

# Report on the Chinese wine market 2014-2018

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## Abstracts

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Wine-making refers to the practice of using fresh grapes or grape juice as ingredients to create alcoholic beverages by way of fermentation. There are many different types of wines, including dry wine, semi-dry wine, sweet wine, sparkling wine, grape brandy and more.

Wine companies have been devoting their efforts to the promotion of wine-making across the world and China. Wine-making classes have gradually begun to appear in 2nd and 3rd tier cities in China, resulting in greater awareness of wine-making and wine in general. A total of XX billion litres of wine were sold in 2016, a xx% growth over the previous year. The retail market reached a total size of xx billion CNY, a xx% growth over the previous year.

The rise of social media in China has led to faster promotion of products in China. The wine industry has benefitted greatly from the rise in social media, and collaborative efforts with mainstream social media platforms have led to strong sales.

The younger generation of Chinese consumers display a remarkable preference for wine over traditional Chinese Baijiu, and as such Baijiu market share is expected to shrink in the near future.

Changes in consumer behavior, heightened awareness of wine-making and wines as well as the promotional push from social media are all considered beneficial for the Chinese wine market. The Chinese wine market is expected to reach a total of xx billion liters in retail volume and a total of xx billion CNY in retail figures.

## Contents

### **CHAPTER 1 CHINESE WINE INDUSTRY DEVELOPMENT ENVIRONMENT ANALYSIS**

#### 1.1 International wine standards

- 1.1.1 French
- 1.1.2 German
- 1.1.3 Italian
- 1.1.4 Spanish

#### 1.2 Chinese wine industry policies

- 1.2.1 Regulatory bodies
- 1.2.2 Market policies
- 1.2.3 Wine standards and related regulations
- 1.2.4 Wine standard GB15037-2006
- 1.2.5 New standards
- 1.2.6 Wine production hygiene standards
- 1.2.7 Safety management regulations
- 1.2.8 Advertising regulations for alcoholic beverages
- 1.2.9 Tax regulations for wine consumption
- 1.2.10 Anti-dumping and anti-subsidy regulations

### **CHAPTER 2 CHINESE WINE INDUSTRY DATA MONITORING ANALYSIS 2014-2018**

#### 2.1 Chinese wine industry size analysis 2014-2018

- 2.1.1 Number of companies
- 2.1.2 Capital growth
- 2.1.3 Sales growth
- 2.1.4 Profit growth

#### 2.2 Wine industry costs

- 2.2.1 Sales costs
- 2.2.2 Main costs

#### 2.3 Chinese wine industry operation efficiency analysis

- 2.3.1 Debt repayment
- 2.3.2 Profitability
- 2.3.3 Operational capabilities

### **CHAPTER 3 CHINESE WINE MARKET TRENDS**

- 3.1 Supply analysis
  - 3.1.1 Regional wine supply analysis
  - 3.1.2 Wine production
  - 3.1.3 Regional distribution of wine production
  - 3.1.4 Production concentration
- 3.2 Demand analysis
  - 3.2.1 Market demand analysis
  - 3.2.2 Industry demand analysis
  - 3.2.3 Retail volumes
  - 3.2.4 Retail volumes
- 3.3 Regional market demands
  - 3.3.1 Beijing
  - 3.3.2 Guangzhou
  - 3.3.3 Xiamen
  - 3.3.4 Chengdu
  - 3.3.5 Linyi
  - 3.3.6 Taian
  - 3.3.7 Fujian
  - 3.3.8 Qinhuang Island
- 3.4 Problems in the Chinese wine market
  - 3.4.1 Problems in the Chinese wine market analyzed
  - 3.4.2 Four major problems
  - 3.4.3 Lack of an individualistic brand
- 3.5 Market expansion strategies
  - 3.5.1 Development guarantees
  - 3.5.2 The need for stable development
  - 3.5.3 Development strategies

## **CHAPTER 4 CHINESE HIGH-END WINE MARKET ANALYSIS**

- 4.1 Development overview
  - 4.1.1 Development analysis
  - 4.1.2 A lukewarm reception
  - 4.1.3 Innovative marketing models
  - 4.1.4 Attempts to vitalize the high-end wine market
  - 4.1.5 Chinese wine brands in the high-end market
- 4.2 Problems and strategies for Chinese high-end wines
  - 4.2.1 Development barriers
  - 4.2.2 Market confusion

- 4.2.3 Development methods
- 4.2.4 Thought processes for high-end wine marketing in China
- 4.2.5 Analyzing high-end wine brand marketing strategies
- 4.2.6 Strategy analysis
- 4.2.7 Sales terminal construction
- 4.3 Chinese high-end wine market development prospects
  - 4.3.1 Room for development
  - 4.3.2 Bright prospects
  - 4.3.3 Service terminals

## **CHAPTER 5 CHINESE WINE INDUSTRY FOREIGN TRADE ANALYSIS**

- 5.1 Foreign trade analysis for wine from fresh grapes
  - 5.1.1 Import analysis
    - 5.1.1.1 Volumes
    - 5.1.1.2 Figures
    - 5.1.1.3 Sources
    - 5.1.1.4 prices
  - 5.1.2 Export analysis
    - 5.1.2.1 Volumes
    - 5.1.2.2 Figures
    - 5.1.2.3 Recipients
    - 5.1.2.4 Prices
- 5.2 Foreign trade data for Vermouth or similar wines
  - 5.2.1 Import analysis
    - 5.2.1.1 Volumes
    - 5.2.1.2 Figures
    - 5.2.1.3 Sources
    - 5.2.1.4 Prices
  - 5.2.2 Export analysis
    - 5.2.2.1 Volumes
    - 5.2.2.2 Figures
    - 5.2.2.3 Recipients
    - 5.2.2.4 Prices
- 5.3 Chinese imported wine market analysis
  - 5.3.1 Development overview
  - 5.3.2 Opportunities for imported wine in the Chinese market
  - 5.3.3 A need for segmentation
  - 5.3.4 Existing problems

5.3.5 Countermeasures for foreign brands in the Chinese market

5.3.6 Localization of foreign brands

## **CHAPTER 6 CHINESE WINE MARKET MARKETING STRATEGIES REVIEWED**

6.1 Chinese and international wine marketing methods analysis

6.1.1 Operation methods and case studies

6.1.2 Precision marketing methods employed by international brands in China

6.1.3 French wine marketing methods

6.1.4 Austrian wine marketing methods

6.1.5 Internet marketing methods

6.1.6 Differences between Chinese and International wine marketing methods

6.1.7 Suggestions regarding Chinese wine marketing

6.1.8 Wine marketing environment

6.2 Chinese wine marketing channels

6.2.1 Sales channels

6.2.1.1 Sales channel overview

6.2.1.2 Multiple agents

6.2.1.3 Regional agency modes

6.2.1.4 Direct sales modes

6.3 Sales channels for key Chinese wine companies

6.3.1 Yantai Zhangyu

6.3.2 Zhongliang Great Wall

6.3.3 Wangchao Wineries

6.3.4 Mogao Wineries

6.3.5 Xinjiang Xintian

6.4 Chinese wine brand marketing strategies

6.4.1 The three elements of brand marketing

6.4.2 A common mistake for wine brand marketing

6.4.3 Secondary brand development strategies

6.4.4 Wine brand marketing cases

6.4.4.1 Great Wall

6.4.4.2 Zhangyu

6.4.4.3 Wangchao Wineries

6.5 Chinese wine packaging strategies

6.5.1 Foreign wine branding overview

6.5.2 The latest packaging types

6.5.3 Chinese wine packaging requires improvements

6.5.4 Chinese wine packaging development trends

## 6.6 Other marketing strategies

- 6.6.1 Corporate culture marketing models
- 6.6.2 Specialty store marketing
- 6.6.3 Marketing for mass produced wine
- 6.6.4 Wine supermarket promotion strategies
- 6.6.5 Wine promotion strategies

## **CHAPTER 7 CHINESE E-COMMERCE FOR WINE**

### 7.1 Overview

- 7.1.1 The rise of e-commerce as a sales channel for wine
- 7.1.2 Advantages
- 7.1.3 The wine e-commerce environment
- 7.1.4 Reasons for e-commerce

### 7.2 Chinese wine e-commerce market analysis

- 7.2.1 Current developments
- 7.2.2 Market status
- 7.2.3 Financing status

### 7.3 E-commerce for imported wines

- 7.3.1 Origins
- 7.3.2 Developments
- 7.3.3 Operation model

### 7.4 E-commerce brands for imported wines

- 7.4.1 Yemaijiu.com
- 7.4.2 Hongjiuke.com
- 7.4.3 jiuquanwang
- 7.4.4 Taobao

### 7.5 Current problems and prospects

- 7.5.1 Current problems
- 7.5.2 Channel construction
- 7.5.3 Development pathways
- 7.5.4 Development trends

## **CHAPTER 8 COMPETITIVE ANALYSIS**

### 8.1 Market competition

- 8.1.1 Competition overview
- 8.1.2 SWOT Analysis
- 8.1.3 Chinese wine company competitiveness

- 8.1.4 2nd tier wine brand competitiveness
- 8.1.5 Service competition
- 8.1.6 Competitive trends
- 8.2 Chinese firms' competitiveness on a global scale
  - 8.2.1 Global wine companies' competition for wine markets
  - 8.2.2 Global wine firms in China
  - 8.2.3 Retaliation from Chinese firms
  - 8.2.4 Chinese wine competitiveness on a global scale
- 8.3 Chinese wine industry competitiveness analysis
  - 8.3.1 Source development guarantees competitiveness for the wine industry
  - 8.3.2 Creating a new dimension for Chinese wines to compete on
  - 8.3.3 Competitiveness through global expansion
  - 8.3.4 Key factors for increased competitiveness
  - 8.3.5 Methods for improved competitiveness
  - 8.3.6 Methods for increasing reseller competitiveness
  - 8.3.7 Methods for increasing winery competitiveness

## **CHAPTER 9 CHINESE WINE COMPANIES AND WINERIES**

- 9.1 Yantai Zhangyu Wineries
  - 9.1.1 Development overview
  - 9.1.2 Main products
  - 9.1.3 Operational analysis
  - 9.1.4 Competitive advantages
  - 9.1.5 Development strategies
- 9.2 Citic Guoan
  - 9.2.1 Development overview
  - 9.2.2 Main products
  - 9.2.3 Operational analysis
  - 9.2.4 Competitive advantages
  - 9.2.5 Development strategies
- 9.3 Tonghua Wines
  - 9.3.1 Development overview
  - 9.3.2 Main products
  - 9.3.3 Operational analysis
  - 9.3.4 Competitive advantages
  - 9.3.5 Development strategies
- 9.4 Gansu Mogao Co. Ltd.
  - 9.4.1 Development overview

- 9.4.2 Main products
- 9.4.3 Operational analysis
- 9.4.4 Competitive advantages
- 9.4.5 Development strategies
- 9.5 Gansu Huangtai Wines
  - 9.5.1 Development overview
  - 9.5.2 Main products
  - 9.5.3 Operational analysis
  - 9.5.4 Competitive advantages
  - 9.5.5 Development strategies
- 9.6 Weilong Wines
  - 9.6.1 Development overview
  - 9.6.2 Main products
  - 9.6.3 Operational analysis
  - 9.6.4 Sales networks
  - 9.6.5 Competitive advantages
- 9.7 Xinjiang Yizhu wines
  - 9.7.1 Development overview
  - 9.7.2 Main products
  - 9.7.3 Operational analysis
  - 9.7.4 Sales networks
  - 9.7.5 Competitive advantages
- 9.8 Loulan Wineries
  - 9.8.1 Development overview
  - 9.8.2 Main products
  - 9.8.3 Operational analysis
  - 9.8.4 Sales networks
  - 9.8.5 Competitive advantages
- 9.9 Taiyanggu Wineries
  - 9.9.1 Development overview
  - 9.9.2 Main products
  - 9.9.3 Operational analysis
  - 9.9.4 Competitive advantages
  - 9.9.5 Development strategies
- 9.10 Gold Sand Wines
  - 9.10.1 Development overview
  - 9.10.2 Main products
  - 9.10.3 Operational analysis
  - 9.10.4 Sales networks



- 9.10.5 Competitive advantages
- 9.11 Fangxiangzhuang Wines
  - 9.11.1 Development overview
  - 9.11.2 Main products
  - 9.11.3 Operational analysis
  - 9.11.4 Competitive advantages
- 9.12 Fasaite Wineries
  - 9.12.1 Development overview
  - 9.12.2 Main products
  - 9.12.3 Operational analysis
  - 9.12.4 Sales networks
  - 9.12.5 Competitive advantages
- 9.13 Yuange Wineries
  - 9.13.1 Development overview
  - 9.13.2 Main products
  - 9.13.3 Operational analysis
  - 9.13.4 Competitive advantages
  - 9.13.5 Development strategies
- 9.14 Great Wall Wines
  - 9.14.1 Development overview
  - 9.14.2 Main products
  - 9.14.3 Operational analysis
  - 9.14.4 Sales networks
  - 9.14.5 Competitive advantages
- 9.15 Haishi Wines
  - 9.15.1 Development overview
  - 9.15.2 Main products
  - 9.15.3 Operational analysis
  - 9.15.4 Sales networks
  - 9.15.5 Competitive advantages

## **CHAPTER 10 CHINESE WINE INDUSTRY DEVELOPMENT PROSPECTS**

- 10.1 Global wine industry development predictions
  - 10.1.1 Market development trends
  - 10.1.2 Prospects
  - 10.1.3 Global wine market consumption predictions
- 10.2 Chinese wine industry development trends
  - 10.2.1 8 major trends

- 10.2.2 Status as wine center of Asia
- 10.3 Development prospects
  - 10.3.1 A bright future
  - 10.3.2 A large market for imported wines
- 10.4 Chinese wine market development prospects
  - 10.4.1 Development prospects
  - 10.4.2 Production volume predictions
  - 10.4.3 Retail volume predictions
  - 10.4.4 Retail figure predictions

## **CHAPTER 11 CHINESE WINE INDUSTRY DEVELOPMENT PROSPECTS AND TRENDS 2019-2024**

- 11.1 Investment opportunities
  - 11.1.1 Global wine market investment analysis
  - 11.1.2 Wine as a new investment vehicle in Asia
  - 11.1.3 Chinese wine industry investment environment
  - 11.1.4 Wine industry chain investment opportunities
- 11.2 Chinese wine industry investment risks analysis 2019-2024
  - 11.2.1 Industry policies
  - 11.2.2 Raw materials
  - 11.2.3 Market competition
  - 11.2.4 Operational risks
- 11.3 Investment strategies and advice
  - 11.3.1 Investment errors and misunderstandings
  - 11.3.2 Investment strategies
  - 11.3.3 Investment methods
  - 11.3.4 Investment strategies

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