

March 2013

葡萄酒 - China

2008到2012年间，中国葡萄酒零售市场以22.3%的年均复合增长率扩张，销售量估计达到8.424亿公升。同期，销售额以25.6%的年均复合增长率增长到463亿元人民币。虽然整个酒精饮料零售市场由啤酒和烈酒主导，但葡萄酒的整个市场份额日益增长，这得益于消费者对葡萄酒的日益青睐，并将其视为优于其他酒类产品的更优雅更健康的选择。

零售便利店 - China

尽管近年来中国便利店业扩张迅速，此市场仍有进一步发展空间。在中国城市，平均约10,000人共用一家便利店，远不及台湾和美国等主要市场。台湾为便利店竞争最激烈的市场，每2,400人共用一家便利店。2007-2012年中国便利店以复合年增长率（CAGR）15.9%的速度增长，2012年市值达到465亿元人民币。

January 2013

Convenience Retailing - China

“While the convenience store sector in China has expanded rapidly in recent years, there remains marked scope for further growth. While there are approximately 10,000 people per convenience store in urban areas in China, this figure is much lower at 2,400 in Taiwan – the most fiercely competitive ...

Wine - China

“China’s wine retail market expanded at a compound annual growth rate (CAGR) of 22.3% from 2008-12 to reach an estimated market volume of 842.4 million litres, while value CAGR rose at 25.6% from 2008-12, growing to an estimated RMB46.3 billion. The share of wine in the ...

October 2012

Coffee - China

“China’s retail packaged coffee sector grew at a compound annual growth rate (CAGR) of 18.4% from 2007-12 to reach a market value of RMB9.2 billion. The market rose with the continuing expansion of instant coffee at 17.3% CAGR, fresh ground/brewed coffee at 41.4% CAGR, and ...

September 2012

Attitudes towards Food Safety - China

“As China’s food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain. Meanwhile, the central government ...

July 2012

Supermarkets and Hypermarkets - China

"In trying to understand just how rapidly the modern grocery sector has grown in China, it has to be realised that all of the approximately 50,000 supermarkets and hypermarkets that now exist in China have appeared within a single generation, or less than 25 years. China is now the ...

June 2012

Fruit Juices - China

"China's juice market is well established, but it is dominated by low-end varieties, such as juice drinks. Juice drinks' market share has been increasing over the past six years due to a number of factors, including rising inflation, low prices, and the strong performance of several key brands, particularly Coca-Cola's ...

May 2012

Beer - China

"China represents the world's biggest beer market, but it is still growing much more rapidly than other developed national markets, and its importance to the global beer industry is evidenced by the increasing significance placed on China by the world's leading beer companies. The growth potential of the market is ...

April 2012

Tea Drinks - China

"China's RTD tea market experienced strong double-digit annual growth from 2006-11 with a noticeable slowdown in 2011 due to a combination of factors including unfavourable weather, food safety issues such as the plasticiser incident and high input costs. However, compared to Japan and Taiwan, the two leading RTD tea markets ...

February 2012

Carbonated Soft Drinks - China



Drink - China

"China's carbonated soft drink market is growing at a low-teen rate which is significantly faster than other global markets (US/UK). However, on a per capita basis, the consumption of carbonated soft drinks in China is still low at an estimated 10.34 litres per person in 2011 compared to ...