

CHINA: THE WINE GIANT

THE EMERGING OF MATURE MARKET HABITS

THE FOREFRONT OF DIGITAL CHANGES



1 - The China Wine Market Landscape, Wine Intelligence, July 2015

2 - United Nation Statistics Division, Population by age, sex and urban/rural residence, May 2016

3 - State of the Vitiviniculture world market, International organisation of Vine and Wine (OIV), April 2016

4 - The China Wine Market Landscape, Wine Intelligence, July 2015

5 - In China wine imports rise strongly in 2015, Decanter, January 2016

6 - In China Portraits, Wine Intelligence, April 2015

7 - % who "agree" or "strongly agree" with the following statement: "I have a strong interest in wine". Base = all Chinese urban upper-middle class drinkers of imported wine (n>1,040). In The China Wine Market Landscape, Wine Intelligence, July 2015

8 - % who have bought wine online in the past 6 months. Base = all Chinese urban upper-middle class imported wine drinkers (n>1,040). In The China Wine Market Landscape, Wine Intelligence, July 2015

9 - The 37th Statistical Report on Internet Development in China, CNNIC, May 2016

10 - McKinsey & Co Report, 2016