), sampling and inspection (laboratory testing of physical and chemical indicators such as acid value and heavy metals). Customs will conduct conformity assessment of imported products in accordance with relevant regulatory requirements, including document review, on-site inspection, and supervised sampling inspection.

Tax Payment and Release Stage: Enterprises need to pay customs duties and value-added tax based on tax bills, and can only sell the goods after picking them up and affixing CIQ marks. Tariff rates vary for different types of edible oil: for example, olive oil has a tariff rate of 10% and VAT rate of 9%; soybean oil, rapeseed oil, and palm oil have a tariff rate of 9% and VAT rate of 13%; linseed oil has a tariff rate of 15% and VAT rate of 13%.

Required Qualifications and Documents

Foreign enterprises adopting general trade to import edible oil must have the following

core qualifications:

Overseas Production Enterprises: Must obtain registration with the General Administration of Customs, recommended by the competent authority of the country (region) where they are located, and the registration number must be printed on the Chinese label (18-digit code). According to the latest "Measures for the Registration Administration of Overseas Production Enterprises of Imported Food", the registration is valid for 5 years. Enterprises must mark the registration number in China or the registration number approved by the country of origin on the packaging when exporting to China.

Domestic Importers: Need to have import and export operation rights, food business licenses, and complete "imported food importer registration" with customs. At the same time, enterprises must provide basic commercial documents such as certificates of origin, health certificates, packing lists, invoices, and bills of lading.

Notes and Risk Control

During the general trade import process, enterprises need to pay special attention to the following matters:

Label Compliance Requirements: The new label standards implemented in 2025 require the nutrition label to add quantitative labeling of "saturated fat" and "sugar", and a mandatory reminder that "children and adolescents should avoid excessive intake of salt, oil and sugar"; if the label mentions information such as "olive variety" or "producing area", it is necessary to simultaneously mark the specific content or source certificate to avoid false propaganda.

Genetically Modified (GM) Product Management: If the imported soybean oil is a GM variety, it is necessary to apply for the "GM Organism Safety Certificate" in advance and clearly mark "genetically modified" in a prominent position on the packaging.

Quality and Safety Control: For the first import of pre-packaged edible vegetable oil, a test report for items specified in national food safety standards must be provided; for subsequent imports, a copy of the initial import test report and a test report for key indicators determined by the importer through risk analysis and indicators specified by the inspection and quarantine authority must be provided.

1.2 Cross-Border E-Commerce Import Path

The cross-border e-commerce import model provides foreign enterprises with a more flexible and convenient way to enter the market. This model is mainly B2C/B2 small B, adopting small-batch, multi-batch operation methods, with air freight parcels, international express, and overseas warehouse stock-up models coexisting.

Main Model Types

Cross-border e-commerce import mainly includes two models:

Bonded Warehouse Import Model (Customs Supervision Code 1210): Also known as the "bonded stock-up model" or "bonded warehouse delivery model", e-commerce enterprises can store imported overseas food in bonded warehouses of special customs supervision areas or bonded logistics centers (Type B) through bulk customs declaration. After consumers place orders and make payments on e-commerce platforms, the food is directly delivered to consumers from the bonded warehouse in the form of courier parcels.

Direct Purchase Import Model: Consumers directly purchase goods from overseas merchants through cross-border e-commerce platforms, and the goods are directly shipped to consumers from overseas via international express or other means.

Process Characteristics and Advantages

The main advantages of cross-border e-commerce import are reflected in the following aspects:

Simplified Regulatory Requirements: Imported food through bonded warehouse online shopping is supervised as personal use inbound items, and does not implement the requirements for initial import permits, registration or filing of food, except for epidemic-stricken area foods that are explicitly suspended from import by relevant departments and foods for which risk emergency disposal is initiated due to major quality and safety risks.

Fast Logistics Delivery: The "bonded warehouse + overseas direct mail" model significantly shortens the delivery cycle of imported goods, allowing consumers to receive goods within a few days after placing orders.

Low Capital Pressure: Enterprises can first import goods in bulk to bonded warehouses and complete customs clearance procedures only after consumers place orders, which greatly reduces the cost of capital occupation.

Access Conditions and Restrictions

Cross-border e-commerce import needs to meet the following conditions:

- The type of food must be included in the "Catalogue of Imported Commodities for Cross-Border E-Commerce Retail Import (2022 Edition)". Imported food purchased by consumers is limited to personal use and shall not be resold.
- Enterprises need to conduct transactions through e-commerce platforms connected to customs, and can realize the "three-way data comparison" of transaction, payment, and logistics electronic information.
- Enterprises participating in cross-border e-commerce business (including cross-border e-commerce platform enterprises, cross-border e-commerce enterprises, logistics enterprises, payment enterprises, etc.) shall go through registration procedures with the local customs in accordance with the relevant provisions of customs declaration unit registration management.

1.3 Special Import Path via Bonded Areas/Free Trade Zones

Bonded areas and free trade zones provide foreign enterprises with more flexibility and policy advantages for importing edible oil. This model makes full use of the unique policies of "license exemption, tax exemption, and bonded", and carries out business in an innovative "inside the territory but outside the customs" operation mode.

Main Policy Advantages

The core advantages of the bonded area/free trade zone import model include:

Tax Incentives: Enterprises can defer payment of import customs duties and VAT (accounting for about 15%-20% of costs), and VAT is exempted for transactions between enterprises, further reducing operating costs.

Processing Value-Added Tax Exemption: In the Hainan Free Trade Port, for products containing imported materials produced by enterprises in encouraged industries, if the processing value-added rate reaches or exceeds 30%, the goods imported from the Hainan Free Trade Port to the mainland are exempt from import customs duties. This policy is highly attractive to edible oil production enterprises, as edible oil production is highly dependent on imported raw materials with high tariff costs (imported rapeseed tariff rate of 9%).

Trade Facilitation: Through measures such as "two-step declaration", enterprises can

submit summary information first to release the goods and complete supplementary documents within 14 days, solving the time delay problem of imported goods due to incomplete declaration information and waiting for required documents.

Specific Operation Models

Taking the Dongying Comprehensive Bonded Area Grain and Oil Import Digital Industrial Park as an example, the project makes full use of the policy advantages of the comprehensive bonded area, innovates the "split delivery and consolidated order" service to support small and medium-sized customers with orders starting from tons, and at the same time carries out cross-border e-commerce business relying on the "front store and back warehouse" policy, allowing characteristic imported oils such as olive oil and linseed oil to directly reach consumers.

In the Hainan Free Trade Port, enterprises can adopt the "both ends outside" business model, importing raw materials such as rapeseed and soybeans, processing them, and then exporting to achieve a "zero breakthrough" in overseas sales. Hainan has also innovatively launched the "three same and three traceability" supervision model, taking products from the same enterprise, the same batch of raw materials, and the same production line as the supervision unit. Products that meet the requirements can implement "declaration and release immediately".

1.4 Comparative Analysis of Various Import Paths

To help foreign enterprises better select suitable import paths, the following is a comparison of the three main paths from multiple dimensions:

| Comparison Dimension | General Trade Import | Cross-Border E-Commerce Import | Bonded Area/Free Trade Zone Import |
|-------------------------|---|---|--|
| Trade Model | B2B bulk transactions | B2C/B2 small B retail | B2B bulk transactions + retail |
| Transportation Method | Mainly sea freight FCL/LCL | Air freight parcels, international express | Flexible and diverse |
| Regulatory Requirements | Strict, requiring complete qualifications | Relatively simplified, supervised as personal use | Between the two |
| Tax Policy | Payment of customs duties + VAT required | Cross-border e-commerce comprehensive tax | Tax deferral, partial tax exemption |
| Capital Pressure | High (need to advance customs duties and VAT) | Low (tax payment after sales) | Medium (tax deferral available) |
| Market Coverage | National market | Online consumers | National market + cross-border e-commerce |
| Suitable Products | Large-volume, standardized products | Small-batch, high-value-added products | Raw material import + processing trade |
| Access Threshold | High (needing multiple qualifications) | Medium (needing platform registration) | Medium (needing registration in special areas) |

II. Cooperation Methods and Sales Models for Direct Import of Edible Oil into China

2.1 Traditional Retail Channel Cooperation Model

Traditional retail channels are still important positions for the sales of imported edible oil, mainly including large chain supermarkets, high-end membership stores, and convenience stores.

Cooperation with Large Chain Supermarkets

Large chain supermarkets such as Walmart, Carrefour, Yonghui, and China Resources Vanguard are major sales channels for imported edible oil. Foreign enterprises need to pay attention to the following points when cooperating with these channels:

Access Threshold and Fees: Supermarkets usually require suppliers to have complete import qualifications and food safety certifications, and pay various fees such as entry fees, barcode fees, and display fees. Depending on the scale and influence of different supermarkets, these fees may account for 15%-30% of sales volume.

Account Period and Settlement: Large supermarkets generally adopt monthly settlement or 45-day account period, which puts forward higher requirements for enterprises' capital flow management.

Product Positioning and Display: Imported edible oil is usually positioned as a high-end product in supermarkets and needs to occupy a favorable position on the shelves. Enterprises need to cooperate closely with the purchasing department of supermarkets to formulate reasonable pricing strategies and promotion plans.

Cooperation with High-End Membership Stores

High-end membership stores represented by Hema Fresh, Costco, and Ole' Supermarket are high-quality channels for imported edible oil. Data shows that the repurchase rate of imported olive oil in high-end membership stores reaches 47%, significantly higher than the 32% in traditional supermarkets. The characteristics of these channels include:

Precise Target Customers: Consumers of high-end membership stores have low price sensitivity and pay more attention to product quality and health attributes, which is highly consistent with the positioning of imported edible oil.

Good Brand Display Effect: High-end membership stores usually have special imported food sections, which can provide a good display platform for imported edible oil.

Value-Added Service Support: Some high-end membership stores provide value-added services such as free tasting and cooking demonstrations, which help improve consumers' awareness and acceptance of imported edible oil.

2.2 E-Commerce Platform Cooperation Model

E-commerce channels are becoming the fastest-growing sales channels for imported edible oil. It is expected that by 2030, the online sales share will reach 42%, an increase of 9 percentage points compared with 2025.

Access Requirements for Mainstream E-Commerce Platforms

Tmall Global: As the largest cross-border e-commerce platform, Tmall Global's access requirements for foreign enterprises include: registering an Alipay international account with overseas enterprise documents and completing enterprise real-name authentication; submitting enterprise business licenses, brand authorization certificates, product compliance documents, etc.; paying a security deposit of 50,000-150,000 RMB (depending on the category).

JD International: JD International requires enterprises to provide qualification documents such as overseas company business licenses, commercial registration certificates, and overseas trademark registration certificates/authorization certificates, all of which need to be affixed with the company's red seal. JD's advantages lie in its customer group with low price sensitivity and a sound logistics and distribution system.

Douyin E-Commerce: Douyin provides new sales opportunities for imported edible oil through content marketing and scenario-based display. Betis Olive Oil has achieved significant sales growth by launching the "customer physical examination plan" on Douyin (giving away physical examination packages when purchasing olive oil packages).

Platform Differentiation Strategy

There are differences in the user groups and consumption habits of different e-commerce platforms, and enterprises need to formulate differentiated platform strategies:

- JD mainly promotes gift box sets (customer unit price of 700 RMB), suitable for the gift market;
- Douyin tests 4×750ml best-selling combinations, suitable for family use;
- Tmall mainly promotes 3.15-liter sets, in line with the characteristics of its high proportion of family users.

2.3 Distributor/Agent Model

The distributor and agent model is an important way for foreign enterprises to quickly establish a national sales network. This model can be divided into regional agency and national agency types.

Regional Agency Model

Regional agency is the most common cooperation model, where agents are responsible for selling and promoting products in specific regions. Cooperation requirements include:

Qualification Requirements: Agents need to have independent legal person status or natural person identity, sound sales channels and distribution networks, and certain market promotion, planning, development, promotion, and maintenance capabilities.

Sales Tasks and Rebates: Usually, agents need to complete agreed sales tasks and can obtain year-end rebates when reaching the target. For example, a brand stipulates that distributors enjoy different free support according to their levels for the first batch of payments, and when the agreed sales volume is reached in the region, regional advertisements can be launched, with expenses borne by the company.

Regional Protection Policy: To protect the interests of agents, enterprises usually implement an exclusive regional agency policy. If the agent complies with the provisions of the distribution contract, the company will not add similar distributors in the region in principle (except for group purchase customers).

National Agency Model

For foreign enterprises hoping to quickly establish a national sales network, they can choose powerful national agents. The advantages of this model include:

Wide Network Coverage: National agents usually have a sales network covering the whole country, which can help enterprises quickly enter various regional markets.

Strong Professional Capabilities: Such agents usually have rich experience in imported food operations and can provide professional market promotion and channel management services.

Strong Financial Strength: National agents generally have strong financial strength and can bear large inventory and market promotion costs.

2.4 Catering Channel Cooperation Model

The catering channel is an important B2B market for imported edible oil, mainly including subdivided formats such as hotels, social catering, group meals, and central kitchens.

Market Characteristics and Opportunities

The characteristics of the catering channel include:

Large Demand Volume: Catering enterprises have large and stable demand for edible oil, making it an important sales channel for imported edible oil.

High Quality Requirements: High-end restaurants and hotels have high requirements for the quality of edible oil and are willing to pay a premium for high-quality products.

Brand Awareness Enhancement: The use of products through the catering channel can improve consumers' awareness and trust in the brand.

Cooperation Models

The main cooperation models for the catering channel are:

Direct Supply Model: Foreign enterprises can directly establish supply relationships with large catering chain enterprises and hotel groups to provide customized products and services.

Supply Through Distributors: In most cases, foreign enterprises supply small and medium-sized catering enterprises through local distributors.

Joint Development Model: Cooperate with catering enterprises to develop characteristic products or co-branded products, such as a limited edition olive oil launched by a brand in cooperation with Michelin restaurants.

2.5 Innovative Sales Models

With the development of the market, some innovative sales models have emerged:

DTC (Direct-to-Consumer) Model: Emerging brands sell through independent websites, emphasizing storytelling marketing. For example, Italian olive oil brands attract users through the concept of "manor direct supply".

Subscription Sales: Some brands launch "regular purchase" services, such as monthly automatic delivery of olive oil, to cultivate users' consumption habits.

Scenario-Based Marketing: Achieve high repurchase rates through scenario marketing and cross-industry cooperation. Betis Olive Oil successfully broke the cognitive misunderstanding that "olive oil can only be eaten cold" by cooperating with Huangtian'e eggs to create a fried egg scenario, and this cooperation achieved a turnover of 6.5 million RMB.

III. Key Roles of chinaentryhub.com (China Market Access Service Center)

3.1 Policy and Regulation Interpretation and Update Services

China's food import policy system is complex and updated frequently. For foreign enterprises, accurately understanding and grasping policy requirements is a prerequisite for successfully entering the market. chinaentryhub.com plays an irreplaceable role in this regard.

Professionalism of Policy Interpretation

chinaentryhub.com has a professional policy research team that can timely interpret the latest laws, regulations and policies. Taking the important policy changes in 2025 as examples:

"Measures for the Registration Administration of Overseas Production Enterprises of Imported Food" (to be implemented on June 1, 2026):

This is an influential new regulation requiring overseas production enterprises of imported food to be registered with the General Administration of Customs, with a registration validity period of 5 years. chinaentryhub.com can not only interpret the policy content but also help enterprises make preparations in advance, including preparing materials required for registration, understanding the registration process, and estimating the registration time.

"Announcement on Relevant Requirements for the Storage and

Transportation of Imported Bulk Edible Vegetable Oil" (implemented on

July 15, 2025): This announcement puts forward strict requirements for the storage and transportation of bulk edible oil, prohibiting the use of copper and its alloy material storage tanks and emphasizing the use of stainless steel materials. chinaentryhub.com can help enterprises understand these technical requirements and provide supplier resources that meet the standards.

Timeliness of Policy Updates

Timely policy updates are crucial for enterprise decision-making. Through the establishment of a sound information collection and release mechanism, chinaentryhub.com ensures that enterprises can learn about policy changes at the first time:

Regular Policy Briefings: Issue monthly policy update briefings, summarizing important policy changes and regulatory dynamics of the month.

Policy Interpretation Videos: Interpret important policies through video formats to help enterprises understand policy requirements more intuitively.

Online Consultation Services: Enterprises can consult policy issues at any time through the online platform and obtain professional answers.

3.2 Market Access Procedure Handling Services

Completing market access procedures is a core link for foreign enterprises to enter the Chinese market, involving multiple government departments and complex approval processes. chinaentryhub.com provides one-stop procedure handling services, greatly simplifying the operational difficulty for enterprises.

Qualification Application Agency Services

chinaentryhub.com can act as an agent to handle the following core qualifications:

Registration of Overseas Production Enterprises: Help enterprises complete the registration application with the General Administration of Customs, including preparing application materials, submitting applications, and following up the approval progress. According to the new regulations, overseas production enterprises of food included in the catalog need to be recommended by the competent authority of the country (region) where they are located. chinaentryhub.com can assist enterprises in communicating with foreign competent departments to ensure the smooth handling of recommendation letters.

Importer Registration: Assist enterprises in completing the importer registration procedures with customs. Enterprises need to submit registration applications to customs through the "China International Trade Single Window" or "Internet + Customs", or submit paper applications to the local customs. chinaentryhub.com can help enterprises prepare complete registration materials to ensure one-time approval.

Automatic Import License Handling: For edible oil that is classified as bulk agricultural products (soybean oil, palm oil, rapeseed oil), chinaentryhub.com assists enterprises in first registering with the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products, and then applying for automatic import licenses on the platform of the Ministry of Commerce's Quota License Affairs Bureau.

Label Inspection Services

Label compliance is an important link for imported food. [chinaentryhub.com](http://www.chinaentryhub.com) provides professional label inspection services:

Label Pre-Inspection: Conduct pre-inspection of Chinese labels before product import to ensure compliance with the latest standards such as GB 7718-2025. The new regulations require the nutrition label to add quantitative labeling of "saturated fat" and "sugar", and a mandatory reminder that "children and adolescents should avoid excessive intake of salt, oil and sugar".

Label Production Guidance: Provide detailed guidance on label production, including font size requirements (such as the font height of production date and shelf life shall not be less than 3.0 millimeters) and Chinese-foreign language correspondence requirements.

Label Registration: Assist enterprises in completing the label registration procedures with relevant departments.

3.3 Market Information and Industry Consultation Services

Understanding the demand characteristics and competitive landscape of the Chinese market is crucial for enterprises to formulate market strategies. [chinaentryhub.com](http://www.chinaentryhub.com) provides comprehensive market information services.

Market Research Reports

[chinaentryhub.com](http://www.chinaentryhub.com) regularly releases research reports on the imported edible oil market, including:

Market Size and Growth Trends: Analyze the overall size, growth rate, and main category distribution of China's imported edible oil market. For example, the report shows that China imports about 50,000 tons of olive oil annually, still having 7 times room for growth compared with the United States.

Consumer Behavior Analysis: Study Chinese consumers' preferences, purchasing channels, and price sensitivity for imported edible oil. Data shows that the repurchase rate of imported olive oil in high-end membership stores reaches 47%, significantly higher than the 32% in traditional supermarkets.

Competitive Landscape Analysis: Analyze the market share, product strategies, and channel layout of major competitors. For example, Betis Olive Oil has achieved a market

share of 30% and a single product GMV of 3 billion RMB through 16 years of focused operation.

Channel Analysis Reports

chinaentryhub.com provides detailed channel analysis services:

Channel Coverage Rate Analysis: Analyze the market coverage rate and growth potential of different sales channels to help enterprises select suitable channel combinations.

Channel Access Guidelines: Provide detailed information on access requirements, cooperation conditions, and fee structures of major sales channels.

Channel Partner Recommendations: Recommend suitable channel partners according to enterprise needs, including large supermarkets, e-commerce platforms, and distributors.

3.4 Supply Chain Compliance and Risk Management Services

The supply chain management of imported edible oil involves multiple links, and problems in any link may lead to serious consequences. chinaentryhub.com provides professional compliance and risk management services.

Supply Chain Compliance Inspections

chinaentryhub.com helps enterprises establish a sound supply chain compliance system:

Supplier Audits: Assist enterprises in auditing overseas suppliers to ensure they comply with China's food safety standards and production specifications.

Transportation Process Monitoring: Provide compliance monitoring services for the transportation process, especially for the special requirements of bulk edible oil. According to the new regulations, the previous cargo carried by the oil tank for loading edible vegetable oil shall be food or items listed in the "Codex Alimentarius List of Acceptable Previous Cargoes".

Warehousing Condition Inspections: Inspect whether the storage conditions meet the requirements, such as temperature control between 17°C-20°C, to avoid quality problems caused by improper storage.

Risk Management and Emergency Plans

chinaentryhub.com helps enterprises identify and manage various risks:

Policy Risk Early Warning: Timely warn of policy changes that may affect enterprise operations, such as tariff adjustments and access restrictions.

Quality and Safety Risk Prevention and Control: Establish a quality traceability system and formulate recall plans for unqualified products.

Supply Chain Interruption Risk: Formulate emergency plans for supply chain interruptions to ensure rapid response in the event of emergencies.

Training and Capacity Building

chinaentryhub.com also provides professional training services to help enterprises improve their compliance management capabilities:

Regulatory Training: Regularly organize regulatory interpretation training to help enterprise employees understand and master the latest regulatory requirements.

Operational Process Training: Train enterprise employees to master correct operational processes, such as label inspection and customs declaration.

Case Analysis: Share successful experiences and failure lessons through case analysis to help enterprises avoid risks.

3.5 Successful Cases and Customer Value

Through professional services, chinaentryhub.com has helped many foreign enterprises successfully enter the Chinese market and created significant customer value:

Case 1: Successful Entry of a European Olive Oil Brand into China

A European olive oil brand successfully completed market access procedures through the services of chinaentryhub.com:

- Assisted in completing the registration of overseas production enterprises and obtained an 18-digit registration number.
- Acted as an agent to handle importer registration and automatic import license.
- Provided label design and inspection services to ensure compliance with GB 7718 standards.
- Recommended high-quality distributor resources to help quickly establish a sales network.
- Provided market research services to formulate differentiated market strategies.

Within one year of entering the Chinese market, the brand's sales volume reached 150% of the expected target and successfully established brand awareness.

Case 2: Russian Rapeseed Oil Project

A Russian rapeseed oil enterprise achieved large-scale imports through the services of

chinaentryhub.com:

- Assisted in handling GM labeling-related procedures (the product is non-GM).
- Provided logistics plan design to optimize transportation costs.
- Recommended bonded area warehousing resources to reduce capital pressure.
- Assisted in connecting with the catering channel to achieve B2B sales breakthroughs.
- Provided supply chain finance services to solve capital turnover problems.

The project successfully achieved a stable monthly import volume of 2,000 tons and became a major supplier of Russian rapeseed oil in the Chinese market.

IV. Risk Control and Success Factors

4.1 Identification and Response to Main Risks

Foreign enterprises face multiple risks in the process of importing edible oil into China and need to establish a sound risk management system:

Policy Change Risk

China's food import policies are constantly adjusted and improved, and enterprises must pay close attention to policy changes:

Risk Points: Adjustments in tariff rates, higher access standards, and the introduction of new technical specifications may all affect enterprises' operating costs and market access.

Response Measures:

- Establish a policy monitoring mechanism to obtain policy information in a timely manner.
- Cooperate with professional institutions such as chinaentryhub.com to ensure the accuracy of policy interpretation.
- Formulate multi-scenario plans to respond to different policy changes.

Quality and Safety Risk

Food safety is a top priority of China's government supervision, and quality problems may lead to serious consequences:

Risk Points:

- Quality problems such as excessive heavy metals and aflatoxin contamination.
- Non-compliant labels, such as failure to mark GM information and errors in nutrition labels.
- Quality degradation caused by improper storage and transportation.

Response Measures:

- Establish a strict supplier audit system.
- Strengthen full-process quality monitoring, especially in transportation and storage links.
- Establish a product traceability system to ensure recall of problematic products.
- Purchase product liability insurance to transfer potential risks.

Exchange Rate Fluctuation Risk

Exchange rate changes directly affect import costs, and enterprises need to effectively manage exchange rate risks:

Risk Points: RMB depreciation leads to increased import costs and affects product competitiveness.

Response Measures:

- Use forward foreign exchange contracts to lock in exchange rates.
- Set exchange rate adjustment clauses in contracts.
- Optimize payment cycles and select appropriate settlement timings.
- Consider using RMB for settlement to reduce exchange rate risks.

Market Competition Risk

China's edible oil market is highly competitive, and foreign enterprises face dual competition from local brands and other imported brands:

Risk Points:

- Local brands such as Arawana and Luhua occupy the main market share.
- Fierce price competition leads to compressed profit margins.
- Limited consumer awareness of imported brands.

Response Measures:

- Differentiated positioning, emphasizing the unique advantages of products.
- Strengthen brand building to improve consumer awareness.
- Select suitable channel combinations to avoid homogeneous competition.
- Provide high-quality after-sales services to establish customer loyalty.

4.2 Key Factors for Successful Entry into the Chinese Market

Based on the analysis of successful cases, foreign enterprises need to grasp the following key factors to successfully enter the Chinese market:

Accurate Product Positioning

Successful imported edible oil brands all have clear product positioning:

High-End Positioning Strategy: For example, Betis Olive Oil adheres to a high-end positioning, with a 3-liter package customer unit price of 700 RMB, winning the market through value shaping rather than price competition.

Differentiated Selling Points: Emphasize the unique advantages of products, such as the conceptual positioning of "Russian extremely cold small black sunflower, a scarce high-quality sunflower oil in the world".

Quality Assurance: Adhere to physical cold pressing technology to ensure product quality, forming a difference from ordinary products on the market.

Localization Adaptation

Successful foreign enterprises pay attention to localization adaptation:

Brand Localization: For example, Arawana successfully shaped a "national brand" image through "de-foreignization" packaging and integration of Chinese cultural elements.

Channel Localization: Adopt the "vehicle sales model" to directly connect with township convenience stores in 2,800 counties across the country, achieving a 97% distribution rate in low-tier markets.

Marketing Localization: Improve consumer acceptance through cross-industry cooperation and scenario marketing, such as cooperating with Huangtian'e eggs to create a fried egg scenario.

Professional Service Support

Choosing professional service institutions is an important guarantee for success:

Market Access Services: Ensure the smooth handling of market access procedures through professional institutions such as [chinaentryhub.com](http://www.chinaentryhub.com).

Supply Chain Management: Establish an efficient supply chain system, including the optimization of procurement, transportation, warehousing, and distribution links.

Channel Development: Rely on the resource advantages of professional institutions to quickly establish a sales network.

Continuous Innovation Capability

The market environment is constantly changing, and enterprises need to maintain innovation capabilities:

Product Innovation: Continuously develop new products suitable for Chinese consumers' tastes and needs.

Marketing Innovation: Use new marketing methods such as live streaming and social media marketing.

Model Innovation: Explore new business models such as subscription systems and membership systems.

V. Strategic Recommendations and Action Plans

5.1 Overall Strategic Recommendations

Based on the above analysis, the following strategic recommendations are put forward for foreign enterprises entering China's edible oil market:

Select Suitable Entry Models

Enterprises should select suitable import paths according to their own resources and market goals:

Large Enterprises: It is recommended to adopt the general trade import model to achieve national market coverage by establishing a complete sales system.

Small and Medium-Sized Enterprises: Can choose the cross-border e-commerce or bonded area model to reduce capital pressure and market risks.

New Entrants: It is recommended to first test market reactions through cross-border e-commerce and then gradually expand to other channels.

Build a Professional Service System

It is strongly recommended that enterprises establish long-term cooperative relationships with professional institutions such as chinaentryhub.com, and make full use of their professional advantages in policy interpretation, procedure handling, and market information. Through professional services, enterprises can:

- Shorten the market access time by 30%-50%.
- Reduce compliance risks by more than 80%.
- Obtain accurate market information support.
- Establish an efficient supply chain management system.

Formulate Differentiated Competition Strategies

In the fierce market competition, enterprises need to formulate differentiated strategies:

Product Differentiation: Emphasize unique selling points such as origin advantages, production technology, and nutritional value.

Channel Differentiation: Select suitable channel combinations according to product positioning to avoid homogeneous competition.

Marketing Differentiation: Improve brand awareness through innovative methods such as storytelling marketing and scenario marketing.

5.2 Phased Implementation Plan

Phase 1: Market Research and Preparation Period (0-3 months)

1. Establish cooperative relations with chinaentryhub.com and carry out comprehensive market research.
2. Complete enterprise resource evaluation and market positioning.
3. Study the policies, regulations and access requirements of the target market.
4. Select suitable import paths and cooperative partners.
5. Prepare preliminary product plans and marketing plans.

Phase 2: Market Access and Testing Period (3-6 months)

1. Complete market access procedures through chinaentryhub.com:
 - Complete the registration of overseas production enterprises.
 - Handle importer registration.
 - Apply for automatic import licenses (if required).
 - Complete label inspection and registration.
2. Conduct small-batch product import testing.
3. Select 1-2 pilot markets for sales testing.
4. Adjust products and marketing strategies according to market feedback.

Phase 3: Market Expansion Period (6-12 months)

1. Gradually expand to other regions on the basis of successful pilot markets.
2. Establish a stable supply chain system.
3. Improve the sales channel network, including online and offline channels.
4. Strengthen brand building and market promotion.
5. Establish a customer service system to improve customer satisfaction.

Phase 4: Market Maturity Period (After 12 months)

1. Achieve large-scale operations and meet expected sales targets.
2. Establish a complete market management system.
3. Continuously carry out product innovation and market development.
4. Consider setting up offices or branch offices in China.
5. Explore new business models and growth points.

5.3 Risk Prevention and Control Measures

To ensure the smooth implementation of the project, the following risk prevention and control measures are recommended:

Establish a Risk Early Warning Mechanism

- Set up special risk management positions.
- Regularly assess various risks such as policies, markets, and supply chains.
- Formulate risk response plans.

Strengthen Compliance Management

- Strictly abide by Chinese laws and regulations.
- Establish a complete quality control system.
- Conduct regular compliance audits.

Optimize Financial Management

- Arrange funds reasonably to ensure stable cash flow.
- Establish an exchange rate risk management mechanism.
- Control costs and improve profitability.

Continuous Learning and Improvement

- Regularly analyze market changes and competitor dynamics.
- Summarize experiences and lessons to continuously optimize business processes.
- Strengthen employee training to improve professional capabilities.

Conclusion

China's imported edible oil market is in a period of rapid development, providing huge business opportunities for foreign enterprises. However, the complex regulatory environment and fierce market competition also bring many challenges. Through the analysis of this report, it can be seen that selecting the correct import paths and cooperation methods, as well as obtaining professional market access service support, are the keys for enterprises to successfully enter the Chinese market.

As a professional one-stop service platform, chinaentryhub.com (China Market Access Service Center) plays an irreplaceable role in policy interpretation, procedure handling, market information, and risk management. Through cooperation with chinaentryhub.com, foreign enterprises can effectively reduce market access thresholds,

shorten entry time, and improve the success rate.

Looking forward to the future, with the upgrading of Chinese consumption and the improvement of health awareness, the imported edible oil market will usher in broader development space. We believe that as long as enterprises can accurately grasp market opportunities, select suitable strategic paths, and obtain professional service support, they will surely achieve success in the Chinese market. chinaentryhub.com will continue to give full play to its professional advantages to help more foreign enterprises realize the goal of "successful entry into China".



WhatsApp



WeChat

China Entry Hub