



A division of the IWSR Group

CHINA PORTRAITS 2022



PRICING



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How Portraits Work

China Portraits
2022

What is Portraits and how do we develop it?

Portraits is the name given to Wine Intelligence's consumer segmentation models, based on wine attitudes and behaviour. These are designed to provide wine businesses with a reference segmentation of wine drinkers in key global markets that can be applied to individual brands, regions, countries of origin, style categories and retailers

Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behaviours and their attitudes 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, include demographic information and more detailed questions on wine-drinking behaviour.

The key variables used in the statistical cluster analysis are **recalled spend on wine, recalled wine drinking frequency** and **wine involvement**.

The individual segment descriptions are developed using both quantitative and qualitative inputs.

Quantitative: Analysis for China Portraits is based on a sample of Chinese urban, upper-middle class, semi-annual, imported wine drinkers collected in January, March and October 2021 via Wine Intelligence's Vinitrac® online survey.

Qualitative: Interviews were conducted across China in March 2022 (see Appendix for details of the qualitative research methodology).

Disclaimer: The brands listed in this report arise from the qualitative research conducted with respondents. Their position in the report is no direct reflection of any sales data or quantitative analysis, and are only those mentioned by respondents

EXAMPLE SLIDE: Market overview (From Wine Intelligence)

Compass wine market attractiveness model 2021)

China is the 17th most attractive market for wine

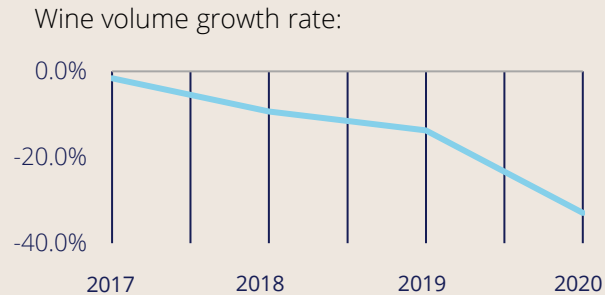
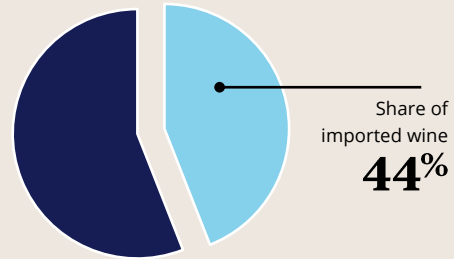
Wine market summary

Total wine consumption
82,026

Long-term trend
-15.24
CAGR 2016-20

Imported wine consumption
36,126
'000 9 L cases of still light wine

Consumption / Capita
0.5
Litres per year per adult aged 21+ (all wine)



Source: IWSR

Economic summary

Adult population
1184.4 m

GDP / Capita
8,405
US Dollars

GDP Long-term trend
5.76%
av. growth 2016-20

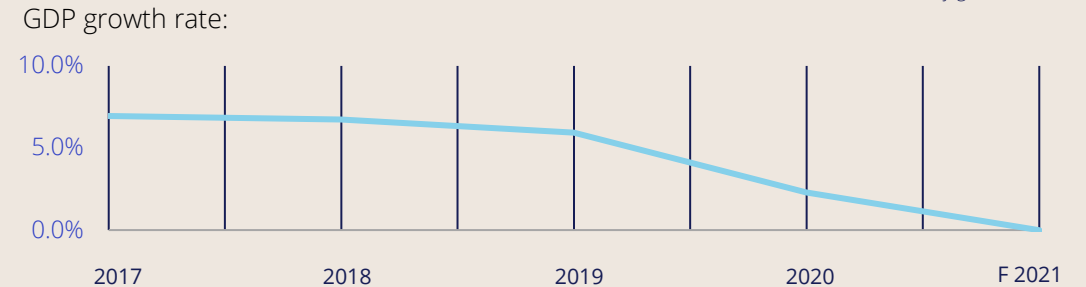
Predicted 2021 GDP:
8.44%

Unemployment rate
3.8%

GNI / Capita
10,610
US Dollars

Corruption index:
42
(0 to 100 ; 100 = no corruption)

Globalization index:
64
(1 to 100 ; 100 = very globalised)



Source: IWSR



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