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Thailand aims to boost its cocoa exports to the Chinese market

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The Thai government is exploring opportunities to expand the countryâ??s cocoa exports to China, as rising global prices and increasing demand have prompted Chinese importers to seek new suppliers.

A report from the Office of International Trade Promotion (OITP) in Xiamen indicates that China imported $1.335 billion worth of cocoa products in 2024, a 29.29% increase from the previous year. While the majority of imports came from Malaysia, Indonesia, Singapore, Italy, and Belgium, Thailand accounted for just 0.36% of Chinaâ??s total cocoa imports, highlighting room for growth in this market.

Although Chinaâ??s cocoa bean imports declined by 20.80% in volume last year, the total value surged by 86.92% to $72.34 million due to price increases. West African nations such as Ecuador, Papua New Guinea, Togo, Guinea, and Ghana remain the primary suppliers. Thailand ranked 8th, contributing 0.27% of Chinaâ??s cocoa bean imports, valued at $194,396. With global supply constraints and fluctuating prices, Thailand has an opportunity to increase its market share by offering high-quality products.

Thailandâ??s tropical climate is well-suited to cocoa cultivation, and government programs are supporting its development as a key economic crop. Efforts are underway to improve production standards through training for farmers and community enterprises while ensuring compliance with international certifications such as Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP). These measures enhance Thailandâ??s ability to compete with major cocoa-producing nations.

To expand the country's presence on international markets, officials stressed the importance of enhancing supply chain efficiency, from cultivation to processing and marketing.