



Portraits

Wine Intelligence

China 2015

REPORT PRICE • USD 3,850 • GBP 2,500 • 5 Report Credits

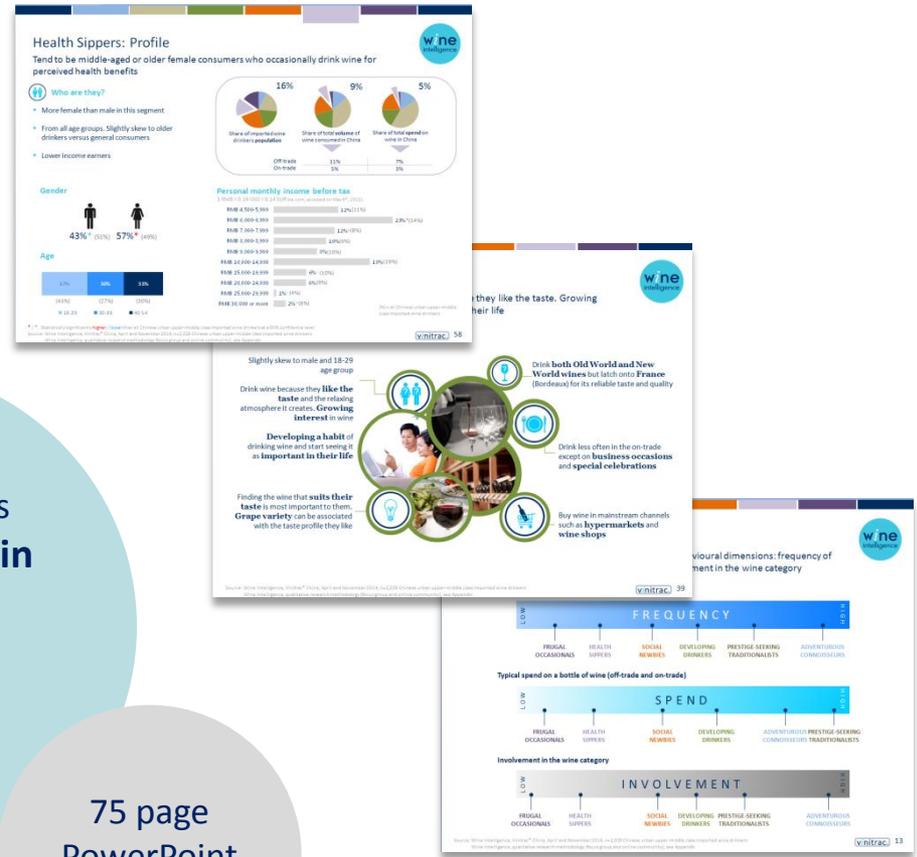
Report price:

USD 3,850
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Price also includes
 supporting data in
Excel
 (All Vinitrac® China
 questions with cross-
 tabulations by China
 Portraits segments)

75 page
 PowerPoint
 report



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

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Excerpts from the introduction



‘The truth is that China’s imported wine market today is actually a collection of many different consumer archetypes, groups of imported wine drinkers with different motivations, preferences and behaviours. Thankfully consumer behaviour does follow some distinctive patterns. By analysing large volume of survey data and using a cluster analysis technique, Wine Intelligence identifies six recognisable consumer archetypes, or Portraits, which between them classify the behaviours of the 38 million urban upper middle class imported wine drinkers in China...’

‘These Portrait categories help us make sense of consumer types and consumer behaviour. This doesn’t just apply to basic information like age, gender and income brackets. It also takes account of the way Chinese consumers interact with wine. It involves an understanding of the reasons why they drink wine, the way they make buying decisions and the other kinds of drinks in their repertoire...’

‘The newly emerging group Developing Drinkers, which has evolved from Casual-at-Homers, are consumers developing a habit of drinking wine because they like the taste. Compared with Casual-at-Homers, they are more aware of what taste they like, more engaged in wine and more tech-savvy.’

‘Wine consumers in China are savvier, more informed and more demanding than ever before. They are increasingly seeking good value, and assert their individualism through wine consumption. Crucial to the success in this must-win battleground is developing a consumer-centric viewpoint within your own organisation, and driving that home in terms of developing and adjusting your marketing strategies with Chinese consumers in mind.’

Chuan Zhou
Senior Research Analyst
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SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US
Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac® survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks wine at least once per month
- Drinks at least red, white or rosé wine
- Buys wine in the off-trade and/or in the on-trade channels

... and rejects all respondents who do not fulfil these Vinitrac® criteria



Each sample is representative of the 'regular' wine drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large



- The data for this study was collected in April and November 2014
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
- 2,029 Chinese urban upper-middle class imported wine drinkers from Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen and Chongqing
- Respondents were screened to ensure that they are of legal drinking age, and drink imported red, white or rosé wine at least twice per year
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- 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.

Mainland China		
		2014
		Sample size
Gender	Male	51%
	Female	49%
	Total	100%
Age	18 - 29	43%
	30 - 39	27%
	40 - 54	30%
	Total	100%
City	Beijing	17%
	Guangzhou	11%
	Shanghai	17%
	Wuhan	10%
	Chengdu	7%
	Shenyang	9%
	Hangzhou	7%
	Shenzhen	9%
	Chongqing	12%
	Total	100%
Personal monthly income before tax	RMB 4,500-5,999	11%
	RMB 6,000-6,999	14%
	RMB 7,000-7,999	8%
	RMB 8,000-9,999	19%
	RMB 10,000 or above	49%
	Total	100%

WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed





Online community methodology

- A 5-day online community discussion with consumers of imported wine were conducted in March 2015
- The online community discussion last approximately 1 to 1.5 hours per day for 5 days, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and shopping exercise
- Respondents were also encouraged to upload pictures of the wine they have drunk or their favourite wine drinking occasions
- Respondents were recruited to meet the following criteria:
 - Residents in urban areas in China
 - Aged between 18-54
 - Personal monthly income before tax > 4500 RMB
 - A mix of China Portraits segments
 - **Adventurous Connoisseurs** x 4
 - **Developing Drinkers** x 9
 - **Social Newbies** x 4
 - Not employed in wine industry or market research



Focus group methodology

- Two focus groups with **Prestige-seeking Traditionalists** and **Developing Drinkers** were conducted in March 2015 in Shanghai, China
- Each focus group discussion last approximately 1.5 hours, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and virtual shopping exercise
- Respondents were recruited to meet the following criteria:
 - Residents in Shanghai
 - Aged between 18-54
 - Personal monthly income before tax > 4500 RMB
 - A mix of wine consumption frequency
 - **Prestige-seeking Traditionalists**: 50% monthly drinkers and 50% weekly drinkers
 - **Developing Drinkers**: 50% drink wine at least 3 times per month and 50% drink less often
 - Not employed in wine industry or market research



REPORT PRICE: • \$3,850 or 5 Report Credits

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