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China

Wine Landscapes 2022



PRICING

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Research methodology

QUANTITATIVE

Data was collected in China since March 2015

The waves for March 2019 and March 2021 were tracked against April 2022

Data was gathered via Wine Intelligence's Vinitrac® online survey

Respondents were screened to ensure that they met the following requirements:

- 18-54 years old
- Urban upper-middle class: personal monthly income before tax of at least 6,000 RMB in Beijing, Guangzhou, Shanghai, Hangzhou and Shenzhen; or at least 5,000 RMB in Wuhan, Chengdu, Shenyang, Chongqing, Changsha, Zhengzhou and Guiyang
- Residents of Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen, Chongqing, Changsha, Zhengzhou and Guiyang
- Drank 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 in terms of gender, age, city and income

The distribution of the sample is shown in the table:

**Please note that additional Gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas*

		n=	Mar-19 2,000	Mar-21 1,000	Apr-22 3,013
Gender	Male		53%	53%	53%
	Female		47%	47%	47%
	Total		100%	100%	100%
Age	18-24		9%	7%	7%
	25-29		25%	24%	24%
	30-34		17%	18%	18%
	35-39		13%	15%	15%
	40-44		18%	16%	16%
	45-49		13%	10%	10%
	50-54		6%	9%	9%
Total		100%	100%	100%	
City	Shanghai, Hangzhou		20%	25%	25%
	Beijing		17%	17%	17%
	Shenyang, Zhengzhou		10%	9%	9%
	Guangzhou, Shenzhen		18%	19%	19%
	Changsha, Wuhan		8%	7%	7%
	Chengdu, Guiyang		12%	12%	12%
	Chongqing		15%	11%	11%
	Total		100%	100%	100%
Personal monthly income before tax	Less than 9,000 RMB		32%	27%	27%
	9,000-11,999 RMB		33%	34%	34%
	12,000+ RMB		35%	39%	39%
Total		100%	100%	100%	
Imported wine consumption frequency	2-5 times per year		15%	15%	15%
	About once every two months		24%	24%	24%
	1-3 times per month		38%	38%	38%
	Once a week or more often		23%	23%	23%
Total		100%	100%	100%	

Source: Wine Intelligence, Vinitrac® China, March 2019 - April 2022 (n≥1,000) Chinese urban upper-middle class semi-annual imported wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the Chinese wine trade in 2022.

Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing.

The five interviewees were wine-industry professionals working within the market in the following different roles:

- Wine Retailer
- Wine Influencer
- On-trade
- Online Wine Retailer
- Wine Importer



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