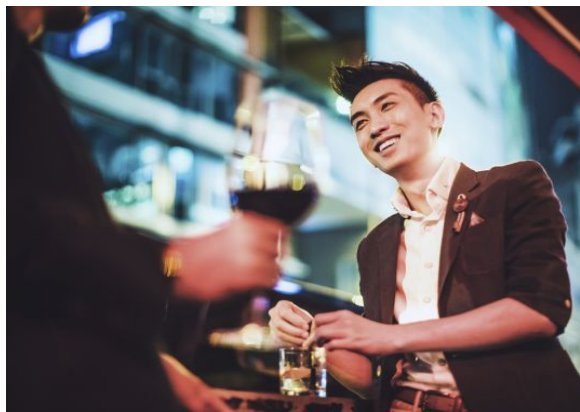


Wine - China - October 2015

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“The wine market is finally showing signs of recovery with importing activities thawing. Domestic brands, on the other hand, are suffering from intensified competition in the mid-range.”

David Zhang, Senior Drink Analyst

This report looks at the following areas:

- How to identify the hidden gem – Female drinkers?
- How to better use the increasingly popular online channels?

Definition

For this report, the wine market is defined as still wine and sparkling wine. Still wine includes red, rosé and white wine. Sparkling wine includes Champagne, and other types of sparkling wine. Fortified wine (port, sherry, vermouth), wine mixers/flavoured wine (including fruit juice/cordial), rice and yellow wine are excluded from the report.

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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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