



WINE INTELLIGENCE

# HONG KONG LANDSCAPES

MAY 2019



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### Report price:

GBP 2,500

USD 3,300

AUD 4,700

EUR 2,900

5  
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The Hong Kong Landscapes 2019 report includes:

**Report** with the latest information regarding the Hong Kong wine market, supported by:

- Wine Intelligence Vinitrac® Hong Kong
- Wine Intelligence market experience
- Secondary sources
- Trade interviews

User-friendly data table with all the measures from Vinitrac® Hong Kong showing significances, cross tabbed with:

- All Hong Kong semi-annual wine drinkers in 2019
- Gender and age groups
- Monthly household income before tax
- Wine involvement
- Sparkling wine drinkers

Tracking data 2015-2017-2019

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- The data for this report was collected in March 2015, March 2017 and March 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
  - 600 Hong Kong semi-annual wine drinkers in March 2015
  - 602 Hong Kong semi-annual wine drinkers in March 2017
  - 600 Hong Kong semi-annual wine drinkers in March 2019
- Respondents were screened to ensure that they drink wine at least twice a year; drink red, white or rosé wine; and buy wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Hong Kong semi-annual wine drinkers in terms of gender, age and income
- The distribution of the sample is shown in the table

		Hong Kong		
		Mar-15	Mar-17	Mar-19
		<i>sample size</i>	<i>600</i>	<i>602</i>
Gender	Male	47%	47%	47%
	Female	53%	53%	53%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Age	18-24	13%	12%	8%
	25-34	26%	26%	25%
	35-44	24%	25%	24%
	45-54	23%	25%	24%
	55-60	14%	13%	19%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Annual Household Income	Under HK\$25,000	26%	26%	22%
	HK\$25,000 - 29,999	10%	10%	9%
	HK\$30,000 - 39,999	16%	15%	17%
	HK\$40,000 - 59,999	25%	25%	23%
	HK\$60,000 or above	21%	21%	29%
	Prefer not to answer	2%	3%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

Source: Wine Intelligence, Vinitrac® Hong Kong, Mar’15 (n=600), Mar’17 (n=602) and Mar’19 (n=600) Hong Kong semi-annual wine drinkers



### Trade interview methodology

- Three trade interviews were conducted with experienced industry professionals in the Hong Kong wine trade in March / April 2019
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The interviewees were members of the wine trade working as:
  - 1x distributor
  - 1x retailer
  - 1x wine educator / influencer

## How does Vinitrac<sup>®</sup> work?

### 1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market 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:

- 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:

- 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

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