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## The Wine and Spirits Market in China Including Hong Kong with Prospects Until 2017

*From the VINEXPO\* market study*

### **China, including Hong Kong is:**

- ✓ The largest red wine market worldwide
- ✓ The fifth largest wine market in the world for still, light and sparkling wines
- ✓ The fifth largest producer of wine worldwide in 2012
- ✓ The largest spirits market in the world
- ✓ The second largest cognac market worldwide (after the U.S.)

### **China becomes fifth largest wine-producing nation**

Having produced 153.5 million 9-litre cases in 2012, China has joined the planet's top 5 wine-producing nations.

Production should continue to grow in the coming years to reach 185 million cases by 2017, a 15.6% increase over five years.

### **Chinese consumers drink more red wine than the French**

In 2013, China including Hong Kong confirmed its position, which it first rose to in 2012, as the largest red wine-consuming nation in the world.

Having consumed 155.41 million 9-litre cases of red wine, equivalent to 1.865 billion bottles in 2013, up 136% compared to 2008, China including Hong Kong now dominates the

worldwide market for red wine, followed by France, now in second place with nearly 150 million cases and Italy with 141 million.

The growth in popularity of red wine for Chinese consumers has continuously speeded up since 2005. The VINEXPO/The IWSR market study reveals that between 2008 and 2013, Chinese red wine consumption was multiplied by  $2\frac{3}{4}$  (up precisely 175.4%), while in the same period Italian red wine consumption fell by 5.8% and the French consumed 18% less.

Between now and 2017, red wine consumption will continue to grow in China and Hong Kong to reach nearly 207 million cases by the end of the period.

### **However overall wine consumption slowed in 2013**

For the first time in 10 years, wine consumption in China decreased slightly in 2013, down 2.5% compared to 2012.

This decrease in consumption from one year to the next hit Chinese wines harder, down 4.9% than imported wines, which continued to gain ground. Between 2007 and 2013, wine imports were multiplied by seven and today account for 18.8% of all wines drunk in China.

Between 2013 and 2017, Chinese wine consumption will take off again. Over the next five years, it should grow by 33.8% to reach 230 million 9-litre cases by 2017.

### **Substantial growth in wines sold for US\$5 to US\$20 per bottle (CNY30.3 to CNY121.2)**

The VINEXPO/The IWSR study predicts that growth in Chinese wine consumption between 2012 and 2017 will be mainly in the segment of products retailed at prices between US\$5 and US\$10 (CNY30.3 and CNY60.6), whose sales are expected to increase by 64%, as well as in the US\$10 to US\$20 segment (CNY60.6 to CNY121.2) which should grow by 69.48% in the same period.

At the same time, wines sold for less than US\$5 a bottle will be consumed less and the segment is expected to contract by 7.39%, while consumption of wines sold for more than US\$20 per bottle will grow slower than the market: "only" 23.58% in the 5-year period.

### **France still the leading supplier of imported wines to China ahead of Australia and Spain**

Between 2008 and 2012, the consumption of French wine in China was multiplied by 4.6 and reached 15.46 million 9-litre cases at the end of the period.

In the same period, the consumption of Australian wines grew by 147.5%, while that of Spanish wines was multiplied by 6.2 in 5 years.

### **40% of all spirits consumed in the world are drunk in China**

China is the largest consumer of spirits in the world with a thirst that amounted to 1.201 billion 9-litre cases in 2012, equivalent to almost 40% of the total volume of spirits consumed worldwide.

Between 2008 and 2012, the Chinese consumption of spirits rose by 82.7%, with growth particularly focused on locally produced spirits.

Between 2013 and 2017, the VINEXPO/The IWSR study forecasts further growth in Chinese spirits consumption, but this will be at a slower rate of 8.69%.

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***Vinexpo Asia-Pacific will take place from 27 to 29 May 2014  
at the Hong Kong Convention and Exhibition Centre in Hong Kong.  
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*\*VINEXPO has commissioned The IWSR (International Wine and Spirit Research) for 12 years to perform its world market study with forecasts for the next 5 years.*