

Wine Market in China

Introduction

The imported wine market in China was growing by 27% annually from 2009 to 2013. It is valuable to capture a bigger market share by having a deeper understanding of the performance of Italian wines in China and the market as a whole.

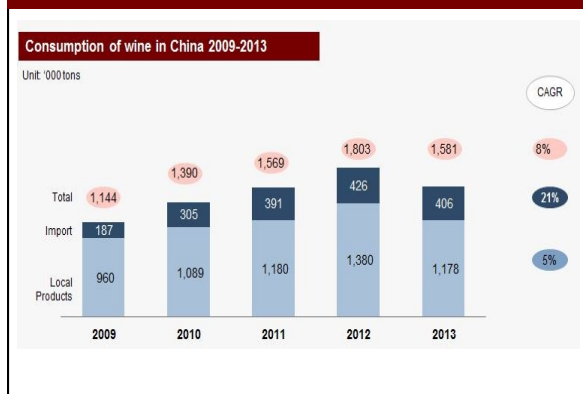
Client background

Our client is a Non-for-profit governmental organization who wanted to develop a strategy to promote the wines from their country in China. The client wanted to gain a bigger market share and they would like to know the possible strategies, estimated costs and expected benefits.

Key findings

- The consumption of wine in China increased 8% every year, among which the imported wines represented 25% of the wine market and was growing much faster than the local products.
- France was the market leader in the imported wine sector, holding a 45% market share. Italian wine only took 6% market share with a price a little bit cheaper than the average.
- In China, 70% of Italian wines are red wine or pink wine. Of red, pink and white wines, 58% are DOP level.

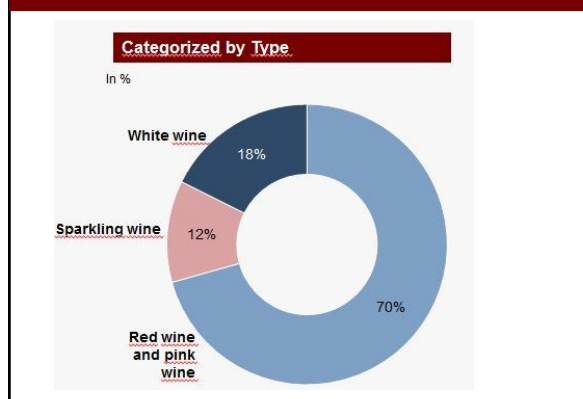
Wine market, especially imported wine sector, is enjoying a fast growth in China



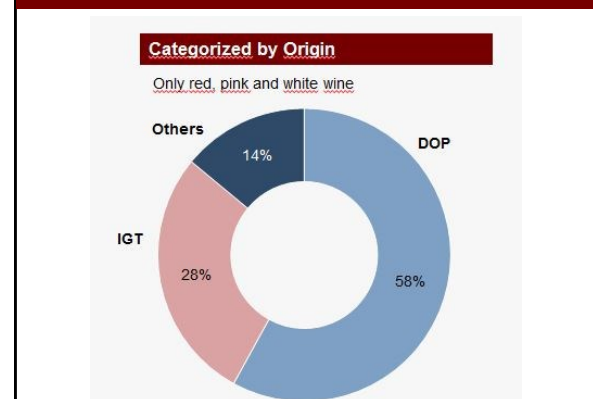
The market leader is France and Italy ranks only No.5



70% of the recognized Italian wine are red wine



DOP level takes the majority of imported Italian wines



More information please contact us:

Riccardo Battaglia
Tel: +86 21 31265735
r.battaglia@battaglia-as.net

Julia MO
Tel: +86 21 51083529
j.mo@battaglia-as.net

Battaglia
Advisory
Services

Unit 3007, Jing'an China Tower
No.1701, Beijing West Rd.
Shanghai P.R.C
P.C. 200040
info@battaglia-as.net