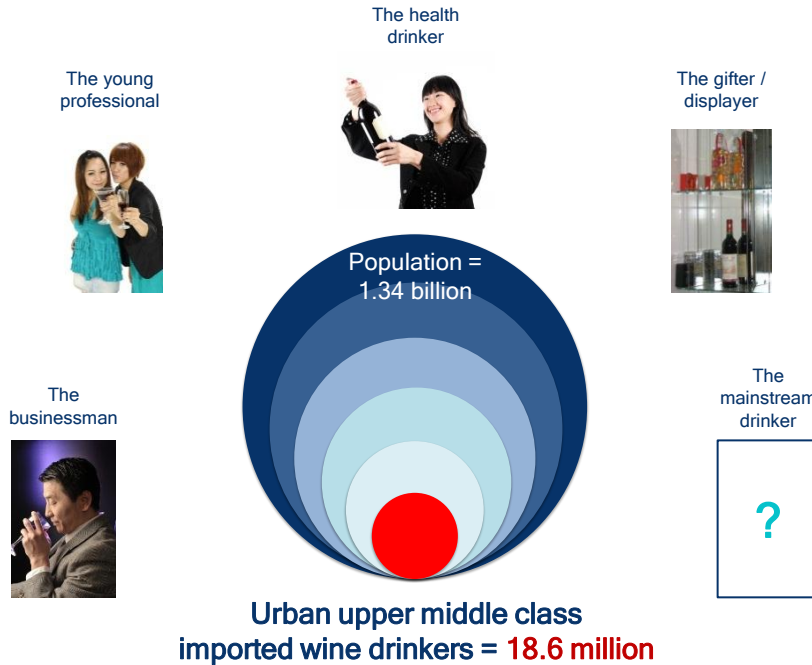


Who drinks wine in China?



Sources:

1. National Bureau of Statistics of China, 2011 China census
2. Wine Intelligence estimate based on National Bureau of Statistics of China: China statistical year book 2010, "10-16 Per Capita Annual Consumption Expenditure of Urban Households by Region (2009)"
3. Wine Intelligence estimate based on findings from Wine Intelligence calibration survey, Nov 2009, n=999, and Dec 10, n=1012, all adults, Beijing, Shanghai, Guangzhou, Wuhan

Identifying your China opportunity

How should brand owners consider the market opportunity?

1. First barrier to the mainstream market: Competitive price after tax and mark-up
2. Distribution system fragmented and complicated, with different structures in different regions
3. Level of involvement and marketing budget determine what market entry strategy to use
4. Need to tailor a holistic marketing strategy in accordance with Chinese culture and customs

Challenges and opportunities ahead

- | | |
|--|--|
| <ul style="list-style-type: none"> ■ Growing economy ■ Social acceptance ■ Alcohol culture ■ Adventurous consumers ■ New generation | <ul style="list-style-type: none"> ■ Knowledge ■ Availability ■ Domestic wine ■ Counterfeits ■ Distribution |
|--|--|

Opportunities

Challenges

China Landscapes 2011

Part of the Wine Intelligence Wine Market Landscape Report Series



Summary of contents:

- Introduction by Jenny Li, *Senior Research Analyst at Wine Intelligence and China national*
- China country profile
- Chinese wine market in a global context
- Who drinks imported wine in China?
- Wine drinking attitudes and motivations
- Off-trade consumption
- On-trade consumption
- Country and region repertoire
- Profiling by age
- Profiling by income
- The future of imported wine in China

“What makes China such a compelling market for wine producers is that it possesses a potent and unique combination of factors: a rapidly growing (but still relatively small) upper middle class population who can now afford to buy “luxury” goods like wine; a long history of wine consumption (albeit historically in a subordinate role to local beer and spirits); and an increasingly pressing need among the young urban Chinese professionals to express their newfound sophistication in terms of certain “western” behaviours and products.”

Jenny Li, Senior Research Analyst at Wine Intelligence and China national, excerpt from Wine Intelligence China Landscapes Report introduction

“ We have invested in Wine Intelligence's Landscape reports to give us cutting edge insights into our key export markets. The reports are comprehensive, understandable, and deliver exactly the sort of market overview our brand teams need.”

Annalizede Klerk, Research & Insight Manager, KWV

For more information on Chinese wine consumers, see our report series, which includes:

- ✓ *China Landscapes 2011, published May 2011, £2500*
- ✓ *Doing Business in China, published May 2011, £1000*
- ✓ *Internet and Social Media Report, due July/August 2011, £1500*

For more details please contact us directly or visit our Report Shop online: www.wineintelligence.com