

Wine in China

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Abstracts

Wine in China

Summary

Wine in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The wine market consists of the retail sale of fortified wine, sparkling wine and still wine products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Chinese wine market had total revenues of \$67.2bn in 2019, representing a compound annual growth rate (CAGR) of 19% between 2015 and 2019.

Market consumption volume increased with a CAGR of 13.7% between 2015 and 2019, to reach a total of 2,629.1 million liters in 2019.

Strong economic conditions and improving standards of living have encouraged consumers to spend on premium products.

Scope

Wine in China

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the wine market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in China

Leading company profiles reveal details of key wine market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China wine market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the China wine market by value in 2019?

What will be the size of the China wine market in 2024?

What factors are affecting the strength of competition in the China wine market?

How has the market performed over the last five years?

What are the main segments that make up China's wine market?

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COMPANIES MENTIONED

Yantai Changyu Pioneer Wine Company Ltd
Tonghua Wine Co Ltd
Dynasty Fine Wine Group Ltd

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