



What's your China opportunity?

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London International Wine Fair, 17th-19th of May 2011



A growing economy

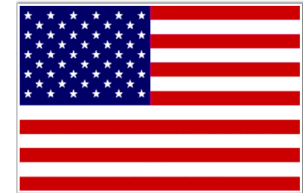
10.3%



1.8%



2.7%



GDP growth in 2010, source: CIA World Factbook

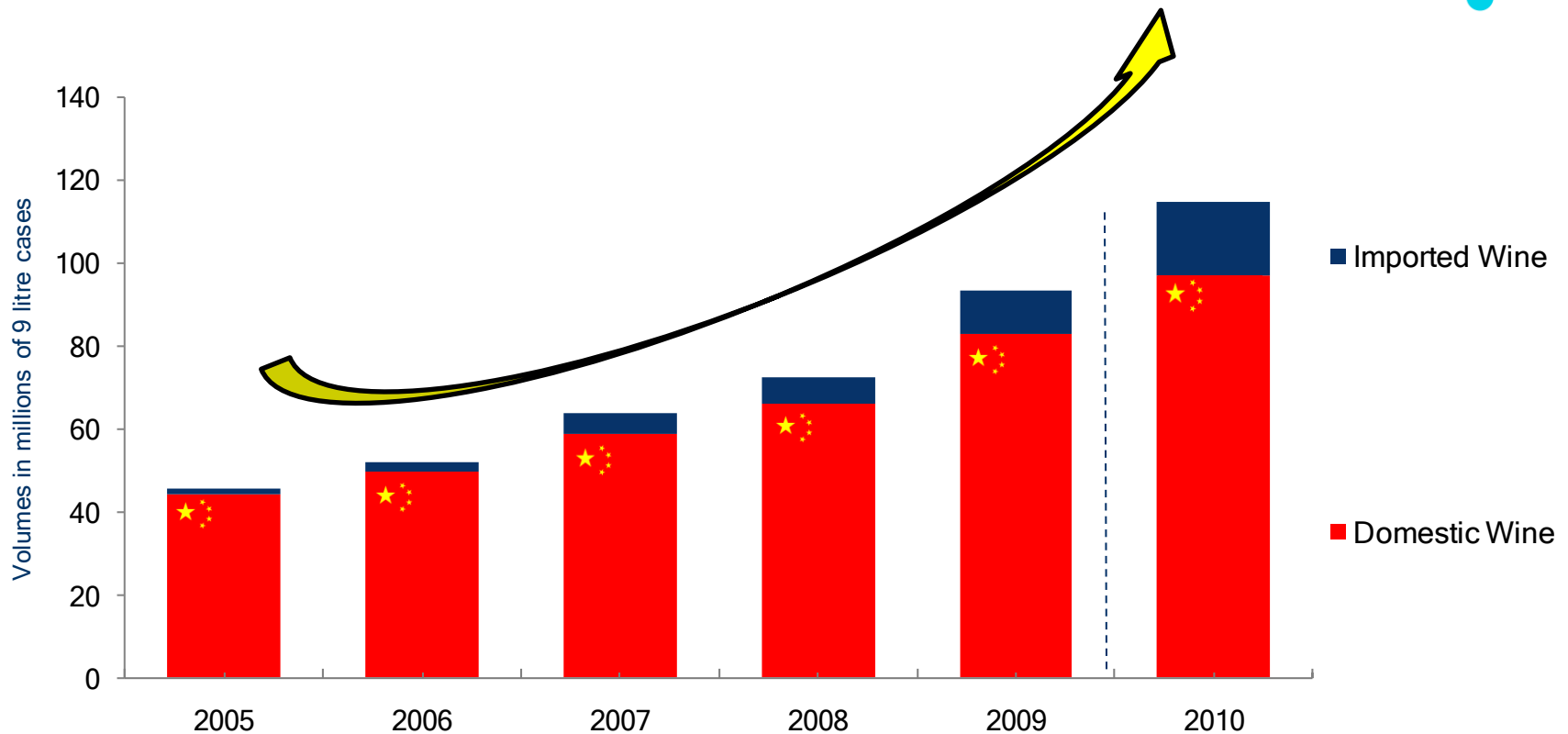
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An established alcohol culture



Booming wine consumption

Volume of imported and domestic still light wine in China 2005-2010

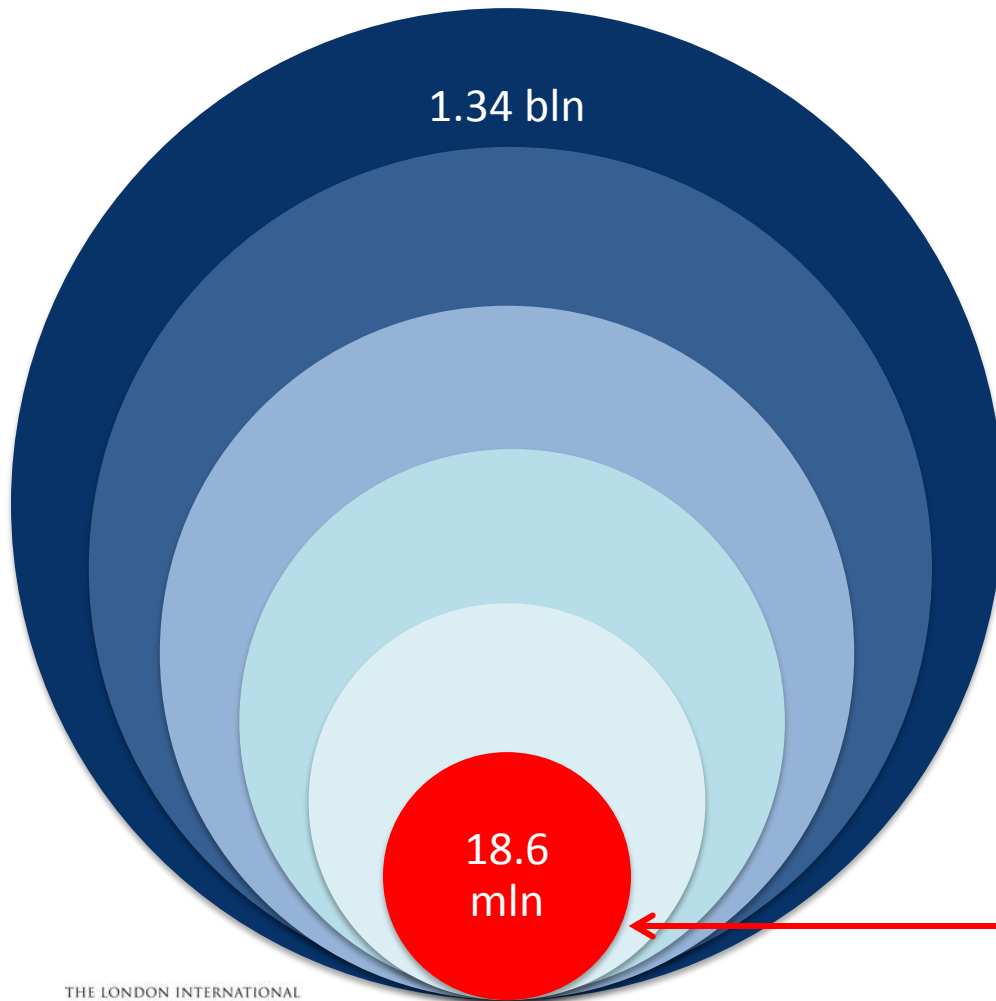


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What is the opportunity?



The actual market is temporarily “small”



Total Chinese population



Aged 18-50



Urban



Upper middle class



Wine drinkers



Urban 18-50 upper middle class
imported wine drinkers

Who drinks wine
in China?

The businessman



The young professional



The health drinker



The gifter / displayer

View from the dining room of Jenny's home in Harbin, China



The mainstream drinker

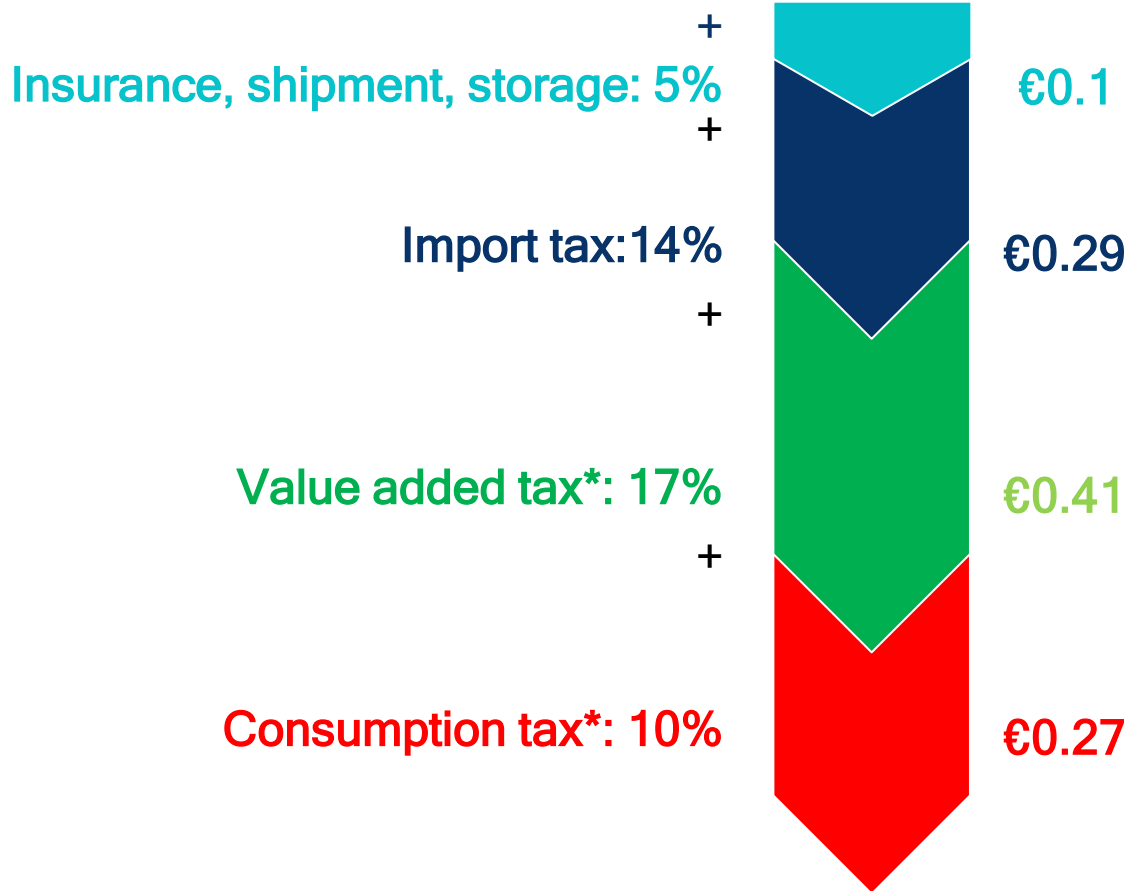


How should brand
owners approach the
market?

Tax structure for imported wine in China

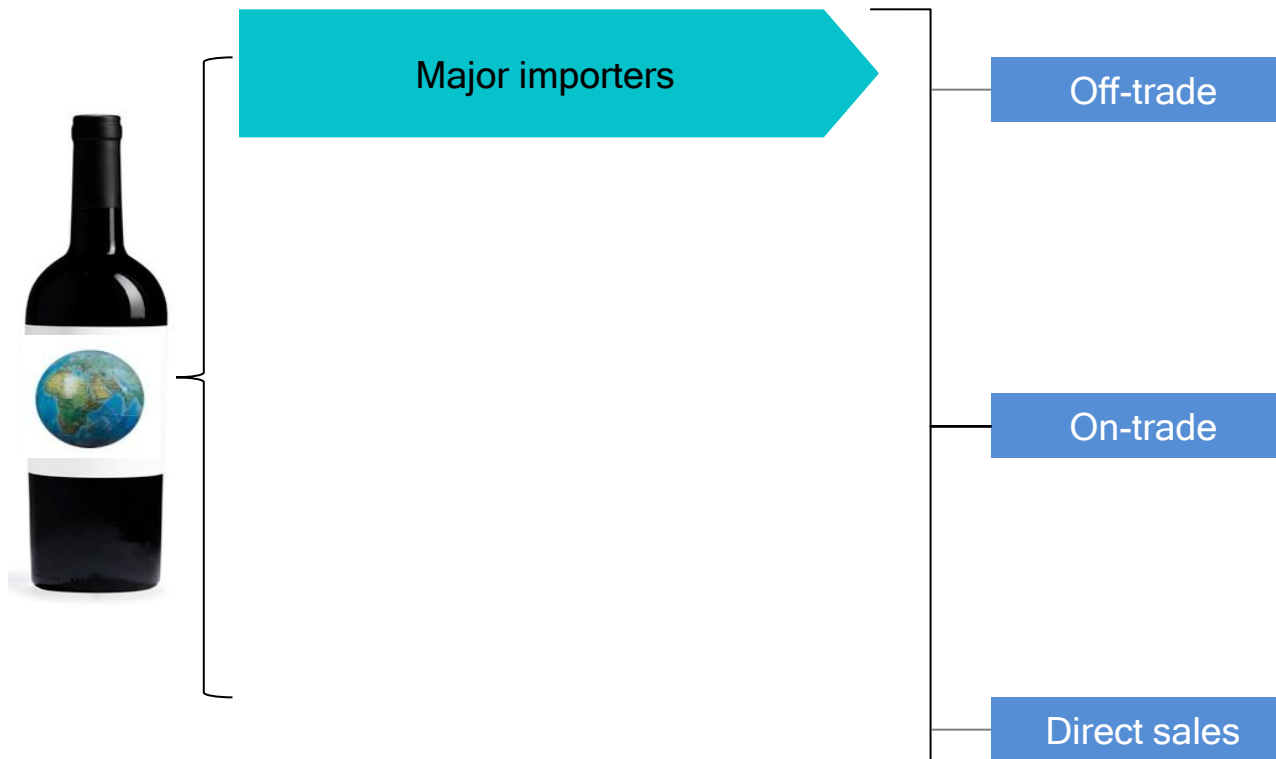


Ex-cellar price: €2

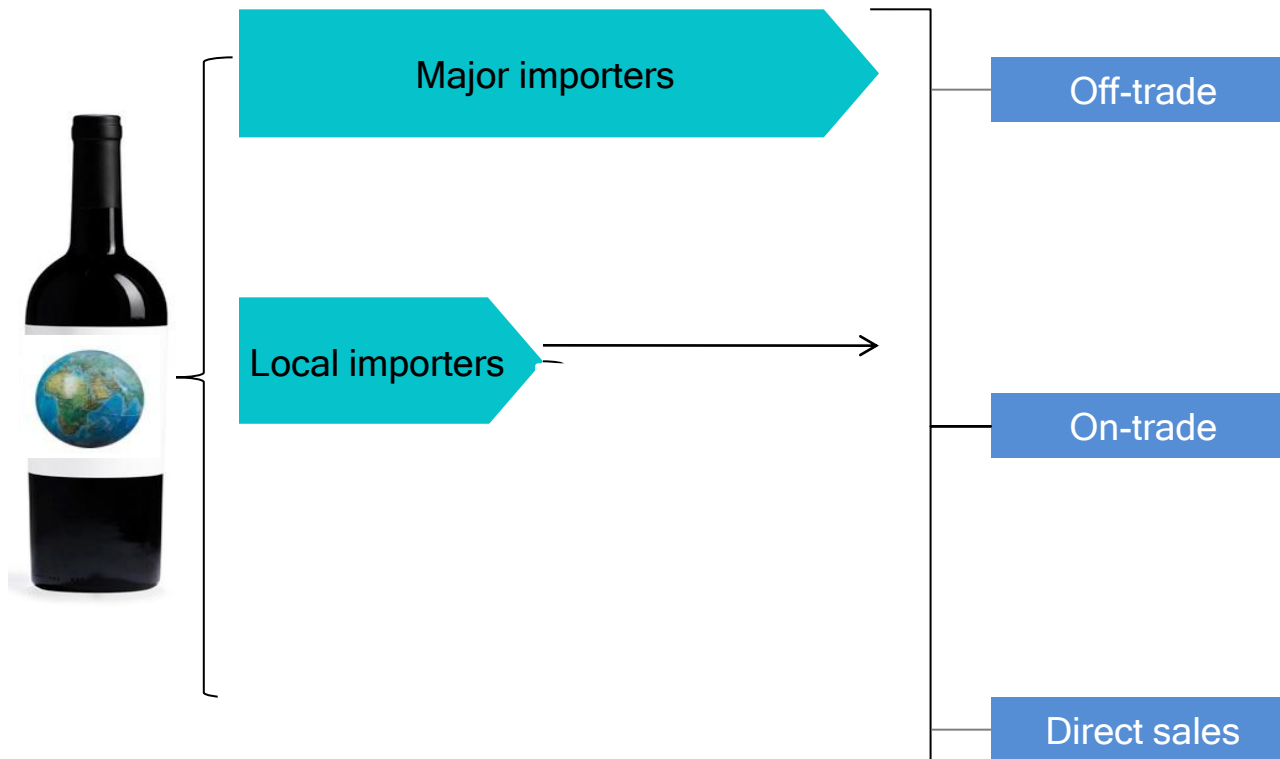


Price after custom clearance: €3.07

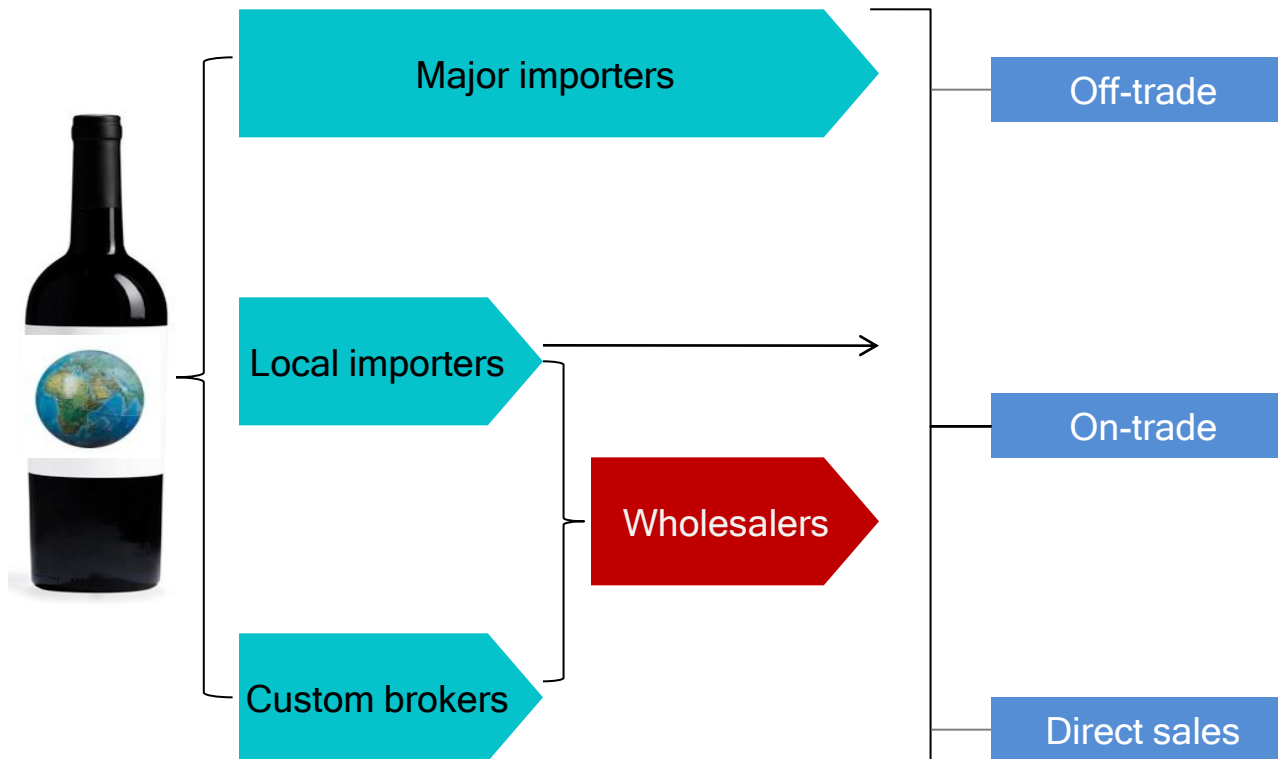
Distribution system is fragmented and with regional differences



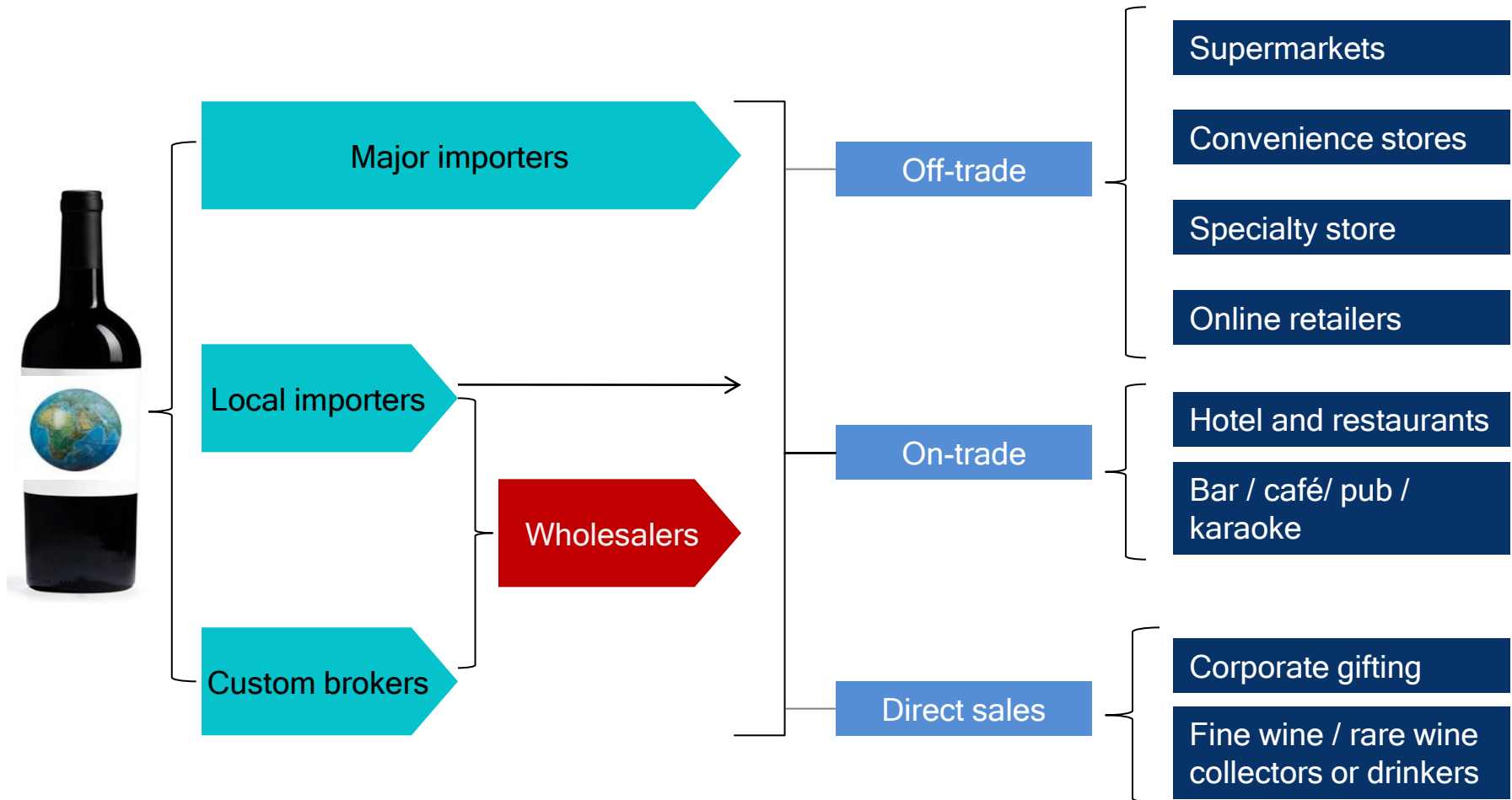
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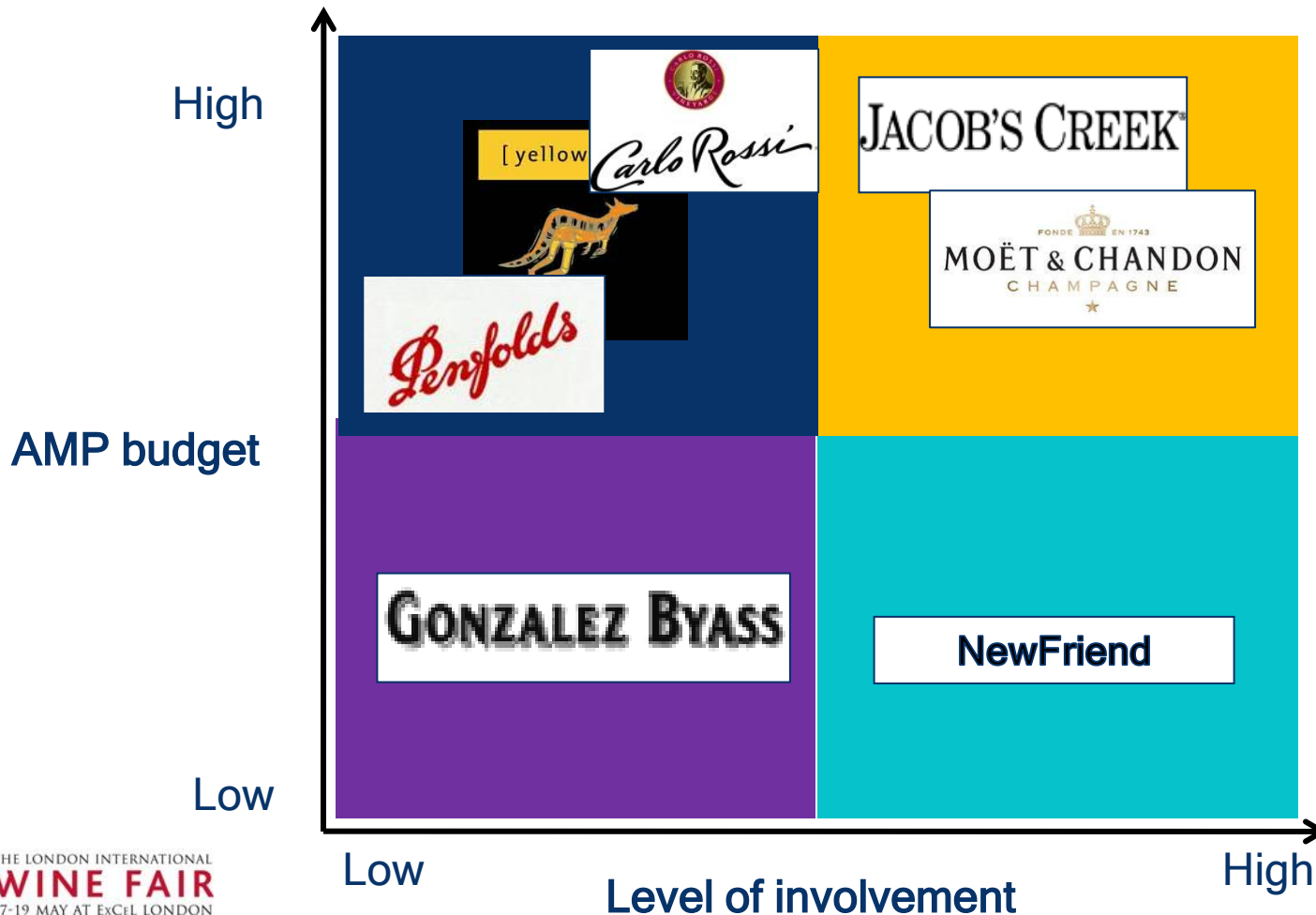
Distribution system is fragmented and with regional differences



Distribution system is fragmented and with regional differences



Level of involvement and AMP budget determine what route to market to take



Tailor a holistic marketing strategy in accordance with Chinese culture and customs



Name

Label

Packaging

Opportunities on internet and social media



 人人小组 beta



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Life is A Bowl of Cherries, and I Think I Just Swallowed
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117 M

66,000



李德美  (设置备注)
<http://t.sina.com.cn/lidemeiwine>

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博客: <http://blog.sina.com.cn/lidem>

饮酒, 酿酒, 品酒, 乐酒

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个人资料
他还没有填写, 请稍候。

140 M

180,000

Challenges and opportunities ahead

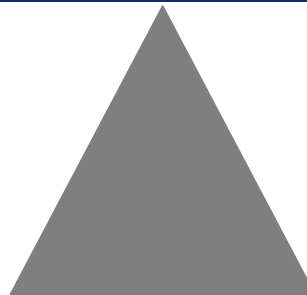
The future holds both opportunities and challenges



- Growing economy
- Lifestyle and status
- Alcohol culture
- Adventurous lead users
- New generation
- Lack of knowledge
- Low availability beyond Tier 1
- Domestic wine competition
- Counterfeits
- Distribution system

Opportunities

Challenges



Question Time



谢谢

Thank you

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