



# China Portraits 2019





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# How Portraits works

## What are Portraits?

- Portraits are a series of reports designed by Wine Intelligence to provide wine businesses with a reference segmentation model of wine drinkers which can be applied to individual brands, regions, countries of origin, style categories and retailers
- Portraits are detailed in a full PDF report and supporting Excel data table
- China Portraits 2019 is the fifth published edition of our China Portraits (the first one was published in 2011). Portraits is also available for the UK, the US, Australia and Canada

## How we make Portraits...

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behavior and their attitude towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which, in addition to the input variables above, include demographic information and more detailed questions on wine-drinking behavior
- Portraits are based on an integrated research methodology utilising both quantitative and qualitative techniques
  - **Quantitative:** Analysis for China Portraits is based on a sample of 9,000 Chinese semi-annual wine drinkers collected from March 2018 to March 2019 via Wine Intelligence's Vinitrac® online survey. Comparisons for some measures were made against the previous China Portraits 2017
  - **Qualitative:** Consumer interviews were conducted across in China in April to May 2019 (see Appendix for details of the qualitative research methodology)

# How can I use Portraits?

## Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
  - **Who** they are
  - **Why** they drink wine
  - **What** they drink
  - **Where and how** they buy wine
  - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviors of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products

## Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

# Quantitative Methodology: Vinitrac® China 2019

- The data for this study was collected in March 2018, July 2018, October 2018, Jan 2019 and March 2019
  - A total of 9,000 respondents were collected
- 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		
		Sample size= 9000
Gender	Male	53%
	Female	47%
	<i>Total</i>	100%
Age	18-29	34%
	30-39	29%
	40-54	37%
	<i>Total</i>	100%
Geography	North (Beijing + Shenyang + Zhengzhou)	27%
	South (Guangzhou + Shenzhen)	18%
	East (Shanghai + Hangzhou)	20%
	Central (Wuhan + Changsha)	8%
	West (Chengdu + Chongqing + Guiyang)	27%
	<i>Total</i>	100%
Personal monthly income before tax	Less than RMB 9,000	32%
	RMB 9,000 - 11,999	33%
	RMB 12,000 or above	35%
	<i>Total</i>	100%

# Qualitative Methodology: in-depth interviews



## In-depth interview methodology

- 24 In-depth phone interviews with Chinese urban upper-middle class imported wine drinkers were conducted in April - May 2019
- Each interview lasted at least 30 minutes, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues, etc.
- Profile of respondents interviewed as below:

Segment	
Engaged Explorers	6
Mainstream Casuals	6
Status Seekers	6
Social Newbies	6
<b>Total</b>	<b>24</b>

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