

WINE INTELLIGENCE

CHINA LANDSCAPES

JUNE 2019

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China Landscapes 2019 report

Report Overview



Report price:

GBP 2,500

USD 3,300

AUD 4,700

EUR 2,900

5
report
credits

The China Landscapes 2019 report includes:

Report with the latest information regarding the Chinese wine market, supported by:

- Wine Intelligence Vinitrac® China
- Wine Intelligence market experience
- Secondary sources
- Trade interviews

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

- All Chinese urban upper-middle class imported wine drinkers in 2019
- Gender groups
- Age groups and portraits
- Cities, City tiers and geography
- Income and typical off-trade spend
- Online buyers, WeChat store users, Tmall.com users and JD.com users

Tracking data 2015-2017-2018-2019

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

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- Vinitrac® data for this study were collected in March 2017 (n=1,000), March 2018 (n=1,000) and March 2019 (n=2,000)
- Data was gathered via Wine Intelligence’s Vinitrac® online survey
- The respondents in both waves meet 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 5,000 RMB in Wuhan, Chengdu, Shenyang, Chongqing, Changsha, Zhengzhou and Guiyang
 - 18-54 years old
 - Residents of Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen, Chongqing, Changsha, Zhengzhou and Guiyang
 - 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 data is representative of Chinese urban upper-middle class imported wine drinkers
- The distribution of the sample is shown in the table

		China		
		2017	2018	2019
		<i>sample size</i>	<i>1000</i>	<i>1000</i>
Gender	Male	51%	53%	53%
	Female	49%	47%	47%
Age	18-29	37%	34%	34%
	30-39	30%	29%	29%
	40-54	33%	37%	37%
City	North	22%	27%	27%
	South	18%	18%	18%
	East	25%	20%	20%
	Central	9%	8%	8%
	West	26%	27%	27%
Personal monthly income before tax	Less than RMB 9,000	n/a	32%	32%
	RMB 9,000 - 11,999	n/a	33%	33%
	RMB 12,000 or above	n/a	35%	35%

Source: Wine Intelligence, Vinitrac® China, Mar’15 (n=1,119), Mar’17 (n=1,000), Mar’18 (n=1,000) and Mar’19 (n=2,000) Chinese urban upper-middle class imported wine drinkers



Trade interview methodology

- Five trade interviews were conducted with experienced industry professionals in the Chinese wine trade in May 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:
 - 3 x distributor
 - 2 x wine educator/influencer
 - 1 x key opinion leaders



Consumer interview methodology

- Consumers interview were conducted from April to May 2019
- Interviews followed a pre-determined discussion guide, and covered overall wine consumption behaviour and attitudes about wine
- Consumers interviews are made up of respondents of mixed gender and age groups
- Respondents are Chinese wine drinkers who drink imported wine at least twice a year.
- 24 respondents have been interviewed



How does Vinitrac[®] 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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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

Emily Carroll, Project Executive | T +44 020 7378 1277 | Email: emily@wineintelligence.com

SAO PAULO

Rodrigo Lanari, Brazil Country Manager | T +55 (0) 11 3065-8411 | Email: rodrigo@wineintelligence.com

SYDNEY

Ben Luker, Business Executive | T +61 (0) 416 638 272 | Email: ben@wineintelligence.com

TRIESTE

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

VALLADOLID

Juan Park, Director, South America and Iberia | T +34 637 214 829 | Email: juan@wineintelligence.com