
SPARKLING WINE IN THE CHINESE MARKET

February **2018** Report

The logo for Wine Intelligence, featuring the word "wine" in a lowercase, bold, sans-serif font with a white dot above the "i", and the word "intelligence" in a smaller, lowercase, sans-serif font below it. The logo is set against a light blue circular background.

wine
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Sparkling Wine in the Chinese Market 2018

Report overview



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wine intelligence

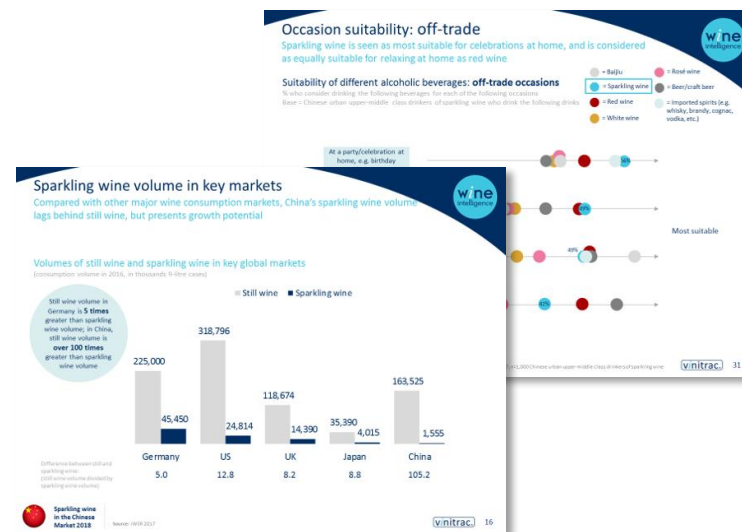
3 report credits

Report price:

GBP 1,500
USD 1,950
AUD 2,700
EUR 1,800

The Sparkling Wine in the Chinese Market 2018 report includes:

- A 50-page PowerPoint report with the latest information regarding the sparkling wine market in China, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience
 - In-depth trade interviews
 - Secondary sources



Sparkling Wine in the Chinese Market 2018

*All prices exclusive of VAT, GST, or relevant local sale taxes at the current rate

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1. SPARKLING WINE CATEGORY REMAINS SMALL COMPARED TO STILL WINE

- The sparkling wine category in China has been growing from a small base, however the volume size remains very small compared to still wine. Sparkling wine volume only accounts for less than 1% of the total wine volume

2. RECOGNITION DOMINATED BY CHAMPAGNE AND COUNTRY OF ORIGIN

- Consumer recognition of sparkling wine is limited to Champagne and major sparkling wine producing countries, in particular France, Italy and Spain. Very few consumers are aware of other sparkling wine types like Cava, Prosecco, etc.

3. MORE SPARKLING WINES AT LOWER PRICE POINTS BECOMING AVAILABLE IN THE MARKET

- Both store checks and trade sources confirm more types of sparkling wine have become available at lower prices, fuelling the growing sparkling wine market in China

4. YOUNGER AND DIVERSIFYING SPARKLING WINE DRINKERS

- As more affordable options of sparkling wine become available, younger consumers are entering the sparkling wine category – 52% of sparkling wine drinkers are between the age of 18 and 34



5. DIVERSIFIED CONSUMPTION OCCASIONS FOR SPARKLING WINE

- Currently sparkling wine is primarily associated with formal occasions and celebrations. As less expensive sparkling wine has become available, consumers have started drinking sparkling wine also at more informal occasions (e.g. relaxing at home, with informal restaurant meals)

6. STRONG POTENTIAL FOR SWEET 'FRIZZANTE' WITH LOWER ALCOHOL AND LOWER ACIDITY

- A sweeter, 'frizzante' (lightly sparkling) style with pronounced fruity or floral aromas is suited to the Chinese palate. Currently Chinese consumers prefer sparkling wine with lower acidity. Lower alcohol content is appealing to the younger generation as they are moving away from the 'ganbei' or 'bottoms up' drinking culture

7. ONLINE PURCHASING PREDICTED TO LEAD SALES OF LOWER-PRICED SPARKLING WINE

- Online channel offers a broad choice of sparkling wine at lower prices, allowing new consumers to learn about and purchase sparkling wine



Research methodology:

Sampling and quotas used for Vinitrac® Sparkling China



- The data for this study was collected in October 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey of 1,000 Chinese urban upper-middle class drinkers of sparkling wine:
- Respondents meet the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Have drunk at least one type of sparkling wine in the past 12 months
 - Tier 1 city residents earn monthly income before tax above 6,000 whilst tier 2 city residents earn monthly income before tax above 5,000
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of Chinese urban upper-middle class drinkers of sparkling wine in terms of age and gender, income and geography



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