

# Assessment of China's Wine Market 2017

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## Abstracts

### Executive Summary

The global wine industry has registered a decline of 5% in 2016, lowest production rate in the last two decades. More than 60% of the global wine industry market share is dominated by the US, Europe, Japan, and China. While the global wine production declined, the rising demand of wine in non-traditional markets has led to exports doubling over the past 20 years. Europe remains the global leader of wine supply, exporting ~55% of its annual production.

While China is globally the largest consumer of spirits, there is still scope for wine consumption to grow. With per capita wine consumption at 1.34 litres, China ranks 36th globally as compared with France which has a per capita wine consumption of 47.19 litres. Wine sales experienced a slowdown in China post the introduction of austerity measures in 2013. Growth slowed down from 65% year-on-year in 2011 to 3% year-on-year during 2014. The biggest hit was on domestic wines, which fell in terms of volume from 142m cases in 2012 to 119m in 2014. However, in 2015, the market experienced a bounce back and growth rate by volume was approximately 50% year-on-year.

### Why should the report be purchased?

The report 'Assessment of China's Wine Market 2017' highlights key dynamics of India's wine market. The growing opportunity in the sector has been investigated along with the market drivers. The initiatives and performance of key players including Changyu Pioneer Wine Co., China Foods Ltd., Wei Long Grape Wine Co., CITIC Guoan Wine Co., Tonghua Grape Wine Co., along with the current market scenario has also been studied. The report contains latest industry leader's opinion.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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