

Wine in China

Industry Report | 2025-05-15 | 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 size (value 2019-24, and forecast to 2029). 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 the constant annual average 2024 exchange rates.
- The Chinese Wine market recorded revenues of \$19,608.0 million in 2024, representing a negative compound annual growth rate (CAGR) of 13.1% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 17.1% between 2019 and 2024, reaching a total of 606.6 million liters in 2024.
- The Chinese wine market recorded sluggish growth during 2019-24 due to the shifting consumer preferences, with younger demographics increasingly favoring alternative alcoholic beverages such as craft beer and spirits.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, 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

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- Leading company profiles reveal details of key wine market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China wine market with five year forecasts

Reasons to Buy

- What was the size of the China wine market by value in 2024?
- What will be the size of the China wine market in 2029?
- What factors are affecting the strength of competition in the China wine market?
- How has the market performed over the last five years?
- What are the main segments that make up China's wine market?

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