



**Industrial Investment Report**

**Report on 2012 China Wine  
Market Status, Investment  
Prospects & Strategic Planning**



**NOVO.E-TO-CHINA.NET**

## Customization:

Please do not hesitate to contact us for the full sample report and more details:

**Site:** **novo.e-to-china.net**

---

**Sales Consultant:**

Ms. Miranda Wu (+86) (0) 10-64729034 meilanwu@e-to-china.com

Ms. Hilly Li (+86) (0) 10-64723325 yanli@e-to-china.com

**Address:** 2/F, Beijing International Technology Cooperation Center, 9 Wangjing -zhonghuannan Road, Chaoyang District, Beijing, P. R. China

## TABLE OF CONTENTS

**CHAPTER 1 ANALYSIS ON GLOBAL WINE INDUSTRY DEVELOPMENT .. 1**

**Section 1 Analysis on Global Wine Markets in 2011 ..... 1**

1. Global Wine Markets in 2011 ..... 1

2. Global Wine Output in 2011 ..... 2

3. Global Wine Sales in 2011 ..... 3

4. Global Wine Market Size in 2011 ..... 4

**Section 2 Analysis on Global Wine Markets in 2012..... 5**

1. **Global Wine Markets in 2012 ..... 5**

2. Global Wine Output in 2012..... 5

3. Global Wine Market Trend in 2012 ..... 5

4. 2012-2015 Global Wine Development Trend..... 6

**Section 3 Analysis on Select Wine Markets..... 7**

1. 2011-2012 U.S. Wine Market..... 7

2. 2011-2012 European Wine Market ..... 8

3.	2011-2012 Japanese Wine Market .....	9
4.	2011-2012 Chilean Wine Market.....	10
5.	2011-2012 Argentine Wine Market.....	11
<b>CHAPTER 2 ANALYSIS ON CHINESE WINE INDUSTRY DEVELOPMENT .</b>		<b>12</b>
<b>Section 1 Current Development of Chinese Wine Industry.....</b>		<b>12</b>
1.	Wine Market Development.....	12
2.	Wine Brand Development .....	13
3.	Wine Consumption Market.....	14
<b>Section 2 Analysis on Chinese Wine Market Development .....</b>		<b>14</b>
1.	Wine Market Development in 2011 .....	14
2.	Wine Market Characteristics in 2011 .....	14
3.	Wine Market Orientation in 2011.....	16
4.	Wine Market Trend in 2012.....	16
<b>Section 3 Analysis on Chinese Wine Supply &amp; Demand.....</b>		<b>17</b>
1.	Wine Market Supply .....	17
2.	Wine Output Value .....	18
3.	Wine Market Demand .....	19
4.	Wine Market Size .....	19
<b>CHAPTER 3 ANALYSIS ON CHINESE WINE IMPORT &amp; EXPORT .....</b>		<b>21</b>
<b>Section 1 Chinese Wine Import &amp; Export Status Quo.....</b>		<b>21</b>
1.	Wine Import & Export in 2011 .....	21
2.	Wine Import & Export in 2012 .....	22
3.	2011-2012 Wine Import & Export.....	22
<b>Section 2 Analysis on Chinese Wine Import Markets.....</b>		<b>23</b>
1.	Chinese Wine Import Markets in 2011 .....	23
2.	Chinese Wine Import Markets in 2012.....	25
3.	Chinese Import Wine Consumption Markets in 2011 .....	25
4.	2012-2015 Wine Import Market Volume .....	26
<b>Section 3 Analysis on Chinese-Imported Wine .....</b>		<b>26</b>

1.	Import Wine Sale Channel .....	26
2.	Import Wine Agents .....	27
3.	Import Wine Invitation-based Marketing .....	27
4.	Import Wine Marketing Strategy .....	27
	<b>Section 4 Chinese Wine Import Market Prediction.....</b>	<b>28</b>
1.	Analysis on Import Wine Potential .....	28
2.	Analysis on Import Wine Prospect .....	29
3.	2012-2015 Import Wine Price Prediction .....	29
4.	2012-2015 Import Wine Trend Prediction .....	30
	<b>CHAPTER 4 ANALYSIS ON CHINESE WINE CONSUMPTION MARKET.....</b>	<b>32</b>
	<b>Section 1 Analysis on Wine Consumers .....</b>	<b>32</b>
1.	Wine Consumer Classification .....	32
2.	Survey on Income-Varying Consumers' Favorites.....	32
3.	Survey on Age-Varying Consumers' Favorites .....	33
4.	Analysis on Wine Consumption Concept.....	34
	<b>Section 2 Analysis on Wine Consumption Market .....</b>	<b>35</b>
1.	Wine Consumption Characteristics in 2011 .....	35
2.	Wine Consumption Market Changes in 2012 .....	35
3.	2012-2015 Wine Market Consumption Orientation .....	36
4.	2012-2015 Wine Consumption Potential .....	36
	<b>Section 3 Wine Brand Market Survey .....</b>	<b>37</b>
1.	Survey on Consumers' Brand Recognition .....	37
2.	Survey on Consumers' Brand Favorites .....	38
3.	Primary Channel to Consumers' Brand Awareness.....	39
4.	Survey on Brands Frequently Favored by Consumers.....	39
5.	Survey on Wine Brand Loyalty.....	40
6.	Survey on Consumers' Consumption View.....	41
	<b>CHAPTER 5 ANALYSIS ON CHINESE WINE ECONOMIC PERFORMANCE ..</b>	<b>42</b>

<b>Section 1</b>	<b>Analysis on Chinese Wine Economic Performance Index.....</b>	<b>42</b>
1.	Wine Economic Performance Index in 2011.....	42
2.	Wine Economic Performance Index in 2012.....	42
<b>Section 2</b>	<b>Analysis on Chinese Wine Output.....</b>	<b>42</b>
1.	Wine Output in 2011.....	43
2.	Wine Output in 2012.....	43
<b>Section 3</b>	<b>Analysis on Chinese Wine Import &amp; Export Data.....</b>	<b>43</b>
1.	Wine Import Quantity in 2011.....	43
2.	Wine Import Quantity in 2012.....	44
<b>CHAPTER 6</b>	<b>ANALYSIS ON CHINESE WINE OVERALL PERFORMANCE INDEX</b>	<b>45</b>
<b>Section 1</b>	<b>Analysis on Wine Enterprise Scale.....</b>	<b>45</b>
1.	2011-2012 Enterprise Quantity.....	45
2.	2011-2012 Enterprises in Loss.....	45
3.	2011-2012 Enterprise Employees.....	46
4.	2011-2012 Enterprise Asset.....	47
5.	2011-2012 Enterprise Debt.....	47
<b>Section 2</b>	<b>Analysis on Wine Outout, Sale, Transport &amp; Inventory.....</b>	<b>48</b>
1.	2011-2012 Product Overall State.....	48
2.	2011-2012 Product Overall Sale Revenue.....	49
3.	2011-2012 Product Inventory.....	49
<b>Section 3</b>	<b>Analysis on Wine Industrial Profitability.....</b>	<b>49</b>
1.	2011-2012 Main Business Revenue.....	49
2.	2011-2012 Main Business Cost.....	49
3.	2011-2012 Total Profit.....	50
<b>CHAPTER 7</b>	<b>ANALYSIS ON CHINESE WINE COMPETITION.....</b>	<b>51</b>
<b>Section 1</b>	<b>Analysis on Wine Industrial Concentration.....</b>	<b>51</b>
1.	Wine Market Concentration.....	51
2.	Wine Enterprise Concentration.....	51
3.	Wine Regional Concentration.....	52

<b>Section 2</b>	<b>Analysis on Wine Industrial Competition.....</b>	<b>56</b>
1.	Wine Market Competition State .....	56
2.	Wine Market Brand State .....	56
3.	Wine Industrial Competitiveness.....	57
4.	Wine Industrial Internal Competition .....	58
5.	Wine Enterprise Competition .....	59
<b>CHAPTER 8</b>	<b>ANALYSIS ON WINE REGIONAL MARKETS.....</b>	<b>60</b>
<b>Section 1</b>	<b>Analysis on North China Wine Market.....</b>	<b>60</b>
1.	North China Market Outline .....	60
2.	North China Production Area Outline.....	60
3.	2011-2012 North China Output .....	61
<b>Section 2</b>	<b>Analysis on Northeast China Wine Market .....</b>	<b>62</b>
1.	Northeast China Market Outline.....	62
2.	Northeast China Production Area Outline.....	62
3.	2011-2012 Northeast China Output .....	63
<b>Section 3</b>	<b>Analysis on East China Wine Market.....</b>	<b>64</b>
1.	East China Wine Market Outline.....	64
2.	East China Production Area Outline .....	64
3.	2011-2012 East China Output.....	65
<b>Section 4</b>	<b>Analysis on South China Wine Market .....</b>	<b>66</b>
1.	South China Wine Market Outline.....	66
2.	South China Production Area Outline .....	66
<b>Section 5</b>	<b>Analysis on Middle China Wine Market.....</b>	<b>66</b>
1.	Middle China Wine Market Outline .....	66
2.	Middle China Production AreaOutline .....	67
3.	2011-2012 Middle China Output .....	67
<b>Section 6</b>	<b>Analysis on Southwest China Wine Market.....</b>	<b>68</b>
1.	Southwest China Wine Market Outline .....	68
2.	Southwest China Production Area Outline.....	69

3.	2011-2012 Southwest China Output .....	69
	<b>Section 7 Analysis on Northwest China Wine Market.....</b>	<b>70</b>
1.	Northwest China Wine Market Outline.....	70
2.	Northwest China Production Area Outline .....	71
3.	2011-2012 Northwest China Output.....	71
	<b>CHAPTER 9 ANALYSIS ON KEY WINE ENTERPRISES .....</b>	<b>73</b>
	<b>Section 1 Changyu (Yantai Changyu-Castel Wine Chateau Co., Ltd.) ...</b>	<b>73</b>
1.	Company Profile.....	73
2.	2010-2011 Business Operation.....	74
3.	2012-2015 Business Strategy .....	74
	<b>Section 2 Dynasty (Sino-French Joint Venture Dynasty Winery Ltd.) ...</b>	<b>75</b>
1.	Company Profile.....	75
2.	2010-2011 Business Operation.....	76
3.	2012-2015 Business Strategy .....	76
	<b>Section 3 Suntime (Suntime International Vine Co., Ltd.) .....</b>	<b>77</b>
1.	Company Profile.....	77
2.	2010-2011 Business Operation.....	78
3.	2011-2015 Business Strategy .....	79
	<b>Section 4 Great Wall (COFCO Wines and Spirits Co., Ltd.).....</b>	<b>79</b>
1.	Company Profile.....	79
2.	2011 Business Operation .....	80
3.	2012-2015 Business Strategy .....	80
	<b>Section 5 Tonhwa (Tonhwa Winery Limited).....</b>	<b>82</b>
1.	Company Profile.....	82
2.	2010-2011 Business Operation.....	82
3.	2012-2015 Business Strategy .....	83
	<b>Section 6 Grand Dragon (Yantai Weilong Grape Wine Co., Ltd.).....</b>	<b>84</b>
1.	Company Profile.....	84
2.	Business Operation Strategy .....	85

<b>Section 7 Harvest (Beijing Fengshou Wine Co., Ltd.)</b> .....	<b>85</b>
1. Company Profile.....	85
2. Business Competitiveness.....	86
<b>Section 8 Yunnan Hong (Yunnan Red Wine Industry Corp.)</b> .....	<b>87</b>
1. Company Profile.....	87
2. Development History.....	88
3. Business Competitiveness.....	89
<b>Section 9 Shangri-La (Yunnan Shangri-La Winery Co., Ltd.)</b> .....	<b>90</b>
1. Company Profile.....	90
2. Business Future Development Strategy.....	91
<b>Section 10 Huaxia 5-Thousand Years (Beijing Changli Huaxia Winery Co., Ltd.)</b>	<b>92</b>
1. Company Profile.....	92
2. Business Competitiveness.....	93
<b>CHAPTER 10 ..... ANALYSIS ON CHINESE WINE INDUSTRIAL INVESTMENT</b>	<b>95</b>
<b>Section 1 Wine Industrial Investment Status Quo</b> .....	<b>95</b>
1. Wine Market Investment Status Quo.....	95
2. Wine Investment Mistakes.....	96
3. Wine Investment Questions.....	97
4. Typical Area Investment Status Quo.....	98
<b>Section 2 Analysis on Wine Market Investment</b> .....	<b>100</b>
1. On Wine Market Investment.....	100
2. On Wine Investment Return.....	100
3. On Wine Investment Channels.....	101
4. On Wine Investment Risks.....	103
<b>Section 3 Wine Investment Trend Prediction</b> .....	<b>104</b>
1. Wine Investment Opportunities in 2012.....	104
2. Wine Investment Chances in 2012.....	105
3. 2012-2015 Wine Investment Chances.....	106
4. 2012-2015 Wine Investment Orientation.....	107



5.	2012-2015 Wine Investment Trend Prediction.....	108
<b>Section 4 Analysis on Wine Market Investment Strategy.....</b>		<b>109</b>
1.	2012-2015 Wine Investment Principles .....	109
2.	2012-2015 Wine Investment Recommendations.....	110
3.	2012-2015 Wine Investment Strategies.....	110

**CHAPTER 11... CHINESE WINE INDUSTRY PROSPECT & TREND PREDICTION 112**

<b>Section 1 Analysis on Wine Industrial “12th Five-Year Plan”.....</b>		<b>112</b>
1.	Wine Industrial “12th Five-Year Plan” Goal .....	112
2.	Wine Industrial “12th Five-Year Plan” Strategy.....	112
<b>Section 2 Wine Market Prospect .....</b>		<b>113</b>
1.	2012-2015 Wine Equipment Development Trend.....	113
2.	2012-2015 Wine Package Development Trend.....	115
3.	2012-2015 Wine Market Trend .....	117
4.	2012-2015 Wine Consumption Prospect.....	118
5.	2012-2015 Wine Market Prospect .....	120
<b>Section 3 Wine Market Development Prediction .....</b>		<b>121</b>
1.	2012-2015 Wine Brand Development Prediction .....	121
2.	2012-2015 Wine Sale & Marketing Trend Prediction.....	122
3.	2012-2015 Chinese Wine Internationalization Trend Prediction .....	125
4.	2012-2015 Wine Industrial Trend Prediction .....	126
5.	2012-2015 Wine Market Trend Prediction .....	128

**CHAPTER 12 ANALYSIS ON CHINESE WINE INDUSTRIAL DEVELOPMENT STRATEGY  
132**

<b>Section 1 Analysis on Wine Industrial Development Issues.....</b>		<b>132</b>
1.	Wine Industrial Development Obstacles.....	132
2.	Wine Industrial Development Issues .....	133
3.	Import Wine Development Issues .....	134
<b>Section 2 Analysis on Wine Industrial Development Strategy .....</b>		<b>135</b>

1.	Wine Market Strategic Pattern .....	135
2.	Wine Industrial Development Recommendations.....	138
3.	Wine Brand Development Strategies.....	139
	<b>Section 3 Analysis on Wine Industrial Development Tactics.....</b>	<b>166</b>
1.	Wine Business Operation Tactics .....	166
2.	Wine Business Operation Modes.....	169
3.	Wine Enterprise Development Tactics .....	173

ETCN SAMPLE