

Wine Market in China 2021

<https://marketpublishers.com/r/WFF56CBCA513EN.html>

Date: January 2022

Pages: 22

Price: US\$ 550.00 (Single User License)

ID: WFF56CBCA513EN

Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. The wine market in China will decline to USD 54,981 million by 2027, contracting at a CAGR of -1.8% from 2020 through 2027.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The China wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in China has been segmented into fortified wine, fruit wine, sparkling wine, still wine. Among these, the still wine segment was accounted for the highest revenue generator in 2020. By distribution channel, the wine market in China has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The China wine market is highly competitive. As of 2020, the major players in the China wine market were Bright Food (Group) Co. Ltd., China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO), Jiangsu Zhangjiagang Brewing Co. Ltd., Kuaijishan Shaoxing Rice Wine Co. Ltd., Treasury Wine Estates Limited, Yantai Changyu Group Company Limited, Zhejiang Guyuelongshan Shaoxing Wine Co. Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online

retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the China wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Fruit wine
Sparkling wine
Still wine

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Bright Food (Group) Co., Ltd.
China National Cereals Oils and Foodstuffs Import & Export Corporation (COFCO)
Jiangsu Zhangjiagang Brewing Co., Ltd.
Kuaijishan Shaoxing Rice Wine Co., Ltd.
Treasury Wine Estates Limited
Yantai Changyu Group Company Limited
Zhejiang Guyuelongshan Shaoxing Wine Co., Ltd.
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