



Wine in China Market Share, Supply, Analysis and Forecast to 2022

PUNE, INDIA, March 23, 2018 /EINPresswire.com/ -- Wine in China Market 2018

Wiseguyreports.Com adds "Top Growth Opportunities: Wine in China" To Its Research Database.

Top Growth Opportunities: Wine in China", provides an overview of the wine market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption.

The report highlights top growth opportunities for the wine market in China and outlines new product development that effectively targets the most pertinent consumer need states, and offers strategic recommendations to capitalize on evolving consumer landscapes.

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Major Key Players:

Lianhua Supermarket

China Resources Vanguard

Wal-Mart China

Carrefour

RT Mart

Quik (Kuaike)

7-Eleven

FamilyMart

Metro AG

Yantai Changyu Pioneer Wine

Tonghua Grape Wine

Shangri-La Winery

Key Insights of Report:

Top Growth Opportunities for Wine in China identifies the key demographic groups driving

consumption, and what motivates their consumption. When combined with an in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them. The report uses a unique method of quantifying consumer trends to highlight the degree of influence they have on consumption within the category. The report also identifies the most important trends within the market and shows whether beliefs over what influences consumer behavior within the category are accurate.

Scope of Report:

Key consumer demographic groups driving consumption within the Chinese market. The figures showcase the number of times consumers of specific ages and gender consume Wine, as well as identifying whether these demographic groups "over" consume in the category (i.e. they account for a higher proportion of occasions than the proportion of society they represent overall).

A study of market value and volumes over 2011-2016 for China, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period.

The degree of influence that the 20 key consumer trends identified by report, have been an savory snacks consumption volumes, with granular analysis on the extent that degree of influences varies between gender and age group.

Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future.

Examples of international and China-specific product innovation targeting key consumer needs

Highlight:

China is one of the largest wine markets globally.

Strong Chinese economic data will continue to support value growth in the sector, however, a gradual saturation of the market will cause slowdown in growth.

The Chinese wine market is dominated by the still wine category, which is also expected to record the fastest growth.

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