

Wine - China - November 2016

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“Although domestic wine players are still the market leaders, along with easier access to online shopping and international products, consumers in China have become more aware of foreign brands and imported wines. Wine in China is no longer seen as an indulgence of the elite as it previously was, but is being embraced nationwide by many consumers in various city tiers and demographics.”

– Lei Li, Research Analyst

This report looks at the following areas:

- What should international wine and domestic wine do competitively?
- How should premium wine brands position themselves?
- How should wine brands use the online platform effectively?

China's wine imports have increased significantly and become a vital market driver of wine sales in the country. Along with import trade agreements, such as China and Australia signing a free trade agreement, international brands are threatening local Chinese winemakers to some degree.

The premium wine sector is still suffering from the impact the government's anti-extravagance campaign, but due to a personal gifting boom, is picking up marginally in terms of value sales. After China's wine market plummeted from 2012-14, the market is beginning to rise again in 2015-16.

The good news for both Chinese and international brands is people in China are interested in both domestic wine and imported wine, as consumption data shows a significant majority of consumers drink both.

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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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