

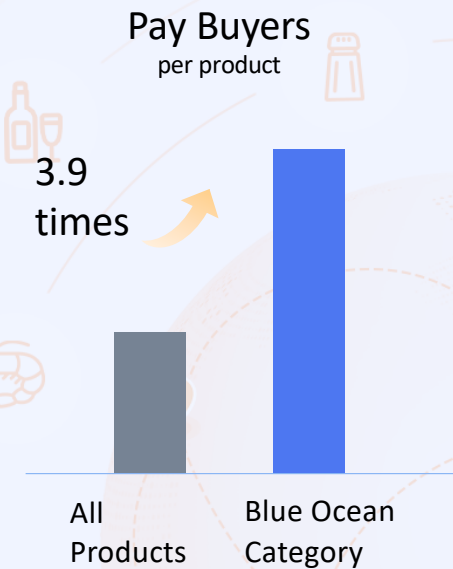
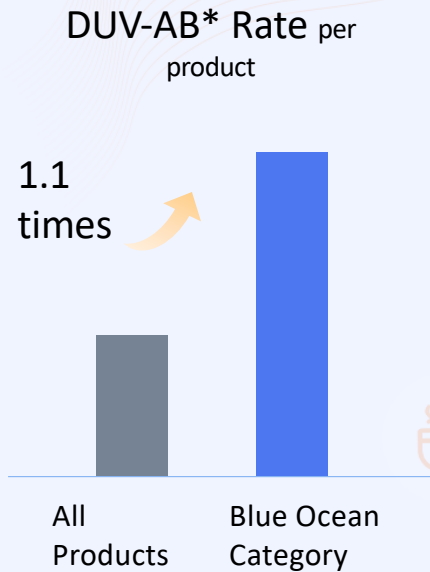
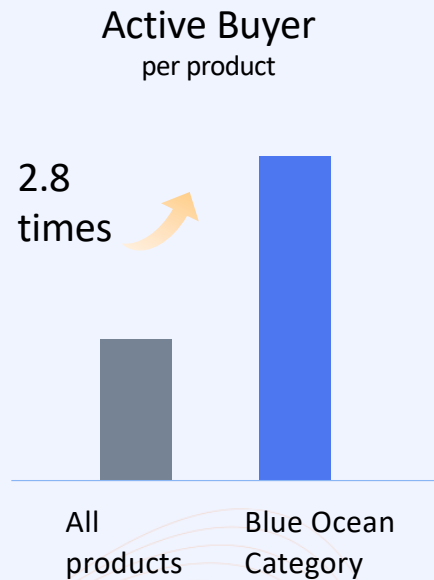
# Export Food & Beverage to the World



# Proven Increased Business Opportunity for Industry Campaigns

During Q1 in FY22, **over 5,000** new sellers in blue ocean category\* were onboard, with **15 million** new products posted

And those products increased significantly in popularity, as shown below:



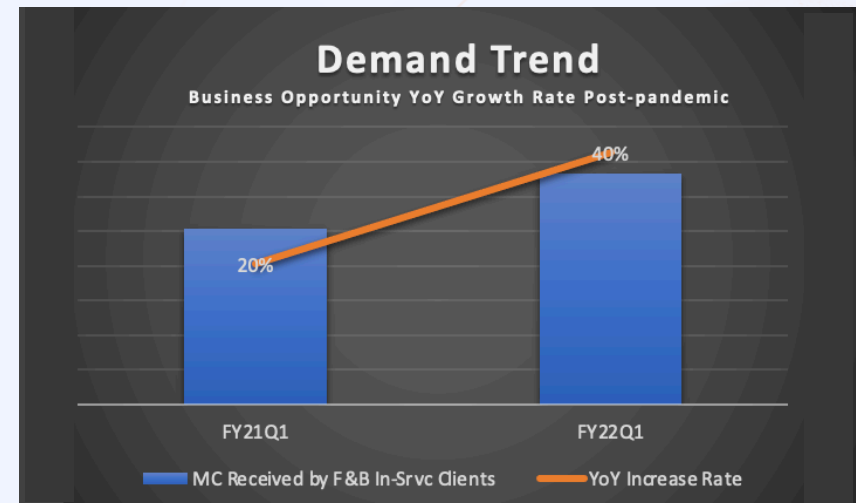
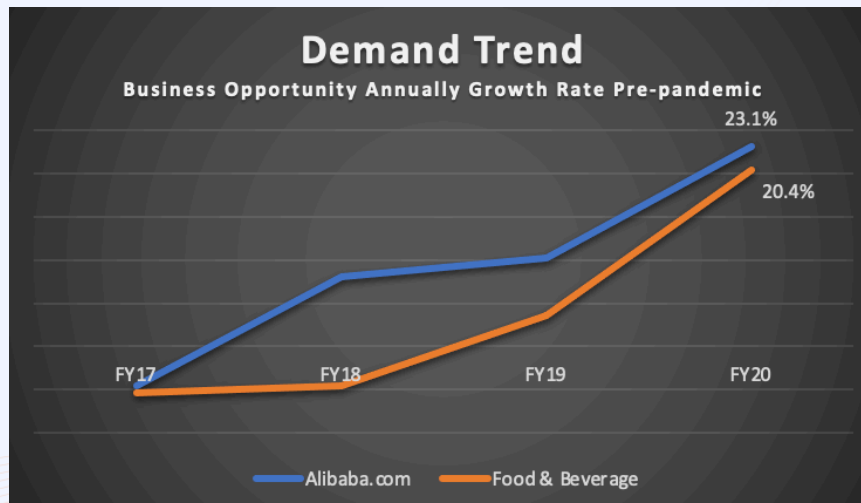
\* Blue ocean category means those categories for which the demand is greater than the supply.

\* DUV-AB is short for detail page UV- active buyers, and it means the buyers who only view the page show acts of active buyers, like sending inquiries.

\* Data Source: Alibaba.com data as of June 2021.

# Market Outlook – Opportunities on Alibaba.com

- The traffic of Food and Beverage on Alibaba.com kept increasing and caught up with the general growth rate in 2020.
- After COVID-19 pandemic, the year-on-year growth rate of business opportunities under segment Food and Beverage doubled from 20% to **40%**



\* Data Source: Alibaba.com

# Selected-Category on Alibaba.com: Chocolate

## Demand

YoY  
DUV +26%  
AB + 39%

## Supply

YoY  
Products : -12%  
Seller : -821%  
Products Gap: >20000



Market Size



Super large market  
(5.0/5.0)

Market Growth



Very fast growth  
(5.0/5.0)

Supply Status



Insufficient supply  
(5.0/5.0)



# Successful Food & Beverage GGS spotlight

ESCA



Chocolates –  
Confectionery

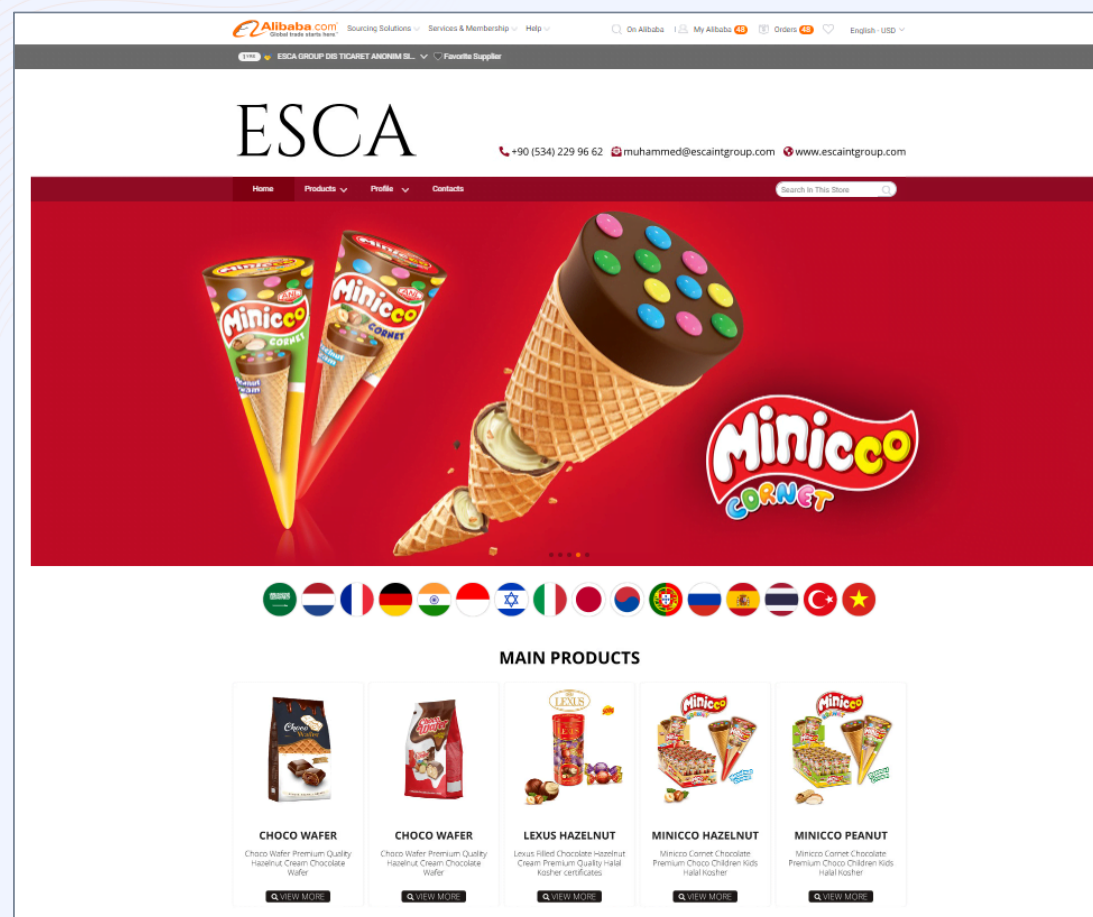


## Alibaba.com journey

- Joined Alibaba.com in January 2021
- 5-Star Global Golden Supplier

## Achievements

- Broke their export record
- Reached annual sales goal in September
- Now exports to 60 countries



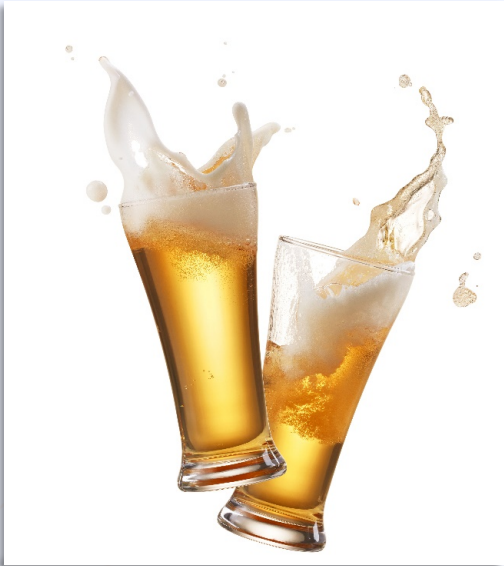
# Selected-Category on Alibaba.com: Beer

## Demand

YoY  
Business Conversion  
Rate: +26%

## Supply

YoY  
Products : -14%  
Products Gap: >7000



**Rys** beer & beverages



◆ **Year of Gold Supplier:** 8 years

◆ **Country:** Netherland

◆ **Main Industry :** Beverage - Beer

◆ **Alibaba Store:**

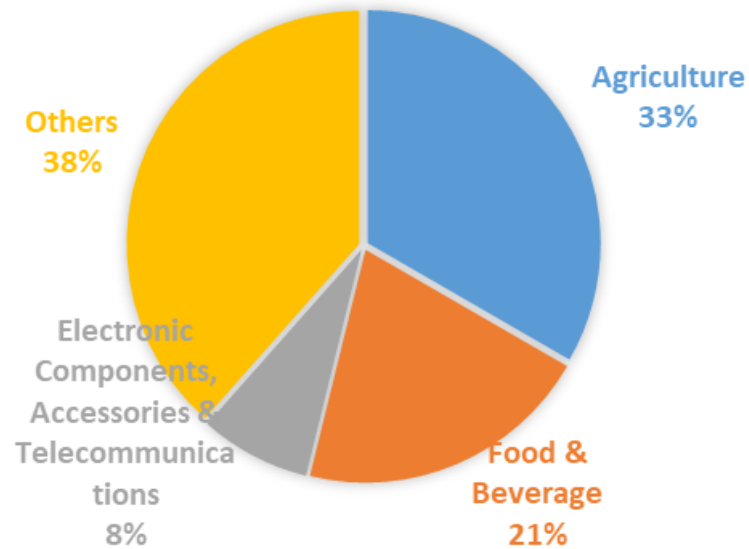
[https://rystrading.trustpass.alibaba.com/index.html?spm=a2700.shop\\_plgr.88.12](https://rystrading.trustpass.alibaba.com/index.html?spm=a2700.shop_plgr.88.12)

Alibaba.com

<p>Special beer. Mixed containers. Origin: Belgium</p> <p>US\$6.87 - US\$34.32 / Box 84 Boxes (Min. Order)</p>	<p>German beer brands. Full containers. Origin: Germany / ...</p> <p>US\$5.72 - US\$17.16 / Case 84 Cases (Min. Order)</p>	<p>Holland / Dutch BEER brands per container. The Netherlands</p> <p>US\$5.72 - US\$17.16 / Case 84 Cases (Min. Order)</p>	<p>Danish BEER brands per container. Origin: Denmark</p> <p>US\$6.87 - US\$34.32 / Box 84 Boxes (Min. Order)</p>
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# In - Service Belgium GGS on Alibaba.com

## IN SERVICE BELGIUM GGS



- Food, Beverage & Agriculture have been the **No.1 category**
- **Average 200+ inquiries** per month for each Belgium seller

# Food & Beverage Campaigns on Alibaba.com

## New F&B Industry Pavilion

The screenshot shows the Alibaba.com homepage with a focus on the 'Global Food & Beverage Expo'. The main banner features a vibrant image of various food items and a 'Source now' button. Below the banner, there are several key sections:

- Categories:** A list of product categories including Beverage, Confectionery, Nutwood, Seasonings & Condiments, Food Ingredients, Meat & Poultry, Snacks, and Instant Food.
- Star origins:** A section titled 'Countries of Origin' with filters for Italy, Vietnam, Thailand, the US, Japan, and Russia, each accompanied by representative food products.
- Featured suppliers:** A grid of supplier profiles, each showing a product image, the supplier's name, and a price range.
- New arrivals:** A section for the latest products, including items like Protein Flax, Protein, Chia Seeds, and Only Good Water, with their respective price ranges.

## Global F&B On line Trade Show

The screenshot shows the Alibaba.com homepage with a focus on the 'Global Food & Beverage Expo' as an online trade show. The main banner is identical to the previous screenshot. The layout below the banner is more detailed, featuring:

- MY MARKETS:** A vertical list of market categories such as Consumer Electronics, Apparel, Vehicles & Accessories, Sports & Entertainment, Machinery, Home & Garden, and Ready & Personal Care.
- Dropshipping:** A section for products available for dropshipping, including items like 20000 Pliers, 20000 Pliers, 20000 Pliers, 20000 Pliers, 20000 Pliers, and 20000 Pliers.
- Global Original Sources:** A section for products sourced directly from original manufacturers.
- Customized products:** A section for products with custom design and production capabilities.
- Ready-to-ship products:** A section for products that are ready to ship and leave the facility within 15 days.
- HEALTH & MEDICAL:** A section for health and medical products, including Trending in Health & Medical, Premium OEM Factories, Top sales, Medical Consumables, Household Medical Devices, Health Care Products, Chinese Medicine, and Extract.
- FOOD & BEVERAGE:** A section for food and beverage products, including Hot Items Selected For You, Premium OEM Factories, Top sales, Instant Food, Beverage, Honey & Honey Products, Other Food & Beverage, and Food Ingredients.

At the bottom of the page, there is a prominent orange button that reads 'Alibaba.com homepage'.

More to come...

Alibaba.com



# Industry Specific Services for Seller Growth

## Industry Report

- ✓ Industry trend
- ✓ Market opportunities
- ✓ Buyer analysis



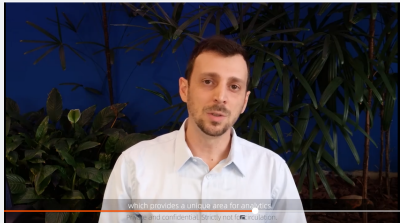
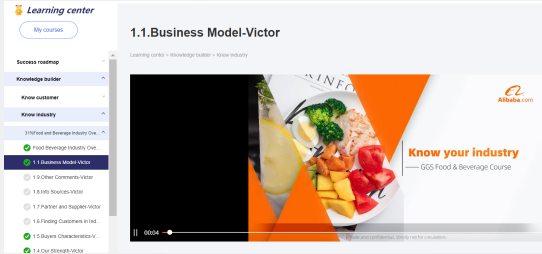
## Industry KOL Webinar

- ✓ Industry trend analysis
- ✓ Industry case study
- ✓ Offline salon with KOL

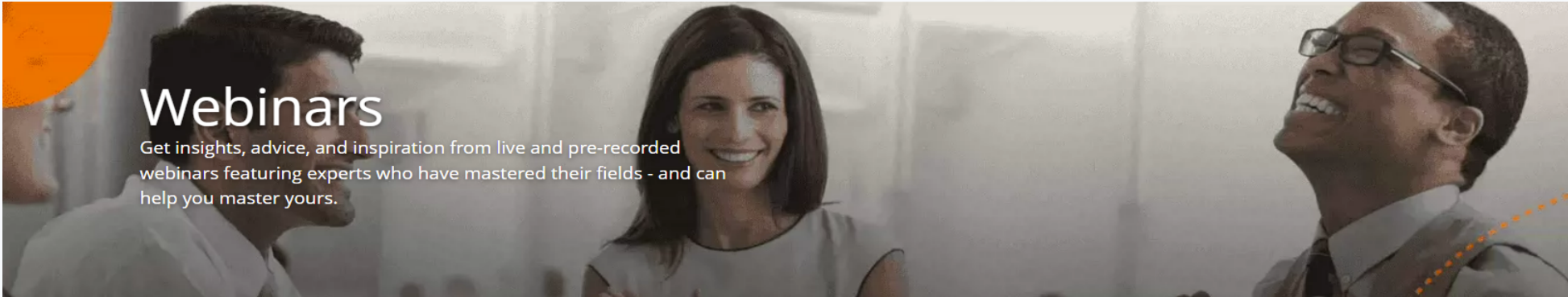


<p><b>Zhi Yan</b> Wemba Marketing Sdn Bhd-MY 3 Stars Supplier: F&amp;B Fast moving consumer goods, Pettinges Drinky, So Zamen</p>	<p><b>Kittitat Pankong</b> Asia product supply Co.,Ltd.-TH 3 Stars Supplier: F&amp;B Food, AI- Thailand</p>	<p><b>Sang Can</b> Vihaba Trade and Import-Export Company Limited-VN 3 Stars Supplier: Food &amp; Beverage, OGB</p>
<p><b>Meenakshi Bhati</b> Vanity vision-IN 3 Stars Supplier: F&amp;B Herbal and Ayurveda, Shikha Chauthan, Dyneston.com India</p>	<p><b>Ozkan Kocaci</b> Nette Bilim-TR 4 Stars Supplier: Food &amp; Beverage, Home Textile, Kain Sengun, Mayen Turkey</p>	<p><b>Francesco Tamburino</b> Rosso Fine Food S.R.L.-IT 3 Stars Supplier: Food &amp; Beverage, Adiacem/Vorgroup</p>
<p><b>Shirley Cheung</b> Envyure Co.,Ltd -US 3 Stars Supplier: F&amp;B Supplements, Alibaba.com U.S. Team</p>		

## F&B Industry Specific Training Course



# Scan QR code to get consult to join this program.



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# Q&A