

## **Wine in China**

Industry Report | 2024-04-19 | 38 pages | MarketLine

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### **Report description:**

Wine in China

Summary

Wine in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The wine market consists of the sale of still wine, sparkling wine and fortified wine. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The Chinese Wine market had total revenues of \$28,210.6 million in 2023, representing a negative compound annual growth rate (CAGR) of 7.8% between 2018 and 2023.
- Market consumption volumes declined with a negative CAGR of 12.6% between 2018 and 2023, to reach a total of 906.1 million liters in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.7% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$33,776.7 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the wine market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in China
- Leading company profiles reveal details of key wine market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the China wine market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the China wine market by value in 2023?
- What will be the size of the China wine market in 2028?
- What factors are affecting the strength of competition in the China wine market?
- How has the market performed over the last five years?
- Who are the top competitors in China's wine market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

##### 2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

##### 3 Market Data

- 3.1. Market value
- 3.2. Market volume

##### 4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

##### 5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

##### 6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

##### 7 Competitive Landscape

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese wine market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?

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7.4. Which companies market shares have suffered over the same period?

7.5. What are the most popular brands in the Chinese wine market?

## 8 Company Profiles

8.1. Yantai Changyu Pioneer Wine Company Ltd

8.2. Dynasty Fine Wine Group Ltd

8.3. Tonghua Wine Co Ltd

## 9 Macroeconomic Indicators

9.1. Country data

## 10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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