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BEGINS

Digital conversation more influential than word of mouth for Chinese wine drinkers, according to new report

Chinese consumers of imported wine rely more on information and recommendations they glean from the internet and social media than they do on traditional word of mouth from friends or family, according to new research out today from Wine Intelligence.

Three quarters of these consumers state that they often go online to look for wine information, while 62% frequently use social media as a source. Only around half as many consumers rely on recommendations from shop staff (32%) or word of mouth sources of information (39%) such as direct communication with friends and family about wine.

The company interviewed 1,000 upper middle class imported wine drinkers in China as part of its research behind the report "[How Chinese consumers use the digital world to learn about wine](#)". The findings contrast dramatically with consumer behaviour in Western markets, where word of mouth recommendations carry a lot more weight, and indicate the extent to which the emerging wine drinking population in China relies on the digital world to learn more about the subject.

Wine Intelligence estimates that around 13 million Chinese adults are frequently accessing wine information online. They typically use sites like Baidu (China's largest search engine) and Winechina.cn, a wine information website. Typical searches include learning more about food and wine matching, and getting news on new vintage releases and reviews.

"Today's imported wine drinker in China is highly wired and comfortable in using the digital world to learn more about wine," comments Maria Troein, Senior Project Executive and lead author of the report. "This online dominance also reflects the degree to which imported wine drinkers are still a relatively small and exclusive group in China, similar to "lead-users" in other countries who use the internet to find and connect with others who are interested in wine".

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Related reports:

- How Chinese consumers use the digital world to learn about wine - the China Internet and Social media report, 2011
- Similar reports also available for USA, UK, France, Germany and Netherlands

Requests for purchase and further details about the reports can be found at www.wineintelligence.com/reports-shop

How the data was collected:

The data for this study was collected in July 2011

Data was gathered via Wine Intelligence's Vinitrac® online survey of 1,017 Chinese imported wine drinkers, meeting the following requirements:

- Upper middle class (personal income of at least 4,000 RMB per month)
- 18-50 years old
- Resident of Beijing, Guangzhou, Shanghai, Wuhan
- Drink imported grape-based wine at least twice a year

For full details on the methodologies used in Wine Intelligence research, please contact natasha@wineintelligence.com

About Wine Intelligence

Wine Intelligence is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to enable companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry. For more information, please visit www.wineintelligence.com.

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