

Research report on imported grape wine in China 2020-2024

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Abstracts

Description

According to CRI, China is the world's fifth largest wine consumer. Grape wine is the second largest alcoholic beverage in the world after beer and has a long history in China, but it is relatively inferior to other liquors.

There are largely low-end domestic wine products in China's wine market, and demand for high-end grape wine relies on import.

According to CRI, the production of Chinese-made wine has been declining year by year since 2015. Besides, due to the shortcomings of high planting cost, backward mode and low efficiency, domestic grape wine has disadvantages in the competition with imported grapes.

The youth group is the major consumer of wine.

China's total grape wine consumption is not low, but per capita consumption is well below the world average. Thus, China's grape wine per capita consumption is expected to rise in the future.

Total grape wine import volume decreased year by year, from 737.04 million liters in 2017 to 612.49 million liters in 2019, but the import value in 2018 was higher than that in 2017, and the average price of imported grape wine in 2019 was USD 3.97 per liter, higher than that USD 3.70 per liter in 2017. It can be seen that Chinese consumers began to pay more attention to quality than quantity for grape wine.

In the first five months of 2020, affected by the epidemic situation, the import volume of wine decreased by 32.20% in the same period, and the price also declined.

Still grape wine occupied more share of China's total imports, but decreased year on year. On the contrast, import volume of sparkling grape wine was relatively low, however showed an increasing trend. France, Australia, and Chile are major sources of China's grape wine imports.

Compared with European industrial powers, the development of China's wine industry is relatively late. The development of wine market is limited by the lack of efficient product promotion channels and narrow audience range.

According to CRI, considering many factors, it is estimated that after the end of the epidemic in 2020, the import volume of wine will rise in 2021, and then decrease in the total value. However, the proportion of imported high-grade wine will rise, and it will still maintain a large market in the total amount, with a value of about 1.80 billion USD by 2024. Among all types of grape wine, sparkling grape wine imports is expected to keep increasing, while other still grape wine imports are estimated to decrease.

Readers may obtain the following information through this report:

Economic Environment of Grape Wine Industry in China

Policies in Imported Grape Wine in China

Analysis of Supply and Demand of Grape Wine in China

Analysis of Imported Grape Wine in China

Analysis of Major Sources of Grape Wine in China

Price Trend of Imported Grape Wine in China

Driving Forces and Opportunities of Imported Grape Wine in China

Forecast on Imported Grape Wine in China 2020-2024

Contents

1 DEVELOPMENT ENVIRONMENT OF GRAPE WINE IMPORTS IN CHINA

- 1.1 Economy Environment
- 1.2 Policy Environment
- 1.3 Culture Environment

2 DOMESTIC PRODUCTION AND CONSUMPTION OF GRAPE WINE IN CHINA, 2015-2019

- 2.1 Production of Grape Wine in China, 2015 - 2019
- 2.2 Consumption of Grape Wine in China, 2015 - 2019
 - 2.2.1 Consumption of Grape Wine in China, 2015 - 2019
 - 2.2.2 Consumer Groups of Grape Wine in China, 2015 - 2019
 - 2.2.3 Consumption Scenarios and Subcategories of Grape Wine in China, 2015 - 2019

3 GRAPE WINE IMPORTS IN CHINA, 2017 - 2020

- 3.1 Types of Grape Wine
- 3.2 Total Imports of Grape Wine in China
- 3.3 Imports by Type of Grape Wine in China
 - 3.3.1 Sparkling Grape Wine
 - 3.3.2 Grape Wine?2L
 - 3.3.3 Grape Wine>10L
- 3.4 Major Importers of Grape Wine in China
 - 3.4.1 LEFOU WINES
 - 3.4.2 PRAN WINES
 - 3.4.3 JIUHANGJIA
 - 3.4.4 AUSTCHI DRAGON
 - 3.4.5 SPARKLING WORLD

4 MAJOR SOURCES OF GRAPE WINE IMPORTS IN CHINA, 2017 - 2020

- 4.1 Major Sources of Grape Wine Imports in China, 2017
- 4.2 Major Sources of Grape Wine Imports in China, 2018
- 4.3 Major Sources of Grape Wine Imports in China, 2019
- 4.4 Major Sources of Grape Wine Imports in China 2020

5 FORECAST ON GRAPE WINE IMPORTS IN CHINA, 2020-2024

5.1 Factors influencing Grape Wine Imports in China

5.1.1 Drivers and Opportunities of Imported Grape Wine in China, 2020-2024

5.1.2 Unfavorable Factors of Imported Grape Wine in China, 2020-2024

5.2 Forecast on Grape Wine Imports, 2020 - 2024

5.2.1 Forecast on Total Imports of Grape Wine in China, 2015 - 2019

5.2.2 Forecast on Types of Imported of Grape Wine in China, 2015 - 2019

TABLE OF CHARTS

Chart China's GDP and Per Capita Disposable Income of Residents, 2016-Q1 2020

Chart Related Policies about Grape Wine in China

Chart Production of Grape Wine in China, 2015 - 2020

Chart Per Capita Consumption of Wine in China

Chart Occasions for Drinking Grape Wine

Chart Types of Grape Wine by China Customs

Chart Import Volume, Value and Average Price of Grape Wine, 2017 - 2020

Chart Import Volume, Value and Average Price of Sparkling Grape Wine

Chart Import Volume, Value and Average Price of Grape Wine?2L

Chart Import Volume, Value and Average Price of Grape Wine>10L

Chart Major Sources of Grape Wine Imports in China, 2017

Chart Major Sources of Grape Wine Imports in China, 2018

Chart Major Sources of Grape Wine Imports in China, 2019

Chart Major Sources of Grape Wine Imports in China, Jan. - May 2020

Chart Forecast on Import Volume and Value, 2020 - 2024

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