

# **China Wine Market Research Report 2016**

https://marketpublishers.com/r/CEC6B8BA272EN.html Date: November 2016 Pages: 123 Price: US\$ 3,200.00 (Single User License) ID: CEC6B8BA272EN

## Abstracts

#### Notes:

Sales, means the sales volume of Wine

Revenue, means the sales value of Wine

This report studies Wine in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

King Estate

Pepperwood Grove

Rancho Zabaco

Redney strong

Wolf Blass

Bodega Norton

Penfolds

Rosemount Estate

**COFCO Great Wall** 



Yin Guang-xia Premium Selection Chardonnay

Xixia King Envoy of Merlot

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Dry wines

Medium Wines

Sweet wines

Split by Application, this report focuses on consumption, market share and growth rate of Wine in each application, can be divided into

Party

Ceremony

Home

Others



# Contents

China Wine Market Research Report 2016

### 1 WINE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Wine
- 1.2 Wine Segment by Type
- 1.2.1 China Production Market Share of Wine Type in 2015
- 1.2.2 Dry wines
- 1.2.3 Medium Wines
- 1.2.4 Sweet wines
- 1.3 Applications of Wine
  - 1.3.1 Wine Consumption Market Share by Application in 2015
  - 1.3.2 Party
  - 1.3.3 Ceremony
  - 1.3.4 Home
  - 1.3.5 Others
- 1.4 China Market Size (Value) of Wine (2011-2021)
- 1.5 China WineStatus and Outlook
- 1.6 Government Policies

### **2 CHINA WINE MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Wine Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Wine Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Wine Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Wine Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Wine Market Competitive Situation and Trends
  - 2.5.1 Wine Market Concentration Rate
  - 2.5.2 Wine Market Share of Top 3 and Top 5 Manufacturers

### **3 CHINA WINE MANUFACTURERS PROFILES/ANALYSIS**

#### 3.1 King Estate

3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

- 3.1.2 Wine Product Type, Application and Specification
  - 3.1.2.1 Type I



3.1.2.2 Type II

3.1.3 King Estate Wine Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.1.4 Main Business/Business Overview

3.2 Pepperwood Grove

3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.2.2 123 Product Type, Application and Specification

3.2.2.1 Type I

3.2.2.2 Type II

3.2.3 Pepperwood Grove 123 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.2.4 Main Business/Business Overview

3.3 Rancho Zabaco

3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.3.2 127 Product Type, Application and Specification

3.3.2.1 Type I

3.3.2.2 Type II

3.3.3 Rancho Zabaco 127 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.3.4 Main Business/Business Overview

3.4 Redney strong

3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.4.2 Nov Product Type, Application and Specification

3.4.2.1 Type I

3.4.2.2 Type II

3.4.3 Redney strong Nov Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.4.4 Main Business/Business Overview

3.5 Wolf Blass

3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.5.2 Product Type, Application and Specification

3.5.2.1 Type I

3.5.2.2 Type II

3.5.3 Wolf Blass Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)



3.5.4 Main Business/Business Overview

3.6 Bodega Norton

3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.6.2 Million USD Product Type, Application and Specification

3.6.2.1 Type I

3.6.2.2 Type II

3.6.3 Bodega Norton Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 Penfolds

3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.7.2 Food & Beverages Product Type, Application and Specification

3.7.2.1 Type I

3.7.2.2 Type II

3.7.3 Penfolds Food & Beverages Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Rosemount Estate

3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.8.2 Product Type, Application and Specification

3.8.2.1 Type I

3.8.2.2 Type II

3.8.3 Rosemount Estate Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 COFCO Great Wall

3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.9.2 Product Type, Application and Specification

3.9.2.1 Type I

3.9.2.2 Type II

3.9.3 COFCO Great Wall Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.9.4 Main Business/Business Overview

3.10 Yin Guang-xia Premium Selection Chardonnay

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its



#### Competitors

3.10.2 Product Type, Application and Specification

- 3.10.2.1 Type I
- 3.10.2.2 Type II

3.10.3 Yin Guang-xia Premium Selection Chardonnay Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

- 3.10.4 Main Business/Business Overview
- 3.11 Xixia King Envoy of Merlot

## 4 CHINA WINE CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

- 4.1 China Wine Capacity, Production and Growth (2011-2016)
- 4.2 China Wine Revenue and Growth (2011-2016)
- 4.3 China Wine Production, Consumption, Export and Import (2011-2016)

## **5 CHINA WINE PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Wine Production and Market Share by Type (2011-2016)
- 5.2 China Wine Revenue and Market Share by Type (2011-2016)
- 5.3 China Wine Price by Type (2011-2016)
- 5.4 China Wine Production Growth by Type (2011-2016)

## 6 CHINA WINE MARKET ANALYSIS BY APPLICATION

- 6.1 China Wine Consumption and Market Share by Application (2011-2016)
- 6.2 China Wine Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Application
  - 6.3.2 Emerging Markets/Countries

## 7 WINE MANUFACTURING COST ANALYSIS

- 7.1 Wine Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure



- 7.2.1 Raw Materials
- 7.2.2 Labor Cost
- 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Wine

### 8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Wine Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Wine Major Manufacturers in 2015
- 8.4 Downstream Buyers

### 9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## 10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
- 10.1.1 Substitutes Threat
- 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## 11 CHINA WINE MARKET FORECAST (2016-2021)

- 11.1 China Wine Capacity, Production, Revenue Forecast (2016-2021)
- 11.2 China Wine Production, Import, Export and Consumption Forecast (2016-2021)
- 11.3 China Wine Production Forecast by Type (2016-2021)
- 11.4 China Wine Consumption Forecast by Application (2016-2021)
- 11.5 Wine Price Forecast (2016-2021)



#### **12 RESEARCH FINDINGS AND CONCLUSION**

#### **13 APPENDIX**

Author List Disclosure Section Research Methodology Data Source China Disclaimer



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

**Figure Picture of Wine** Figure China Production Market Share of Wine by Type in 2015 Figure Product Picture of Dry wines Table Major Manufacturers of Dry wines Figure Product Picture of Medium Wines Table Major Manufacturers of Medium Wines Figure Product Picture of Sweet wines Table Major Manufacturers of Sweet wines Table Wine Consumption Market Share by Application in 2015 **Figure Party Examples** Figure Ceremony Examples Figure Home Examples **Figure Others Examples** Figure China Wine Revenue (Million USD) and Growth Rate (2011-2021) Table China Wine Capacity of Key Manufacturers (2015 and 2016) Table China Wine Capacity Market Share of Key Manufacturers (2015 and 2016) Figure China Wine Capacity of Key Manufacturers in 2015 Figure China Wine Capacity of Key Manufacturers in 2016 Table China Wine Production of Key Manufacturers (2015 and 2016) Table China Wine Production Share by Manufacturers (2015 and 2016) Figure 2015 Wine Production Share by Manufacturers Figure 2016 Wine Production Share by Manufacturers Table China Wine Revenue (Million USD) by Manufacturers (2015 and 2016) Table China Wine Revenue Share by Manufacturers (2015 and 2016) Table 2015 China Wine Revenue Share by Manufacturers Table 2016 China Wine Revenue Share by Manufacturers Table China Market Wine Average Price of Key Manufacturers (2015 and 2016) Figure China Market Wine Average Price of Key Manufacturers in 2015 Table Manufacturers Wine Manufacturing Base Distribution and Sales Area Table Manufacturers Wine Product Type Figure Wine Market Share of Top 3 Manufacturers Figure Wine Market Share of Top 5 Manufacturers Table King Estate Basic Information, Manufacturing Base, Sales Area and Its Competitors Table King Estate Wine Capacity, Production, Revenue, Price and Gross Margin



(2011 - 2016)Figure King Estate Wine Market Share (2011-2016) Table Pepperwood Grove Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Pepperwood Grove Wine Capacity, Production, Revenue, Price and Gross Margin (2011-2016) Figure Pepperwood Grove Wine Market Share (2011-2016) Table Rancho Zabaco Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Rancho Zabaco Wine Capacity, Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Rancho Zabaco Wine Market Share (2011-2016) Table Redney strong Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Redney strong Wine Capacity, Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Redney strong Wine Market Share (2011-2016) Table Wolf Blass Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Wolf Blass Wine Capacity, Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Wolf Blass Wine Market Share (2011-2016) Table Bodega Norton Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Bodega Norton Wine Capacity, Production, Revenue, Price and Gross Margin (2011-2016)Figure Bodega Norton Wine Market Share (2011-2016) Table Penfolds Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Penfolds Wine Capacity, Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Penfolds Wine Market Share (2011-2016) Table Rosemount Estate Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Rosemount Estate Wine Capacity, Production, Revenue, Price and Gross Margin (2011 - 2016)Figure Rosemount Estate Wine Market Share (2011-2016) Table COFCO Great Wall Basic Information, Manufacturing Base, Sales Area and Its Competitors Table COFCO Great Wall Wine Capacity, Production, Revenue, Price and Gross



Margin (2011-2016) Figure COFCO Great Wall Wine Market Share (2011-2016) Table Yin Guang-xia Premium Selection Chardonnay Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Yin Guang-xia Premium Selection Chardonnay Wine Capacity, Production, Revenue, Price and Gross Margin (2011-2016) Figure Yin Guang-xia Premium Selection Chardonnay Wine Market Share (2011-2016) Table Xixia King Envoy of Merlot Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Xixia King Envoy of Merlot Wine Capacity, Production, Revenue, Price and Gross Margin (2011-2016) Figure Xixia King Envoy of Merlot Wine Market Share (2011-2016) Figure China Wine Capacity, Production and Growth (2011-2016) Figure China Wine Revenue (Million USD) and Growth (2011-2016) Table China Wine Production, Consumption, Export and Import (2011-2016) Table China Wine Production by Type (2011-2016) Table China Wine Production Share by Type (2011-2016) Figure Production Market Share of Wine by Type (2011-2016) Figure 2015 Production Market Share of Wine by Type Table China Wine Revenue by Type (2011-2016) Table China Wine Revenue Share by Type (2011-2016) Figure Production Revenue Share of Wine by Type (2011-2016) Figure 2015 Revenue Market Share of Wine by Type Table China Wine Price by Type (2011-2016) Figure China Wine Production Growth by Type (2011-2016) Table China Wine Consumption by Application (2011-2016) Table China Wine Consumption Market Share by Application (2011-2016) Figure China Wine Consumption Market Share by Application in 2015 Table China Wine Consumption Growth Rate by Application (2011-2016) Figure China Wine Consumption Growth Rate by Application (2011-2016) Table Production Base and Market Concentration Rate of Raw Material Figure Price Trend of Key Raw Materials Table Key Suppliers of Raw Materials Figure Manufacturing Cost Structure of Wine Figure Manufacturing Process Analysis of Wine Figure Wine Industrial Chain Analysis Table Raw Materials Sources of Wine Major Manufacturers in 2015 Table Major Buyers of Wine Table Distributors/Traders List



Figure China Wine Capacity, Production and Growth Rate Forecast (2016-2021) Figure China Wine Revenue and Growth Rate Forecast (2016-2021) Table China Wine Production, Import, Export and Consumption Forecast (2016-2021) Table China Wine Production Forecast by Type (2016-2021) Table China Wine Consumption Forecast by Application (2016-2021)



#### I would like to order

Product name: China Wine Market Research Report 2016

Product link: https://marketpublishers.com/r/CEC6B8BA272EN.html

Price: US\$ 3,200.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/CEC6B8BA272EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

\*\*All fields are required

Custumer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970