

Wine in China to 2014

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Abstracts

Introduction

This databook provides key data and information on the wine market in China. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on four categories: still wine, sparkling wine, champagne and fortified wine
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009

Highlights

The market for wine in China increased at a compound annual growth rate of 14.5% between 2004 and 2009.

The still wine category led the wine market in China, accounting for a share of 93.5%.

Leading players in Chinese wine market include Yantai Changyu Group Company Limited, China Great Wall Wine Co, Ltd and Tonghua Grape Wine Co., Ltd.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the wine market in China
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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