

Australian wines driving Chinese wine import segment

Description



Imported wine sales in China have been showing a steady growing with present figure reported to be 40% of the total wine sold. Although France still holds its status as the largest exporter to wines to China however, as per recent reports the growth is being driven by Australia. In time period of an year till March 2018 Australia has exported winess worth AUS \$ 1 billion to China. Major reasons for thus exponential growth are as following â??

Free Trade Agreement between China and Australia resulting in slashing of import taxes on wines has been a major driver increase in volume of Australian wine imports into China

The changing trend in China towards personal consumption of imported wines is driving growth in thus segment. Till about five years ago, Chinese were purchasing imported wines mostly for gifting purpose

Better awareness of Chinese consumers towards Australian wines

Dedicated and energetic efforts by Wine Australian Wine in assessing the growing market demand in China and ddressing the rapidly evolving consumer expectations

Increasing shift in China from Brick and Mortar sales (retail shops, supermarkets etc) towards e-commerce with online sites like JD.Com and Alibabaâ??s TMall taking the lead

As above, China has shown aggressive growth in imported wine segment