



Wine Market 2016 Share, Trend, Segmentation and Forecast to 2020

Wine Market 2016 China Trends, Market Share, Industry Size, Growth, Opportunities, and Market Forecast to 2020

PUNE, INDIA, July 7, 2016 /EINPresswire.com/ -- Description

In the daily life of most Chinese consumers, the consumption of liquor and beer accounts for most of the alcoholic beverages, and Chinese [wine](#) market still remains immature. However, with the rising resident income and the enhancement of life tastes and consumption level, wine has the increasingly large development space. In 2015, the wine consumption per capita was about 1.2 liters accounting for less than 1/3 of the global as well as 1/10 of the U.S. Therefore, there are great development potentials.

From 2011 to 2012, the output volume of wine in China was fast-growing, and CAGR of output volume was as high as 17%.

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The output volume reached the maximum of 1.38 billion liters in 2012. From the end of 2012 on, the output volume of domestic wine suffered from the decline because of the impact from the imported wine and the upgrading of domestic consumption structure. In 2015, the output volume of China wine industry reached 1.14 billion liters with a decline of 0.35% YOY. According to Free Trade Agreement between China and Chile, China imposes zero tariffs on Chilean wines, only the 10% consumption tax from Jan. 1, 2015. On Jun. 17, 2015, China signed the free trade agreement with Australia, which meant that Australian wine would enjoy zero tariffs in 2019. Zero tariff policy directly stimulates the increase of imported wine. In 2015, China imported 5.54 liters' wine with an increase of 44% YOY; value of import reached USD 20.32 with an increase of 34% YOY. Quite a lot is raw wine, which is sold in small packages with the split charging of domestic enterprises.

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With the improvement of Chinese residents' living standard and the upgrading of consumption concept, there is a bright prospect in Chinese wine consumption market. Cooperating with foreign famous wine brands, domestic wine enterprises engage in the purchase of foreign wineries. Other enterprises or individuals commence with investment in foreign wineries so as to seize the huge business opportunities.

According to the research , leading enterprises included Yantai Changyu Pioneer Wine Co., Ltd., China Foods Limited, Grand Dragon Wine Co., Ltd., CITIC Guoan Wine Co., Ltd. and Tonghua Winery Co., Ltd. in 2015. CR5 of 2015 was less than 20%, and the market competition was very fierce. Based on the evaluation of CRI, CAGR of sales value in Chinese wine market will exceed 10% from 2016 to 2020. There are many opportunities for wine enterprises in Chinese market.

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Through this report, the readers can acquire the following information:

- Definition and Classification of Wine
- Parameters and Assumptions
- Market Competition in China Wine Industry
- Top5 Enterprises in China Wine Industry
- Development Opportunities Faced by China Wine Industry
- Major Driving Factors in the future of China Wine Industry
- Risks and Challenges Faced by the Development of China Wine Industry
- Analysis on Prices of Raw Materials and Wine in China Wine Industry

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