

## **Wine in China**

Market Direction | 2022-06-24 | 30 pages | Euromonitor

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### **Report description:**

The wine category recorded a high single-digit total volume decline in 2021. While some alcoholic drinks categories, such as RTDs, saw volumes return to the pre-pandemic level, or like beer and cider/perry, saw significantly higher growth than in 2020, wine suffered from continued volume decline, although this was slower compared with the previous year. In 2021, rice wine accounted for more than 60% of total volume sales of wine and saw an overall low single-digit decline. The decline for rice w...

Euromonitor International's Wine in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wine market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### WINE IN CHINA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Wine continues to see strong decline, despite fewer COVID-19 restrictions

Guyue Longshan leads non-grape wine, and Changyu leads still light grape wine

Tariffs of up to 218% imposed on Australian wine

##### PROSPECTS AND OPPORTUNITIES

Rice wine to continue its volume decline over the forecast period

Champagne to see volume and value growth potential

Despite difficulties in still light grape wine, Australian winemakers will come up with strategies amid tariff surge

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