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Report Highlights:

Macau registered food retail sales over \$644 million and restaurant receipts of \$1.53 billion. The fastest growing food imports included distilled spirits, spices, pet food, 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. This stimulus has helped outlets remain open as Macau's economy is picking up in 2021 and the global coronavirus situation improves.

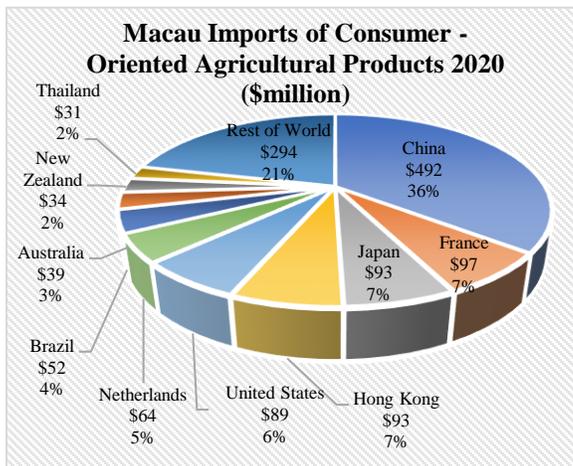
Market Fact Sheet: Macau *

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

Imports of Consumer-Oriented Ag Products

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 Retail Industry

In 2020, Macau's retail food sector sales rose 4.1 percent to \$644 million. The Macau food retail market is made up of supermarkets, convenience stores, and traditional markets.

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. Macau has over 120 hotels and guesthouses, and 39 casinos.

Quick Facts CY 2020

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 Consumer-Oriented Ag. Imports

Distilled spirits, spices, pet food, 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"> - 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's economy is set to rebound quickly as global pandemic situation improves 	<ul style="list-style-type: none"> - Keen competition from other food supplying countries

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 683,100². 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 Imports³

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 products⁴. The vast majority of Macau's imports were transshipped via Hong Kong as Macau lacks a deep-water port.

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 2020⁵, whereas Macau per capita GDP dropped from \$81,893 in 2019 to \$35,714 in 2020⁶, 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)⁷ 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)⁸ in 2021 on cash handouts, domestic spending facilitation, vocational training, tax incentives, and allowances to further enhance the financial support leading to recovery. For the first three months of 2021, Macau's imports of consumer-oriented agricultural products reached \$362 million, an increase of 7.8 percent over the same period in 2020⁹. The number of visitors has also resumed growth. For the months of February and March 2021, the number of visitors surpassed 427,000 and 754,000, an increase of 173 percent and 255 percent over 2020¹⁰. It is expected that Macau's economy will grow more quickly in the latter half of 2021 when the global coronavirus situation further improves and people begin travelling again.

¹ Macao Statistics and Census Service

² Macao Statistics and Census Service

³ Global Trade Data Monitor

⁴ Consumer Oriented Agricultural Products (including seafood products, excluding tobacco products)

⁵ Macao Government Tourism Office

⁶ Macao Statistics and Census Service

⁷ Macao Government Information Bureau

⁸ Macao Government Information Bureau

⁹ Global Trade Data Monitor

¹⁰ Macao Government Tourism Office

Table 1 – Major Advantages and Challenges in the Macau Market

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. EXPORTER BUSINESS TIPS

Importer Lists

ATO Hong Kong can provide a list of Macau importers to U.S. exporters. Please contact us at Atohongkong@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.

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. FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

Being a Special Administrative Region of China, Macau maintains food and agricultural import regulations that are separate from those of Mainland China (until 2049). For details, please refer to [GAIN Report #HK2020-0026](#).

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 2020, retail sales in Macau reached \$5.65 billion, among them \$644 million, or 11 percent, were goods in supermarkets¹¹. That represented a 4.1 percent growth compared with 2019.

A. Supermarkets and Convenience Stores

“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. 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 primarily 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 HK2021-0032](#).

¹¹ Retail Sales Survey (Q4 2020), Macao Statistics and Census Service

Hotel, Restaurant, and Institutional (HRI) Sector

According to the latest statistics¹², 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 restaurants¹³ 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.

Table 2: Receipts and Expenditures of Various Types of Restaurants in Macau in 2019 (\$million)¹⁴

	Number	Receipts	Expenditure
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
Total	2,419	1,530	1,485

For more information on the Macau food service sector, please refer to [GAIN Report HK2021-0030](#).

¹² Restaurants and Similar Establishments Survey 2019, Macao Statistics and Census Service

¹³ Michelin Guide Macau

¹⁴ Restaurants and Similar Establishments Survey 2019, Macao Statistics and Census Service

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 \$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)¹⁵
(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%

¹⁵ Global Trade Data Monitor

Table 4 – Top 10 Macau Imports of Consumer-Oriented Agricultural Products and Competition¹⁶

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 VI. BEST PROSPECTS PRODUCT CATEGORIES

Table 5 – Best Growths of Macau’s Imports of Consumer-Oriented Agricultural Products¹⁷

Category	2016 (\$million)	2020 (\$million)	Average Annual Growth
Distilled Spirits	51	160	33%
Spices	4	8	18%
Pet Food	5	9	16%
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%

¹⁶ Global Trade Data Monitor

¹⁷ Global Trade Data Monitor

SECTION VII. 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@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: mgto@macaotourism.gov.mo
Website: <http://dataplus.macaotourism.gov.mo/>

Macau Hotel Association

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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.