

Wine in China

July 2023

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Wine in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

COVID-19 lockdowns and lower imports lead to decline in wine consumption Domestic wine brands navigate challenges in 2022

PROSPECTS AND OPPORTUNITIES

The prospect of partial recovery of Australian imported wine in the Chinese market Sparkling wine expected to grow in popularity in restaurants Flavours and regional characteristics of traditional Chinese rice wine will attract consumers

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Alcoholic Drinks in China - Industry Overview

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Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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DISCLAIMER

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