

FOR IMMEDIATE RELEASE

Rising income and a good distribution network is driving the wine market in China, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Wine Market in China 2011 report covering a market with strong growth potential. It is a part of Netscribes' Food & Beverage Industry Series reports.

Mumbai, India – Oct 31, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Wine Market in China 2011*. The consumers in China are now becoming more acceptable towards international and premium brands that are available in the market. Although, the preference of consumption is towards red wines but other varieties like white, sparkling and rose wines are also in demand in China.

The report begins with a snapshot about the wine market in China. The section outlines the wine consumption and per capita consumption of wine in China in terms of volume (mn litre) for a period of seven years from 2003 to 2009. It also provides the market structure of the wine industry with regard to the share of domestic and imported wine brands. The market overview section also provides information showing the growth rate of wine categories in volume and retail value terms between 2003 and 2009. The wine categories illustrated here include still red wine, sparkling wine, still white wine, still rose wine. This chapter of the report also provides an overview about the various wine categories consumed in China.

An in-depth analysis of the market reveals the distribution channel for domestic and foreign wine brands. This section of the report explains the distribution structure involving sales branches, regional distributors and sub distributors for domestic wine. The imported wine is distributed to the end consumer through a comprehensive channel. This is followed by a chapter on the foreign trade of wine in China. The country imports and exports this alcoholic beverage. The report provides import and export data both in terms of value and volume. It also shows the major countries to which China exports and from where China imports. The report explains the importation procedure of wine. This section also provides a snapshot about the bottled wine exports and bulk wine exports. China is generating huge market demand for Australian wine brands. The report thus, provide a brief overview of the Australian wine market highlighting the volume and value of Australian wine exports to China, pricing of Australian wine brands in different countries with a highlight on China.

An analysis of the factors driving the wine demand in China are rising income levels, strong distribution network, changing consumer lifestyles and good wines distributed as gifts. Major challenges faced by the market players are also analyzed which include high import duty, presence of fake wines, competition from other alcoholic beverages, price sensitivity.

The report also delves into various government regulations and policies governing and controlling the operations of the players in the Chinese online advertisement market. The wine industry is witnessing emerging trends that are marking the market. The key trends identified are imported wines becoming popular in tier 2 cities, other industries foraying into this domain, joint ventures and collaborations.

The report contains a brief analysis about the competitive landscape of the industry. It has categorized the key players on the basis of parameters such as, revenue, net profit and market capitalization. The section provides the share of top domestic and foreign wine brands in China. Competition section also provides

profiles of major domestic and foreign players in the market. The section contains a snapshot of their corporation, operational segments and business highlights, providing an insight into the existing competitive scenario.

The key takeaways section summarizes the future outlook and the competitive landscape amidst the various opportunities and challenges persistent in the wine market in China.

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