

Wine - China - October 2017

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“The retail value market growth remains slow but is slight faster than its volume growth. Mid-range wines are triggered and could be the next big thing. This does not mean consumers are avoiding premium wine, but means trading up for quality is as important as value-for-money from consumers’ perspective.”
– Lei Li, Research Analyst

This report looks at the following areas:

- Targeting younger consumers through different methods
- Flavour association could be an important purchase consideration
- Wine can capitalise more on being “natural”

Since China has a concentrated and less mature wine market compared to Western markets, people in China have not yet given their loyalty to any one brand or wine type, which provides room for new industry players to develop innovations and niche wine segments to exploit market potential. For existing industry players, market fragmentation means they have a chance to develop the business according to their own instincts.

Wine standards and preferences have not emerged on a national basis, which is beneficial for companies and brands to segment and target different demographics. Differentiation is the key for domestic brands to compete with foreign brands. Finding hidden opportunities in the market such as flavour innovations to appeal to younger consumers or capitalising more on “natural” wine via product labels and packaging can be potential ways to go.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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