

Wine - China - November 2014

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"The penetration of wine amongst tier one-to-tier three city consumers is on a par with some developed markets, but drinking frequency remains very low. As such, the growth in the wine market is more to do with nurturing the existing drinkers to improve their level of knowledge about wine and further encourage them to consume more."

— David Zhang, Research Analyst

This report looks at the following areas:

- How to revitalise the premium segment in the wine market
- How can wine brands expand into lower tier city market?
- Lack of drinking occasions becomes the most pronounced barrier

The abrupt shift in the wine market - with volume and average prices going down - seemed unimaginable when premium wines were seeing their retail values sky rocket. However, the sharp decline in importing and domestic production shows that the bubble is finally bursting. However, this is far from a disaster for the wine market with mass market returning as the key driver of the market.

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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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