



Portraits



Wine Intelligence

China 2017

Report price



Report price:
 GBP 2,500
 AUD 4,500
 USD 3,250
 EUR 3,000

Report credits:
 5

Price also includes
 profiling data in
 Excel
 (All Vinitrac® questions with
 cross-tabulations by the
 segments)

83 page
 PowerPoint
 report

China Portraits: Overview
 Wine Intelligence identifies six distinct types of Chinese drinkers of imported wine, each representing one typical set of behaviour and relationship with wine

- Fragile Occasionals** are low-involvement, infrequent wine drinkers who are not engaged with imported wine, and have limited knowledge of wine
- Health Sippers** are price-conscious wine drinkers with a narrow repertoire. They drink wine occasionally for its perceived health benefits
- Social Newbies** are younger consumers who are new to the wine category. They are just beginning to learn about wine and see it as an interesting and social drink
- Adventurous Connoisseurs** are high-spending, frequent wine drinkers who are confident in their wine knowledge and have a broad repertoire of countries & regions of origin, varietals and brands
- Prestige-seeking Traditionalists** are high-spending, frequent consumers who particularly favour French wine, and who choose imported wine because of the associated prestige and social status
- Developing Drinkers** are consumers developing a habit of drinking wine because they like the taste. They exhibit a growing interest in wine and are beginning to see wine as important in their life

Who are they?

- Young to middle aged consumers
- Income in line with the overall market
- Even gender split with slightly more female entering the segment compared with 2015
- Often based in tier 1 cities (Beijing, Shanghai, Guangzhou, etc.)

Gender
 49% (99%) Male, 51% (51%) Female

Age Distribution

Age Group	Percentage
18-29	36% (36%)
30-39	32% (32%)
40-54	32% (32%)

Wine is a hobby and forms an important part of their lifestyle and self-image

Enjoy BYO as they know what they like and how to match wine with food

A wine's origin is important in both the on- and off-trade

Shop through a wide range of channels but strongly prefer specialised wine shops and online stores

Enjoy incorporating wine in to their lives, through visiting wineries and attending tastings

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How Portraits works

What is Portraits?

- Portraits is designed by Wine Intelligence to provide wine businesses with a reference segmentation model of wine drinkers which can be applied to individual brands, regions, countries of origin, style categories and retailers
- China Portraits is the consumer segmentation of 52 million Chinese urban upper-middle class drinkers of imported wine. Portraits segmentation is also available for Australia, Canada, UK, USA & Mexico
- Portraits are detailed in a full PDF report and supporting Excel data table

How we make Portraits...

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behaviour and their attitude towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which in addition to the input variables above include demographic information and more detailed questions on wine-drinking behaviour
- Portraits is based an integrated research methodology utilising both quantitative and qualitative techniques
 - **Quantitative:** Analysis for China Portraits is based on a sample of more than 2,000 Chinese urban upper-middle class imported wine drinkers collected in March 2017 via Wine Intelligence's Vinitrac® online survey and is representative of China's 52 million urban upper-middle class imported wine drinkers (drink imported wine at least twice a year). Comparisons for some measures were made against the previous China Portraits 2015
 - **Qualitative:** Sixteen in-depth interviews with Chinese urban upper-middle class imported wine drinkers were conducted in September 2017 (see Appendix for details of the qualitative research methodology)

How can I use Portraits?

Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
 - **Who** they are
 - **Why** they drink wine
 - **What** they drink
 - **Where and how** they buy wine
 - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target.

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products.

Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

Portrait-based wine business strategies

Our clients have used the Portraits report series in a variety of ways to target their high-potential consumers. Here are a few examples of how this consumer segmentation can be used to develop more tailored wine business strategies.

Portfolio strategy

The first step when selling a product to the Chinese market is deciding who the target consumers are. Wine companies have used China Portraits to assess where their market opportunity lies by determining to whom their products might appeal, and to design an overall portfolio strategy that is targeted to these consumers.

Brand health assessment among target Portrait groups

Vinitrac® - our global online wine drinker survey – allows Wine Intelligence to assess brand health among both overall Chinese urban upper-middle class imported wine drinkers and within specific Portraits segments, including looking at trends over time. This can be used to understand with which consumers a brand is strongest and weakest, and to assess competitive positioning among target consumers.

When looking to explore how consumers react to a product's branding in more depth and what conscious and unconscious associations they have with the product, we often conduct focus groups with consumers from targeted Portrait segments, which allows us to build a deeper understanding not only of how the brand is viewed in general, but also how it fits into the wine drinking habits of the specific consumers for whom it is intended.

New product testing

Newly developed products can be tested with target consumers in a variety of ways. In addition to focus groups, wine companies often ask us to test their product with a larger sample of consumers through hall tests, where we recruit consumers from the target Portrait group to taste the product and provide their feedback on the taste and style.

Label and packaging testing

To assess how a label or packaging design is positioned relative to its competitors, or how a new label design is perceived by consumers, we often use a combination of focus groups with target consumers to explore their reactions to the packaging combined with label testing with a representative sample of Chinese urban upper-middle class imported wine drinkers through our Vinitrac® survey platform. This allows us to see both how the packaging performs overall, and, importantly, how it performs among its core Portrait group.

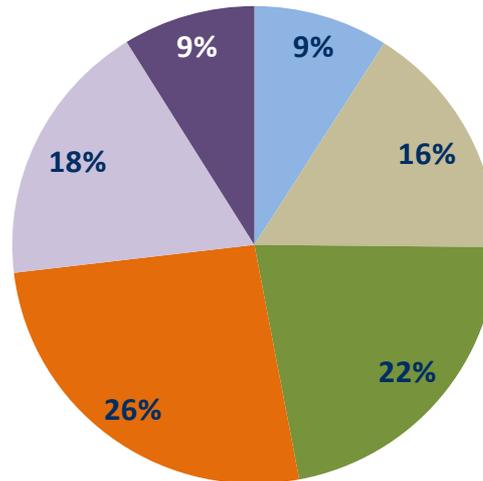
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Social Newbies are younger consumers who are new to the wine category. They are just beginning to learn about wine and see it as an interesting and social drink



Adventurous Connoisseurs are high-spending, frequent wine drinkers who are confident in their wine knowledge and have a broad repertoire of countries & regions of origin, varietals and brands

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Developing Drinkers are consumers developing a habit of drinking wine because they like the taste. They exhibit a growing interest in wine and are beginning to see wine as important in their life

% of population of Chinese urban upper-middle class imported wine drinkers
Base = All Chinese urban upper-middle class imported wine drinkers (n=2,000)

Quantitative Methodology: Vinitrac[®] China 2017

- The data for this study was collected in March 2017
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey with 2,000 Chinese urban upper-middle class imported wine drinkers from Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen, Chongqing, Changsha, Zhengzhou and Guiyang
- Methodology: Online survey
- Sampling strategy: Quotas (age, gender, city and income), stratified
- Screening criteria: Legal drinking age; drink imported wine at least twice per year; and drink red, white or rosé wine
- The survey was post-weighted to be representative of Chinese urban upper-middle class imported wine drinkers in terms of age, gender, city and income. See table to the right for sample distribution

Qualitative Methodology: in-depth interviews



In-depth interview methodology

- Sixteen in-depth interviews with Chinese urban upper-middle class imported wine drinkers were conducted in September 2017
- Each interview lasted at least 30 minutes, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues, etc.
- Profile of respondents interviewed as below:

Segment	
Adventurous Connoisseurs	2
Prestige-seeking Traditionalists	2
Developing Drinkers	6
Social Newbies	6
Total	16

City		
Tier 1	Beijing	3
	Guangzhou	3
	Shanghai	4
Tier 2	Chengdu	2
	Chongqing	1
	Nanjing	1
	Shenyang	2
Total		16

REPORT PRICE: • GBP 2,500 • AUD 4,500 • USD 3,250 • EUR 3,000 • 5 Report Credits

Format: 83 page PowerPoint (PDF) + supporting data table (Excel)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/consumer-segmentations/>

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