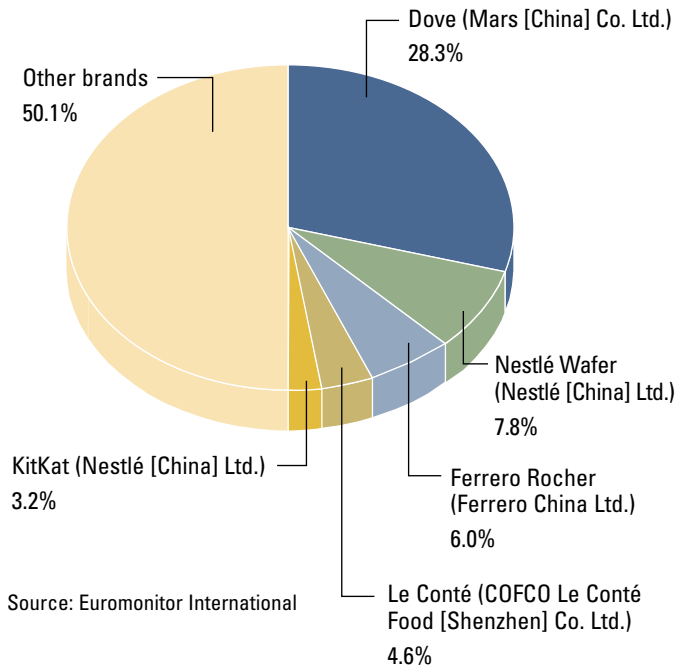


# China Acquires a Taste

**Four of the top five chocolate brands in China are made by foreign companies.**

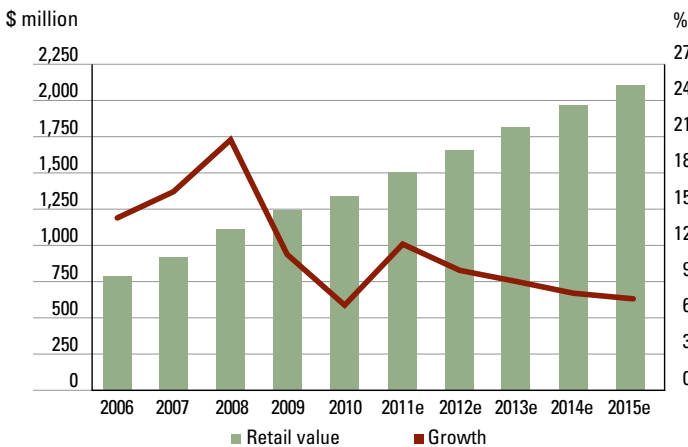
**Market Share of Top Five Chocolate Brands in China, 2009**



**The expansion of modern retail outlets introduced**  
**Number of Retail Chain Stores by Business Category,**

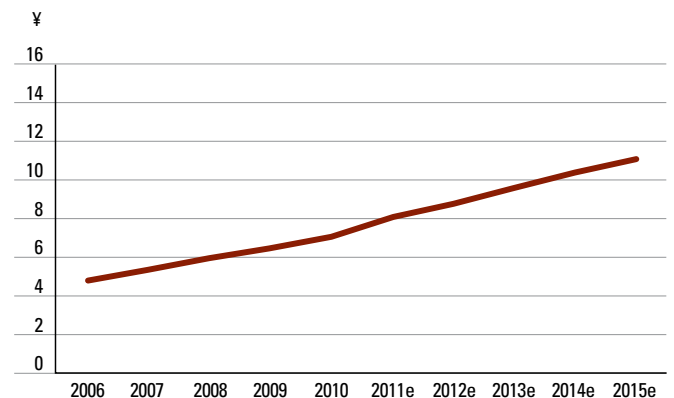
	2005	2006
Building material store	120	82
Convenience store	10,043	13,817
Department store	3,853	5,353
Discount store	NA	NA
Factory outlets center	NA	NA
Franchised store	5,195	18,005
Hypermarket	NA	NA
Specialty store	67,471	63,992
Supermarket	18,924	21,066
Wholesale club	78	48
Other	NA	6,561
<b>Total</b>	<b>105,684</b>	<b>128,924</b>

**China's chocolate sales have steadily increased...**  
**China's Chocolate Market, 2005-15**



Notes: Dollar amounts are based on historic and forecast year-on-year exchange rates; e = estimate.  
Source: Euromonitor International

**...but per capita sales remain relatively low.**  
**Chocolate Retail Value per Capita, 2005-15**

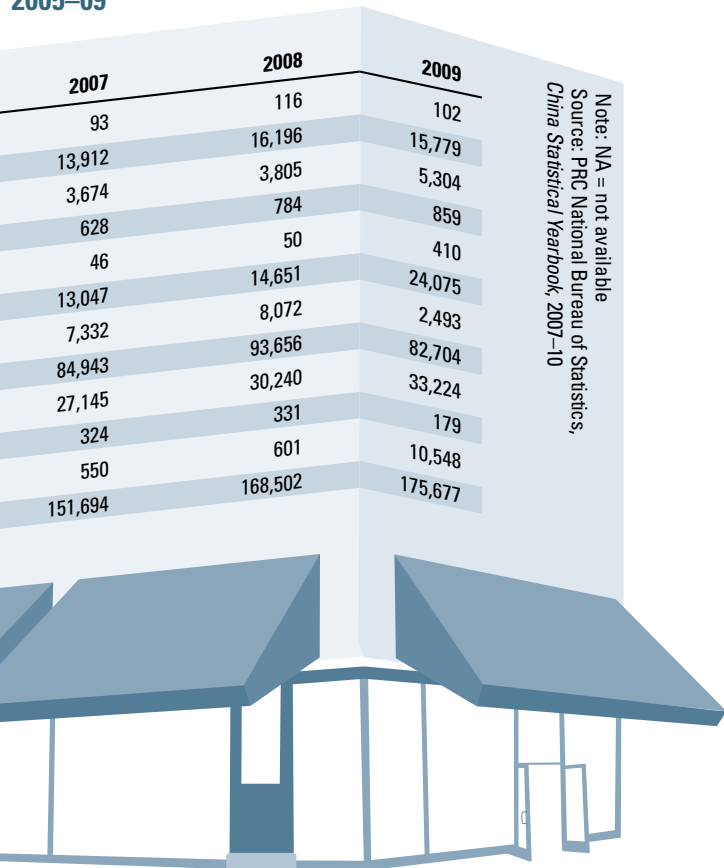


Note: e = estimate  
Source: Euromonitor International

# for Chocolate and Wine

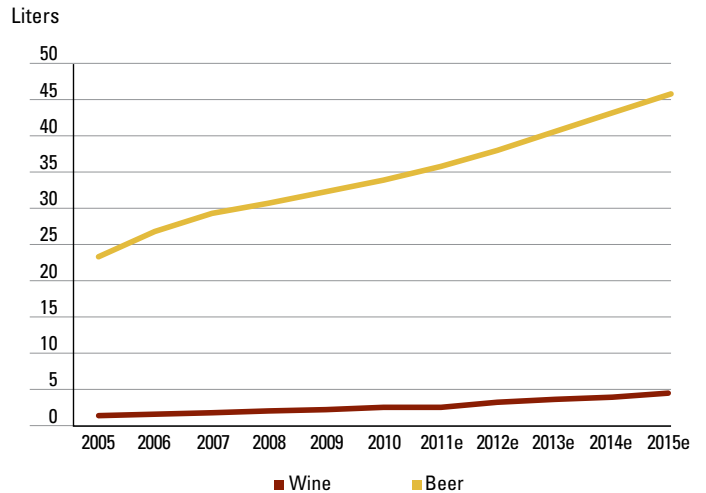
## chocolate to a broader market in China.

2005-09



## Though beer remains more popular in China, wine consumption has slowly increased in recent years.

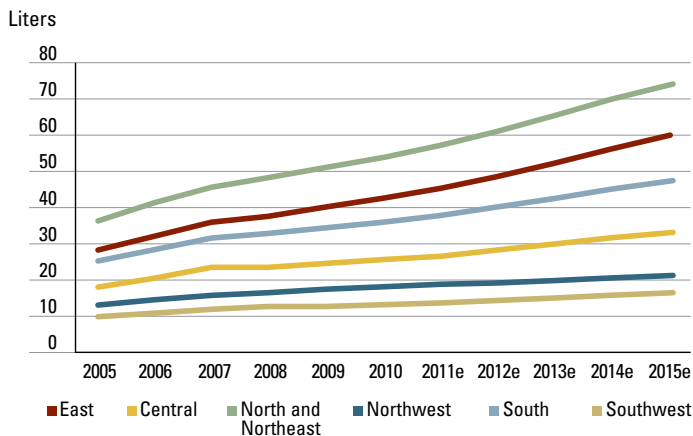
### Per Capita Wine and Beer Sales in China, 2005-15



Note: e = estimate  
Source: Euromonitor International

## Beer consumption varies greatly by region, and it is highest in the North and Northeast.

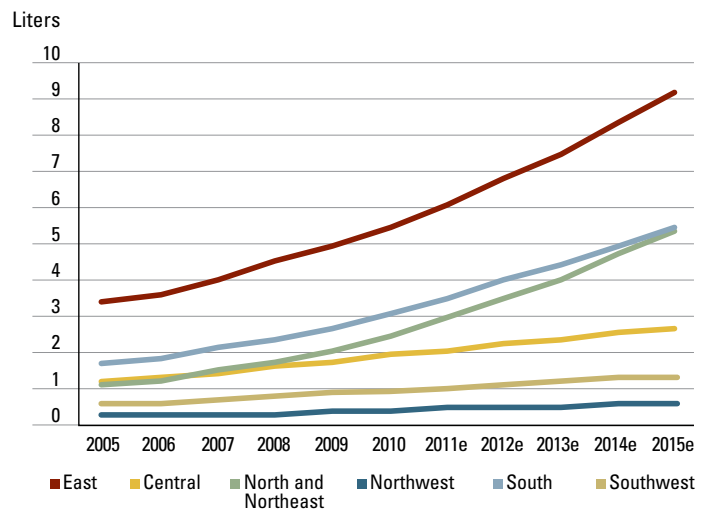
### Per Capita Beer Sales by Region, 2005-15



Note: e = estimate  
Source: Euromonitor International

## Wine sales are highest in eastern China, where consumers earn more income.

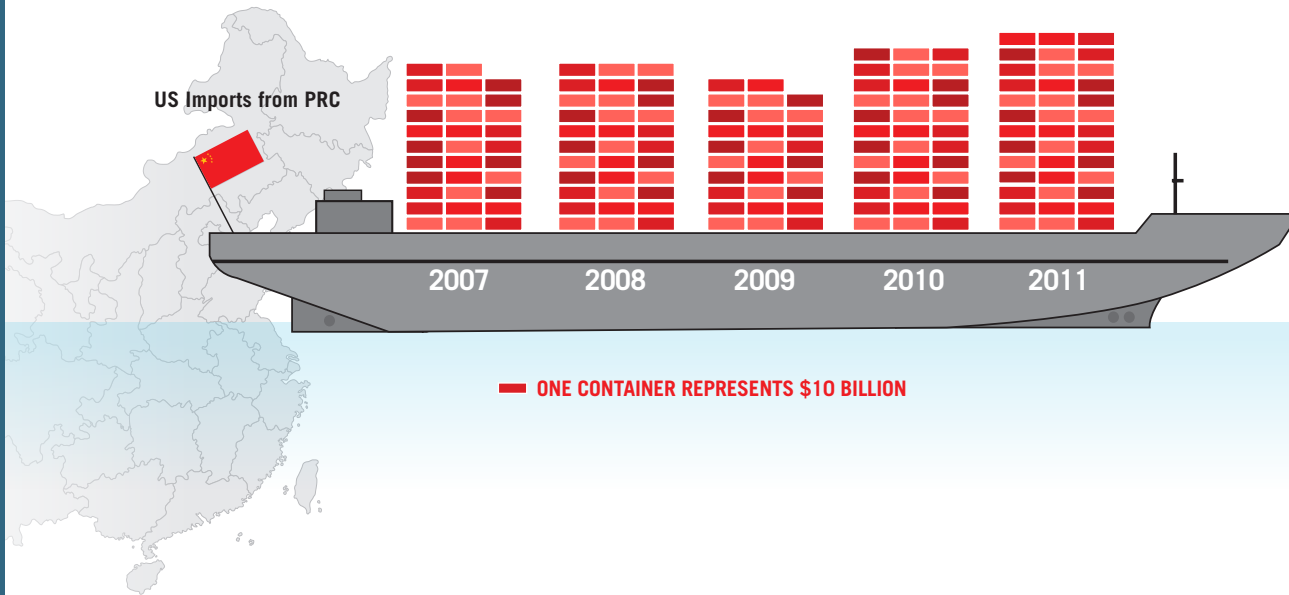
### Per Capita Wine Sales by Region, 2005-15



Note: e = estimate  
Source: Euromonitor International

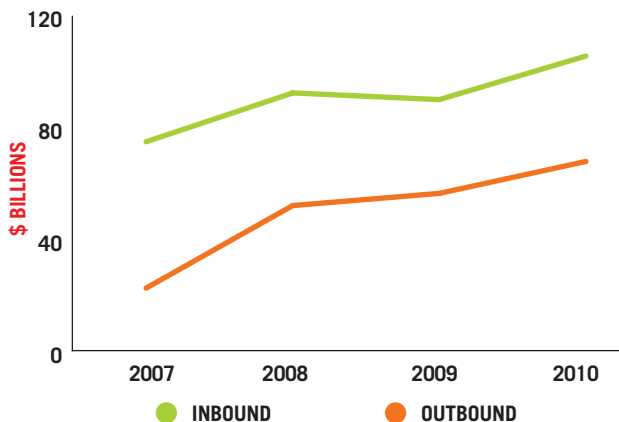
## US TRADE WITH CHINA, 2007-11

The United States is China's second-largest export destination after the European Union.



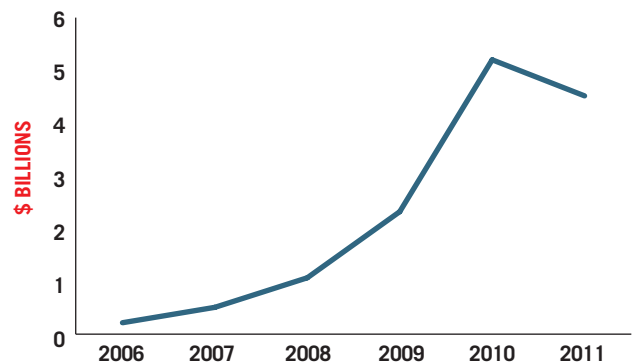
## CHINA'S INBOUND AND OUTBOUND FOREIGN DIRECT INVESTMENT (FDI), 2007-10

FDI into China rebounded after the global economic downturn in 2009, while China's overall outward FDI more than tripled from 2007 to 2010.



## CHINA'S US-BOUND FDI, 2006-11

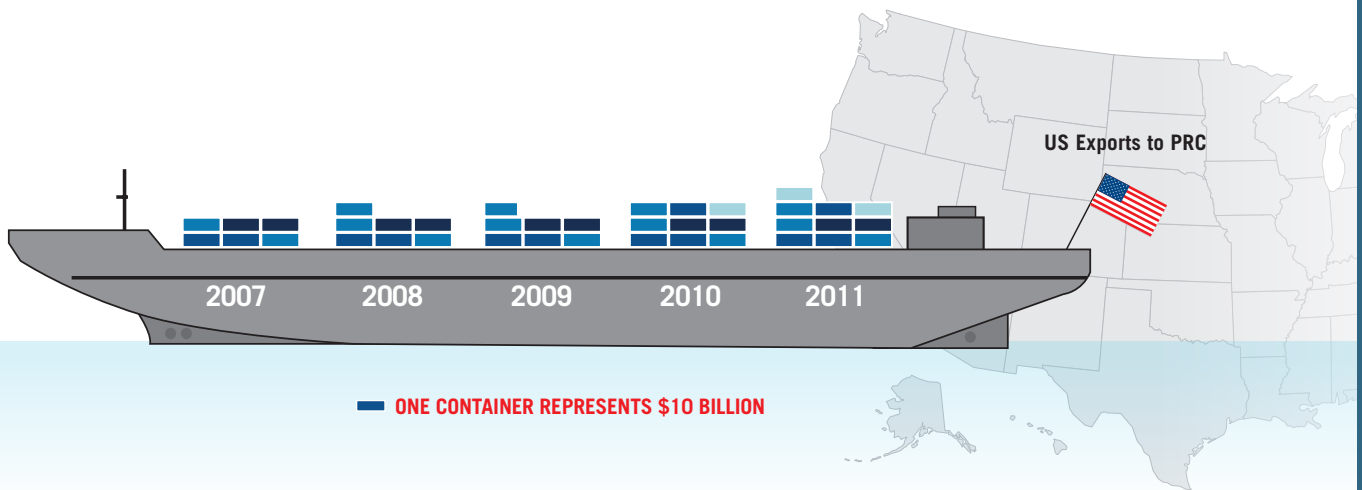
China's US-bound FDI skyrocketed from 2006 to 2010, but weakened in 2011. Chinese investment in the United States has picked up in 2012 with Dalian Wanda Group Corp.'s purchase of AMC Entertainment Holdings and ENN Group's plan to build a \$5 billion solar complex in Nevada.



Sources: US International Trade Commission, PRC Ministry of Commerce, Rhodium Group, UN Conference on Trade and Development

# IN THE LAST FIVE YEARS, THE US TRADE DEFICIT WITH CHINA WIDENED EVEN AS US EXPORTS TO CHINA GREW BY MORE THAN 50 PERCENT.

Data Spread -- After



## RANKING OF GLOBAL FDI OUTFLOWS, 2009-10

*In 2010, China was the fifth largest investor globally.*

