

Wine - China - December 2018

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“Under the pressure of reduced global supply and lack of appreciation from the mass market, wine in China is entering a phase of adjustment. With more players encouraged by favourable trade deals entering the market, consumers are presented with abundant selections from various channels.”

– **Wenxin Xu, Senior Research Analyst, Food & Drink**

This report looks at the following areas:

The opportunities for players reside in whether wine could appeal to a broader audience with lower barriers to trial and reimagined consumption occasions.

- **Limited knowledge about varietal impedes healthy business growth**
- **Cultural perception influences purchasing decision**
- **Domestic producers need more global resource to strengthen status**

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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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