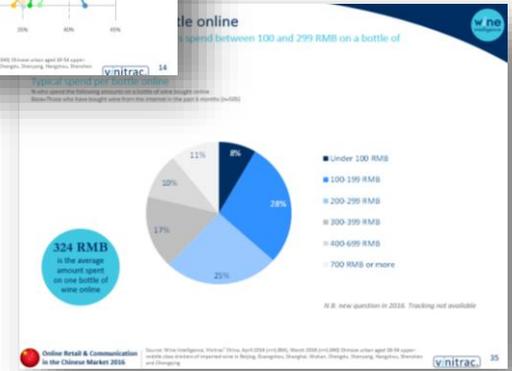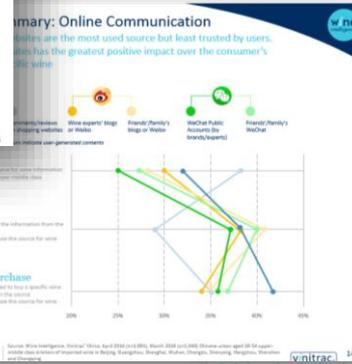Report Brochure

ONLINE RETAIL & COMMUNICATION IN THE CHINESE MARKET 2016

JULY 2016

Report price

Report price:

GBP 1,500
USD 2,100
AUD 2,850
EUR 1,950

Report credits:
3

45 page
PDF report

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

Contents

Excerpts from the introduction

"With approximately 21 million wine buyers online, China is the world's largest and fastest-growing e-commerce market for wine. According to Wine Intelligence's latest survey of more than 1,000 Chinese urban upper-middle class imported wine drinkers, the internet has surpassed hypermarkets and department stores to become the second most popular channel to buy wine. "

"Whereas lower prices used to be the only reason to purchase wine online rather than offline, nowadays it's not always the case for consumers. It's becoming increasingly about the quality of the products and the value for money. Savvy shoppers expect to get wines for the same price but of superior quality online, so that they can feel that their money is "well spent". "

"One might expect specialist online wine retailers such as Jiuxian or Yesmywine to be the most popular choice for consumers, but it is the larger, multi-category online marketplaces such as JD.com that are benefiting most from the strong growth of e-commerce, as they gain the confidence of consumers through fast delivery and reliable post-sales support. "

"With almost half of Chinese imported wine drinkers having bought wine online, it comes as no surprise that peer reviews on shopping websites are the most used information source to learn about wine in China. However, such peer reviews have the lowest level of trust amongst online shoppers and limited influence on their purchase decisions."

"Even in higher-tier cities with high e-commerce adoption rates, there is significant room for online shoppers to shop more often and spend more on each order, as retailers overcome shoppers' concerns, offer new levels of value and customer experiences, and leverage social media to influence consumers' decisions."

Vinitrac® China methodology

- Vinitrac® data for this study were collected in April 2014 (n=1,004) and March 2016 (n=1,040)

- Data were gathered via Wine Intelligence's Vinitrac® online survey

- Respondents in both waves were screened to ensure they met the following requirements:

  - Urban upper-middle class: personal monthly income before tax at least 6,000 RMB in Beijing, Guangzhou, Shanghai, Hangzhou and Shenzhen; or 4,500 RMB in Wuhan, Chengdu, Shenyang and Chongqing

  - 18-54 years old

  - Residents of Beijing, Guangzhou, Shanghai, Wuhan, Shenyang, Chengdu, Hangzhou, Shenzhen and Chongqing

  - Drink imported grape-based wine at least twice a year

- 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 imported wine drinkers in terms of age, gender, geography, and income

Online Retail & Communication in the Chinese Market 2016

SAMPLE SIZES
At least 1,000 respondents per survey
Imported wine drinkers (where 'regular' = drinks wine at least twice per year)

Each Vinitrac® survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks imported wine at least twice a year
- Drinks at least red, white or rosé wine
- Buys wine in the off-trade and/or in the on-trade channels
- From upper-middle class based on monthly income (more than 10,000 RUR)

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

Each sample is representative of the 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

We comply with both MRS and ESOMAR codes and guidelines for market research practice

Research Methodology
Vinitrac®

How does Vinitrac® work?

1) Defining the right samples: how many wine drinkers are there in each market?
- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market among all adults in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey: Targeting the right consumers
- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data: Achieving a valid sample
- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

REPORT PRICE: • GBP 1,500 • USD 2,100 • AUD 2,850 • EUR 1,950 • 3 Report Credits

Format: 45 page PowerPoint (PDF) + supporting data table (Excel)
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If you have any questions, please contact your local Wine Intelligence office:

AVIGNON
Jean-Philippe Perrouty, Director, Wine Intelligence France| T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN
Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE
Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT
Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON
Eleanor Hickey, Business Manager| T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SYDNEY
Liz Lee, Australia Country Manager | T +61 (0) 416 638 272| Email: liz@wineintelligence.com

TRIESTE
Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com