

## **Wine in China**

Market Direction | 2024-06-12 | 30 pages | Euromonitor

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### **Report description:**

In 2023, wine in China experienced declines in both total volume and total current value terms, with overall sales and revenue showing low single-digit decreases. Chinese consumers' willingness to purchase and consume wine has decreased. In China, wine is mainly consumed in social settings, such as at social gatherings and business banquets. However, in recent years, consumption in social contexts has become increasingly diverse. Chinese spirits, international spirits, and some premium low alcohol...

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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

In 2023, wine continues to decline in both total volume and current value terms, primarily due to limited consumption occasions

Sparkling wine bucks the overall trend, with strong growth in both total volume and current value terms in 2023

Sake faces a downturn, with total volume sales experiencing a slight decline

##### PROSPECTS AND OPPORTUNITIES

Traditional Chinese rice wine set to continue declining, but premium Chinese rice wine likely to gain more favour from consumers

In the future, high-quality domestic wines expected to emerge in the market

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