

Selling Oat Milk in China

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Oat Milk Market in China

It is difficult to grasp the size of non-dairy milks market since no specific HS code exists. Once the HS code is known, we will be in the position to give an accurate estimate.

Based on its healthy properties, the category of non-dairy milks can have success in China. It is not widely known yet, though. Although Chinese consumer knows well all sort of juices from fruits, and even from vegetables, it is unaware yet of the so-called non-dairy milk. Oat, in the form of cereal flakes to mix with dairy is, however, popular in China medium and upscale supermarkets¹.



There are various¹ offerings of oat milk in online supermarkets such as Yihaodien. See (left), a 200 ml packaging of oat and coconut milk. It has an online price of EUR 0,5 per unit if buying a 12-unit package.

Import Barriers

The product requires at deep study at China Customs at the right moment. There is not a specific HS code for non-dairy milks. Surely, the noun 'milk' will cause some concern. We do not foresee special problems; however, agreeing with Customers officers the right code is paramount. Taxes, and permits, are linked to such HS code.

Recommendations

- a) Gain expertise in Estonia and EU market before selling in China. Chinese distributors will ask you for references in Europe before signing any deal or agreement.
- b) Register the trademark in China even if you are months away of selling the oak milk product in China.
- c) Consider attending trade fairs in China, contact EAS Asia Centre for more information.
- d) Consider smaller packaging for China, for example 200 ml

¹ <https://item.yhd.com/7630724.html>