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Wine Industry Report

Circana China Consumer Study



November 2025

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Research Methodology

Methodology

Consumer Study – quantitative research

Coverage – top tier cities in China, total 98 cities

Panelist* – 2,000 sample who consumed wine in P1M, age 18-54 years old *(balanced by age, gender, city tier)*

Online Survey – 10 to 12 mins length

Field Period – Sep 18th to 29th, 2025

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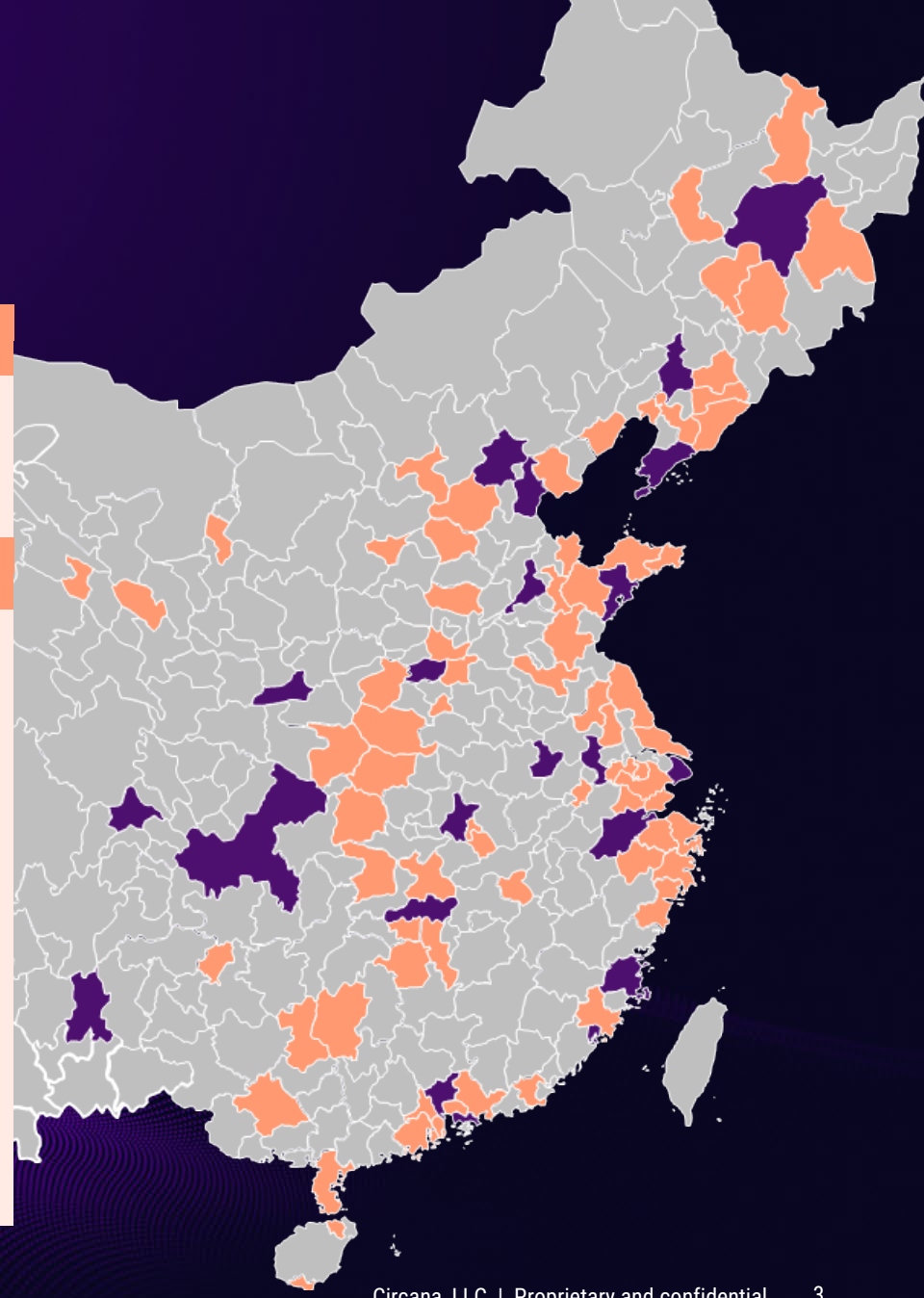
*With additional 500 sample to answer the barriers of not purchasing wine but other alcoholic beverages
And total asked 9,521 sample to capture incidence of P1M for all beverage categories

City Coverage in this Report

40% of the population and 60% of the GDP in urban areas

Tier 1 (4)	Lower Tier (13)			
	East	North	South & Central	West
Beijing	Changzhou	Shijiazhuang	Dongguan	Guiyang
Shanghai	Suzhou	Changchun	Foshan	
Guangzhou	Wuxi	Taiyuan	Nanning	
Shenzhen	Nanchang		Haikou	
	Ningbo			

Tier 2 (18)	Lower Tier (63)				
	East	North	South & Central		West
Chongqing	WuHu	Baoding	Huizhou	Luohe	Baoji
Fuzhou	Quanzhou	Handan	Jiangmen	Kaifeng	Mianyang
Xiamen	Huaian	Tangshan	Shantou	Yichang	Yuxi
Ha`erbin	Nantong	Daqing	Zhanjiang	Xiangyang	Lanzhou
Zhengzhou	Xuzhou	Mudanjiang	Zhongshan	Shiyan	Yinchuan
Jinan	Yancheng	Yichun	Zhuhai	Ezhou	Xining
Xi`an	Yangzhou	Jilin	Guilin	Huangshi	
Chengdu	Dongying	Anshan	Liuzhou	Zhuzhou	
Kunming	Linyi	Benxi	Sanya	Changde	
Hangzhou	Weifang	Dandong	Luoyang	Yueyang	
Tianjin	Weihai	Fushun	Nanyang	Xiangtan	
Hefei	Yantai	Huludao	Xinxiang	Hengyang	
Wuhan	Zibo	Panjin			
Changsha	Huzhou	Datong			
Nanjing	Jiaxing				
Dalian	Jinhua				
Shenyang	Shaoxing				
Qingdao	Taizhou				
	Wenzhou				



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Market Dynamics

Understand competition between Made in China and Exported Wine;

As well as transformation from a traditional B2B market to a more B2C consumer driven market



Made in China

From traditional core regions:

- **Shandong** – Changyu, Grand Dragon
- **Hebei** – Great wall, Dynasty

To emerging new regions:

- **Xinjiang** – Tiansai
- **Ningxia** – Xige
- **Yunnan** – Shangri-La

Exported Wine

Dominated by top countries:

- **Europe** – France, Italy
- **APAC** – Australia, New Zealand
- **South America** – Chile

These account for >50% market share of exported wine in China

Transformation

It's shifting from a traditional B2B market to a more B2C, consumer demand driven market

China Government continue to launch new policy targeting its vast bureaucracy such as

- Alcohol ban
- Gifting restriction

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Beverage Consumption Overview



Retail slowdown due to short-term uncertainty

Yet despite tariff and geo-political impact, China still delivers a promising growth as of YTDSep2025

GDP

+5.2% YTD2025Q3

+5.0% FY2025 forecast

Disposable HH Income

+5.2% YTD2025Q3

+5.0% FY2025 forecast

Retail Sales

+4.5% YTD2025Q3

Foodservice

+3.3% YTD2025Q3

Consumer Sentiment Index

89

August 2025 (stable yet record low)

CPI

-0.1% YTD2025Q3

Unemployment Rate

5.2% September 2025 (stable)

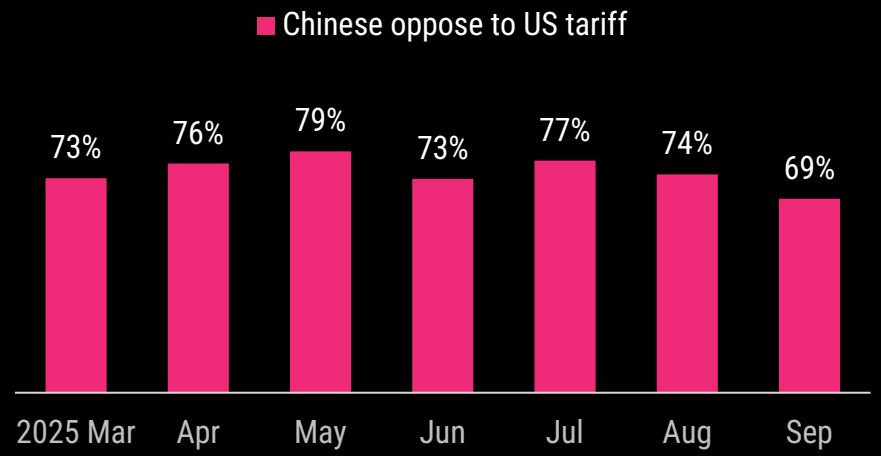
5.5% FY2025 forecast

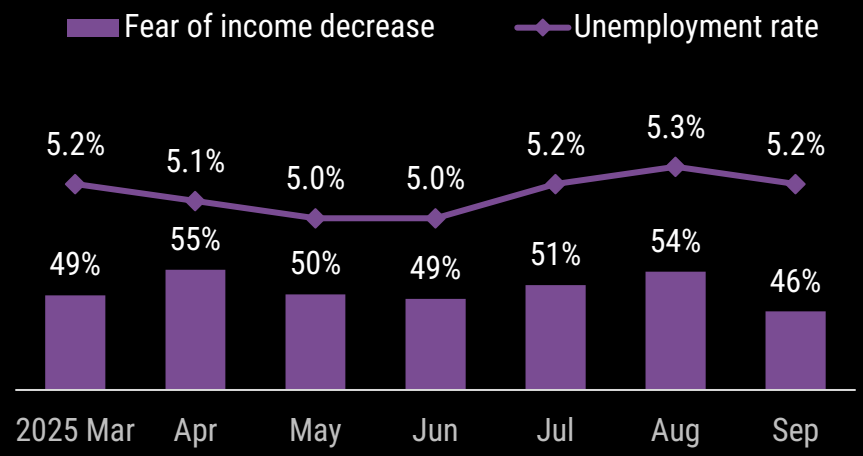
Source: National Bureau of Statistics of China

US tariff added weight to the low sentiment

Consumers worried about income decrease especially after rate surged to 145% in April. This worrying sentiment was cooled down by the second trade talk in June but then rebounded again.







Questions: (N= 1,000)
U.S. government announced increased tariffs on imports from China and other countries. What is your opinion on this?
Do you think higher tariffs will have a positive, negative or neutral effect on domestic job opportunities and wages/salaries for Chinese workers?

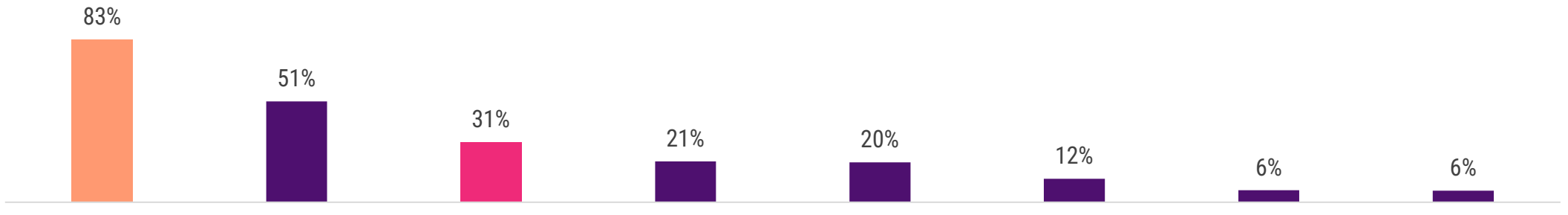
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Source: National Bureau of Statistics of China
Circana, China Consumer Sentiment Study, Aug 2025, 22 cities

Past One Month (P1M) Beverage Incidence

Wine was with second high incidence within alcoholic beverage after Beer. Compared with other categories it's targeting a wider range of consumer in terms of age and gender yet skewed towards higher income group

P1M Incidence%



***Category skewed to...**

Age	18-24,45-54	25-44	25-54	18-34	35-54	18-34	18-34	25-44
Gender	M, F	M	M, F	F	M	F	F	M
**Income	Mid	High	High	Mid, High	High	High	Mid	Mid, High

** The category incidence among this demo / total category incidence * 100 is > 100, e.g. 25-54 wine incidence/ Total wine incidence*100>100*

*** Monthly income: High=over RMB 25K; Mid=RMB 15K-25K; Low=below RMB 15K*

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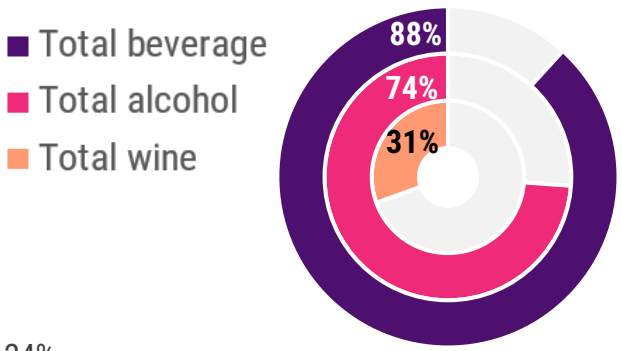
Source: China Consumer Study of Wine, Sep 2025

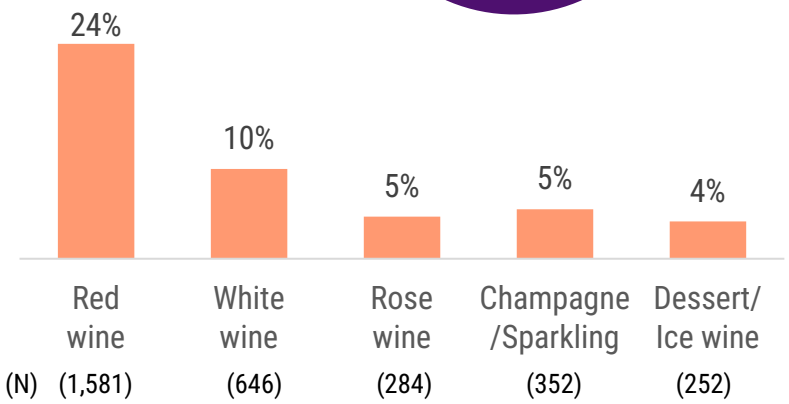
Q. Which alcoholic drinks did you have in the past month? (N = 9,521)

Incidence & Demographic of Wine by Type

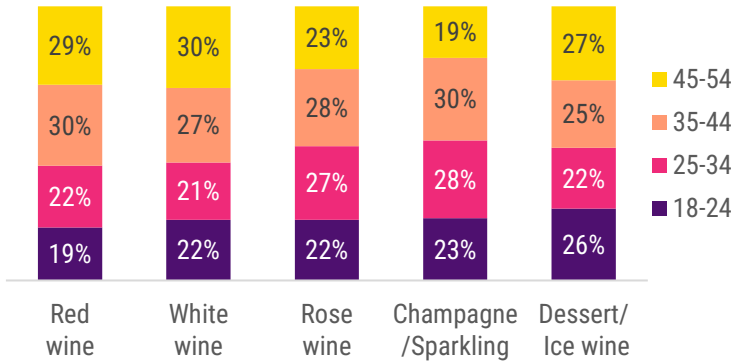
Red & White skewed to more senior consumer, and Rose/ SPKL towards female. SPKL & Dessert with more higher income group yet towards upper tier cities

P1M Category Incidence

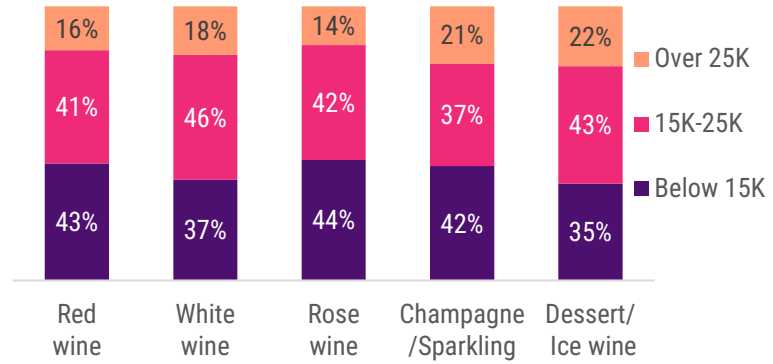




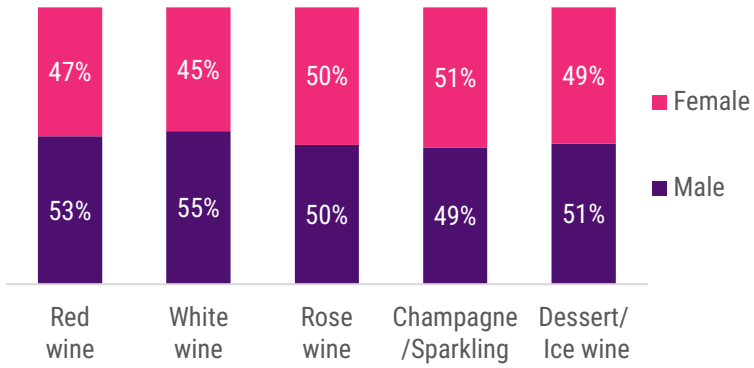
P1M Distribution - Age



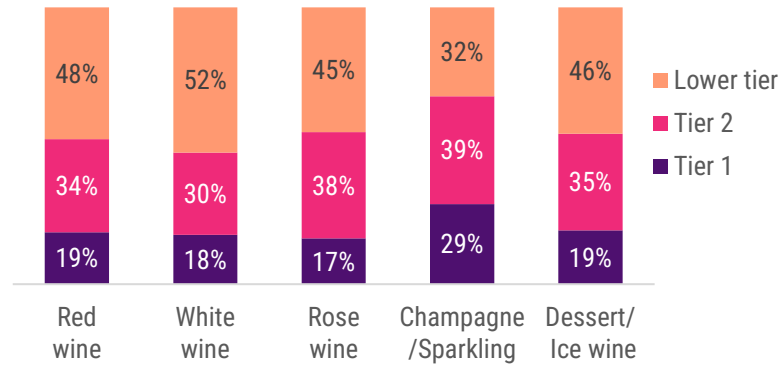
P1M Distribution - Income



P1M Distribution - Gender



P1M Distribution - City Tier



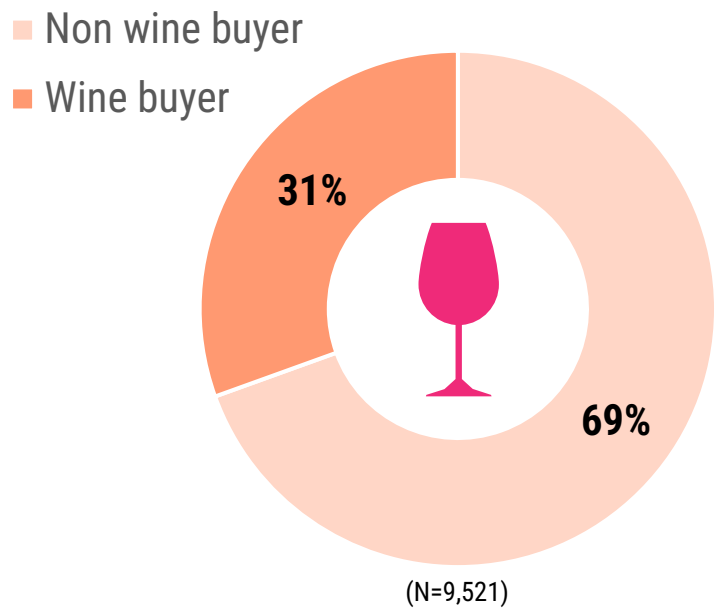
Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, which type of wine did you buy? (N = 9,521)

Barrier of Non-Wine Buyer

Low wine consumption frequency, unfamiliar with wine, and lack of suitable occasions are top 3 barriers

P1M Wine Incidence



(N=9,521)

Reason not have bought wine in P1M

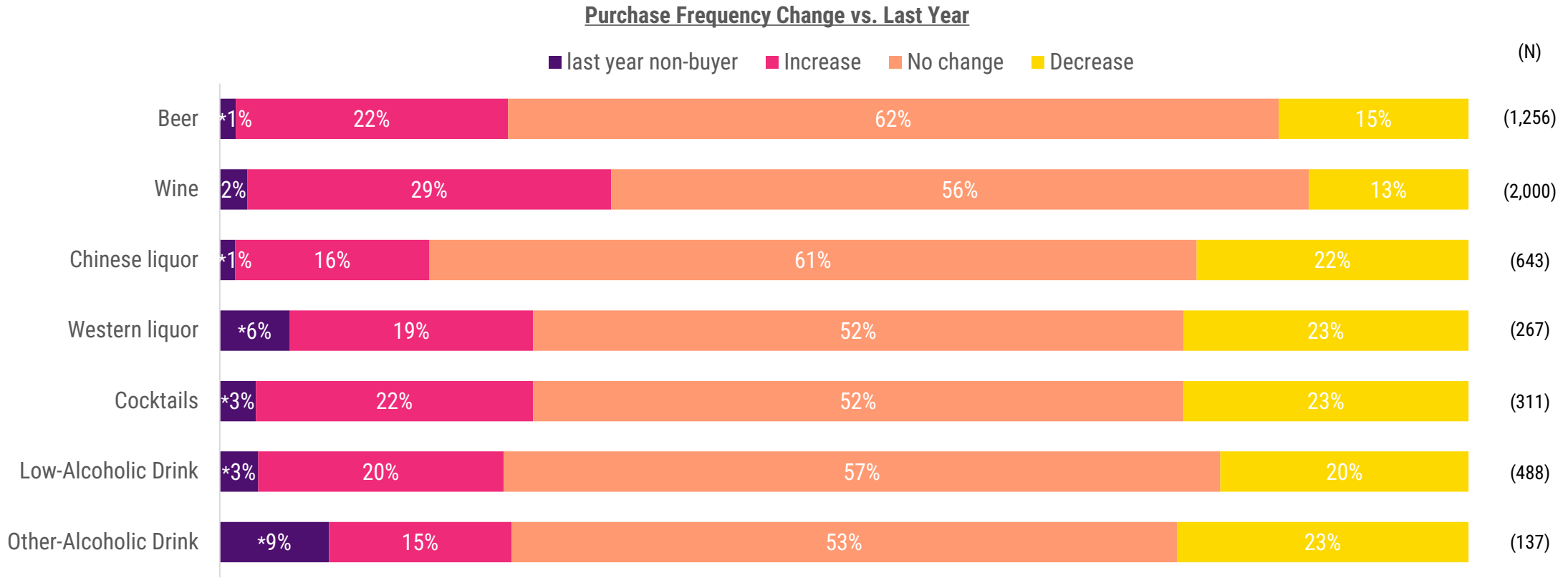


Q. In the past 1 month, why didn't you buy any wine? (N = 500)
**N <30 low sample, for reference only*

Source: China Consumer Study of Wine, Sep 2025

Alcoholic Bev Purchase Frequency vs. Last Year

Beer and Wine were increasing frequency while Chinese Liquor was reducing frequency

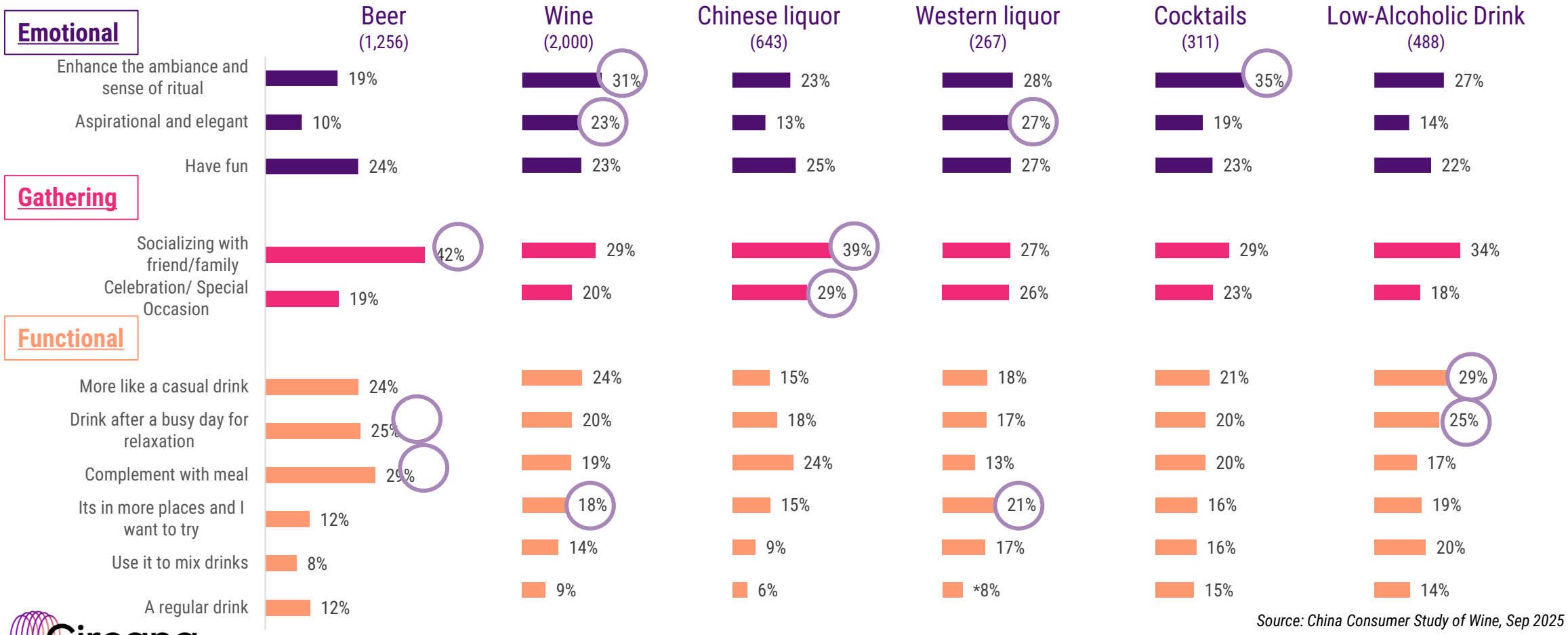


Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, what was the frequency of buying the drinks compared to the same period of last year? (N = 2,500)
**N <30 low sample, for reference only*

Drinking Attitude by Category

Both Wine and Western Liquor are more emotional driven than other categories. And exist in more places for consumer choices



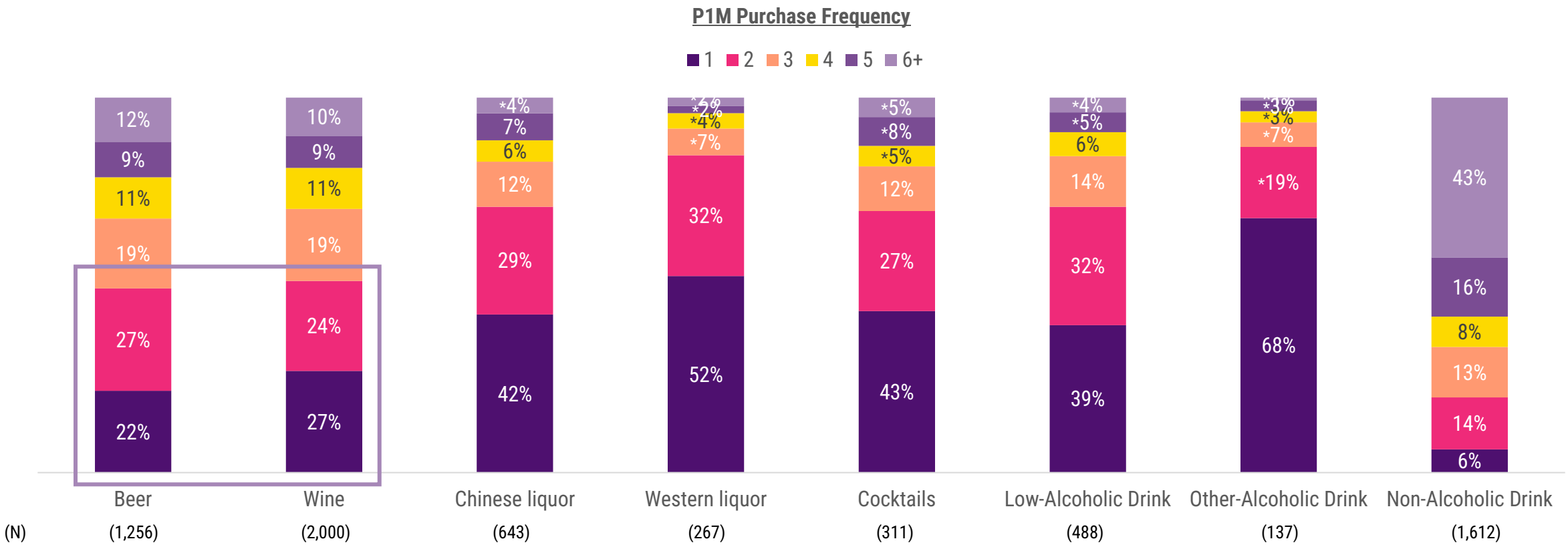
Source: China Consumer Study of Wine, Sep 2025

Q. Which best describe your drinking habit to the below category? (N = 2,500)
**N <30 low sample, for reference only*

Beverage P1M Purchase Frequency

Wine has room to uplift light buyer to purchase more often by benchmarking with beer

While majority of alcohol purchase is around 1-2 times in P1M



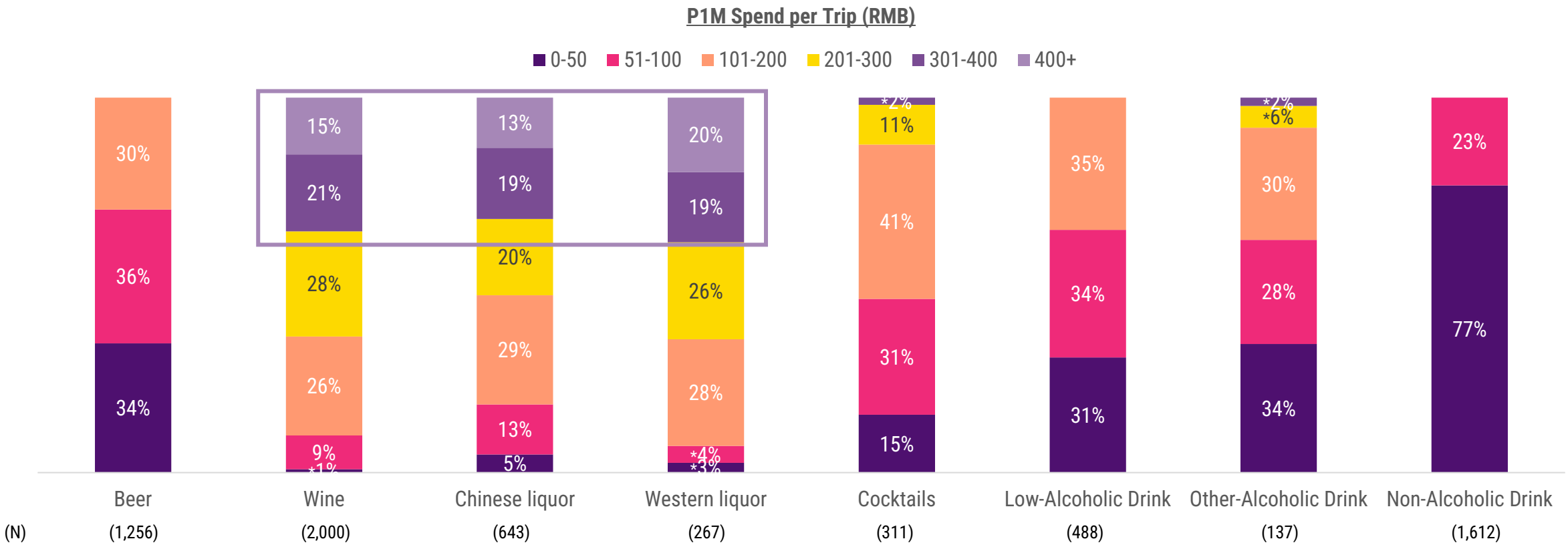
Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, how many times have you bought the drinks? (N = 2,500)
**N <30 low sample, for reference only*

Beverage P1M Spend per Trip (RMB)

Wine, Chinese & Western Liquor with higher spend per trip vs. other beverage categories

With wine usually sit at RMB 101-300 range

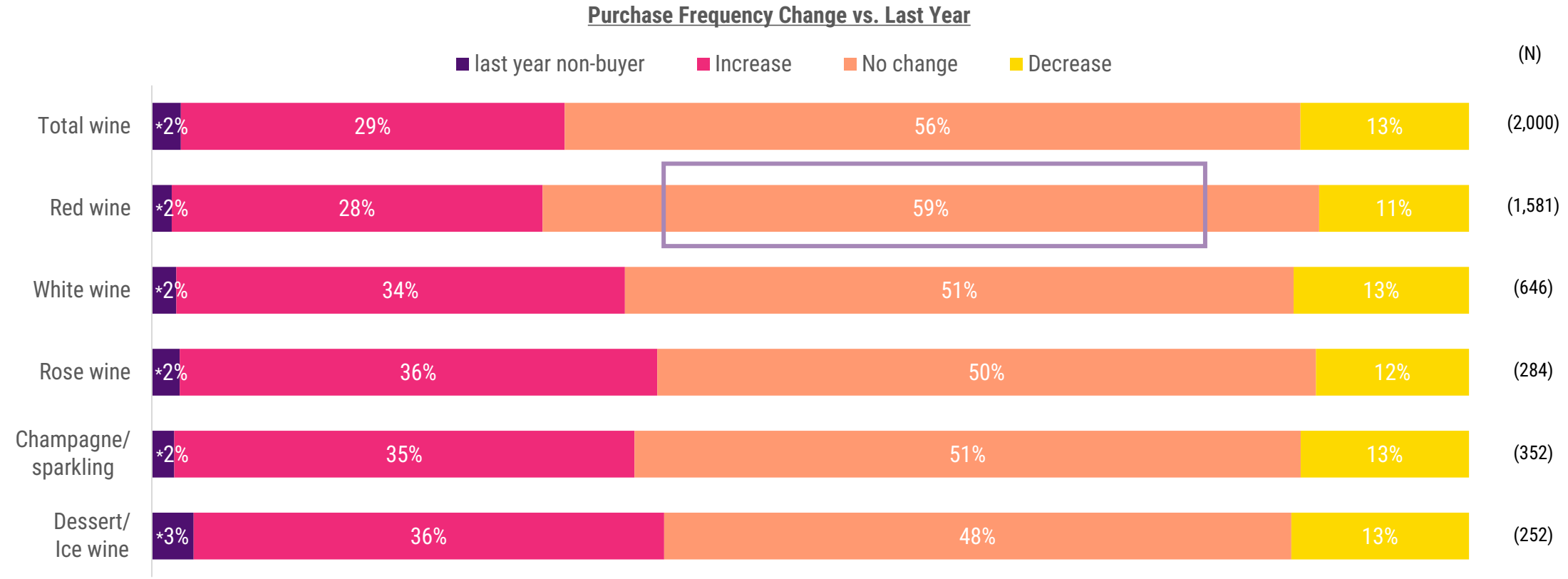


Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, on average, how much did you spend each time on the drinks? (N = 2,500)
**N <30 low sample, for reference only*

Wine Type Purchase Frequency vs. Last Year

Red Wine was stable while others were increasing indicated consumer was willing to try different wines

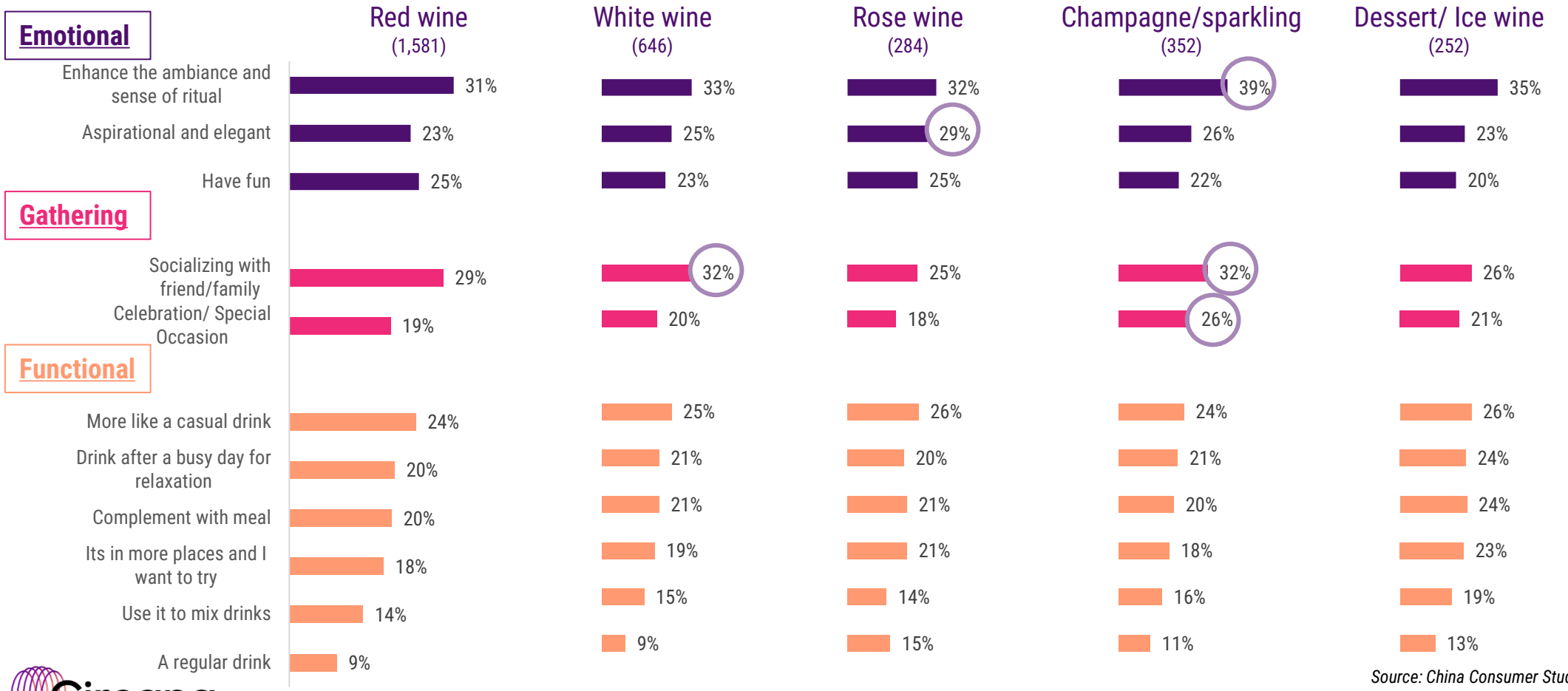


Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, what was the frequency of buying the drinks compared to the same period of last year? (N = 2,500)
**N <30 low sample, for reference only*

Drinking Attitude by Wine Type

Champagne/ SPKL/ Rose with higher emotional benefit; And Champagne/ SPKL/ White Wine more towards gathering than other wines

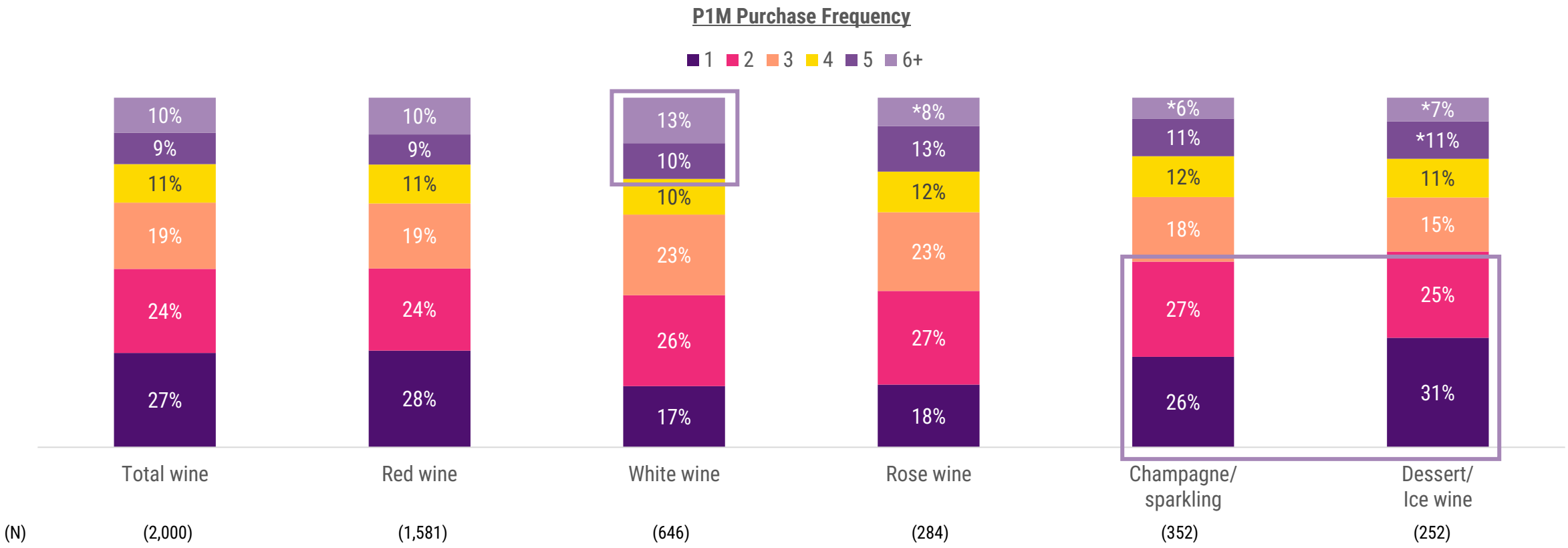


Source: China Consumer Study of Wine, Sep 2025

Q. Which best describe your drinking habit to the below category? (N = 2,000)

Wine Type P1M Purchase Frequency

White Wine with slightly higher frequency likely due to its “gathering” benefit; While Champagne/SPKL and Dessert/Ice Wine were less often purchase

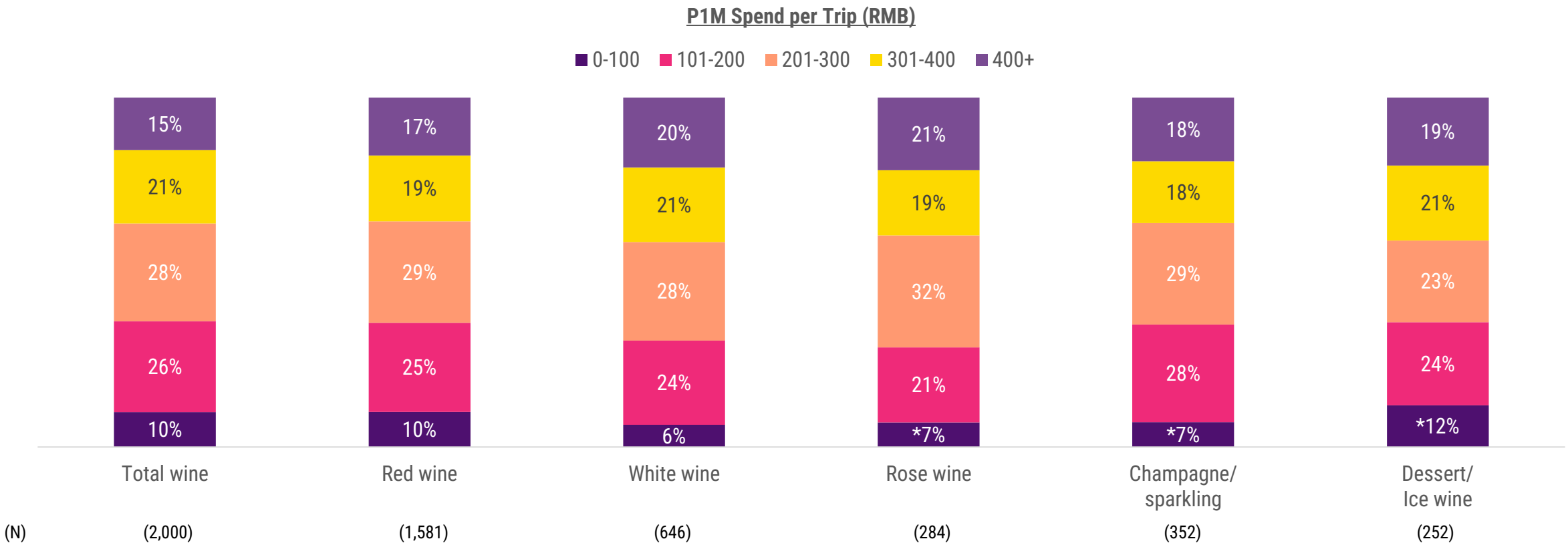


Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, how many times have you bought the drinks? (N = 2,000)
**N <30 low sample, for reference only*

Wine Type P1M Spend per Trip (RMB)

Mainstream spent ~RMB 101-300 per trip across different type of wines



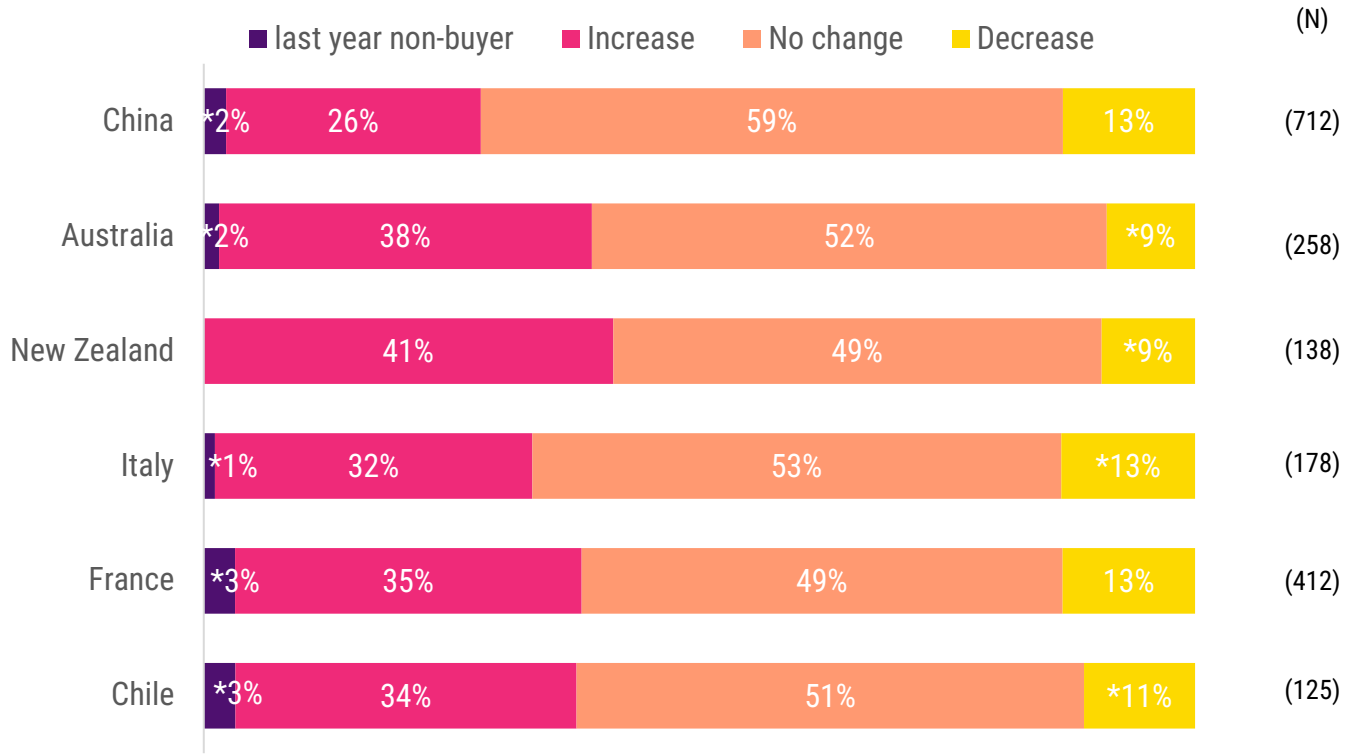
Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, on average, how much did you spend each time on the drinks? (N = 2,000)
**N <30 low sample, for reference only*

Key Country Purchase Frequency vs. Last Year

Both AU & NZ increased driven by age 18-24, higher income, and tier 2 cities

Wine Purchase Frequency Change vs. Last Year



Who is buying more

Wine Transactions **Net increase

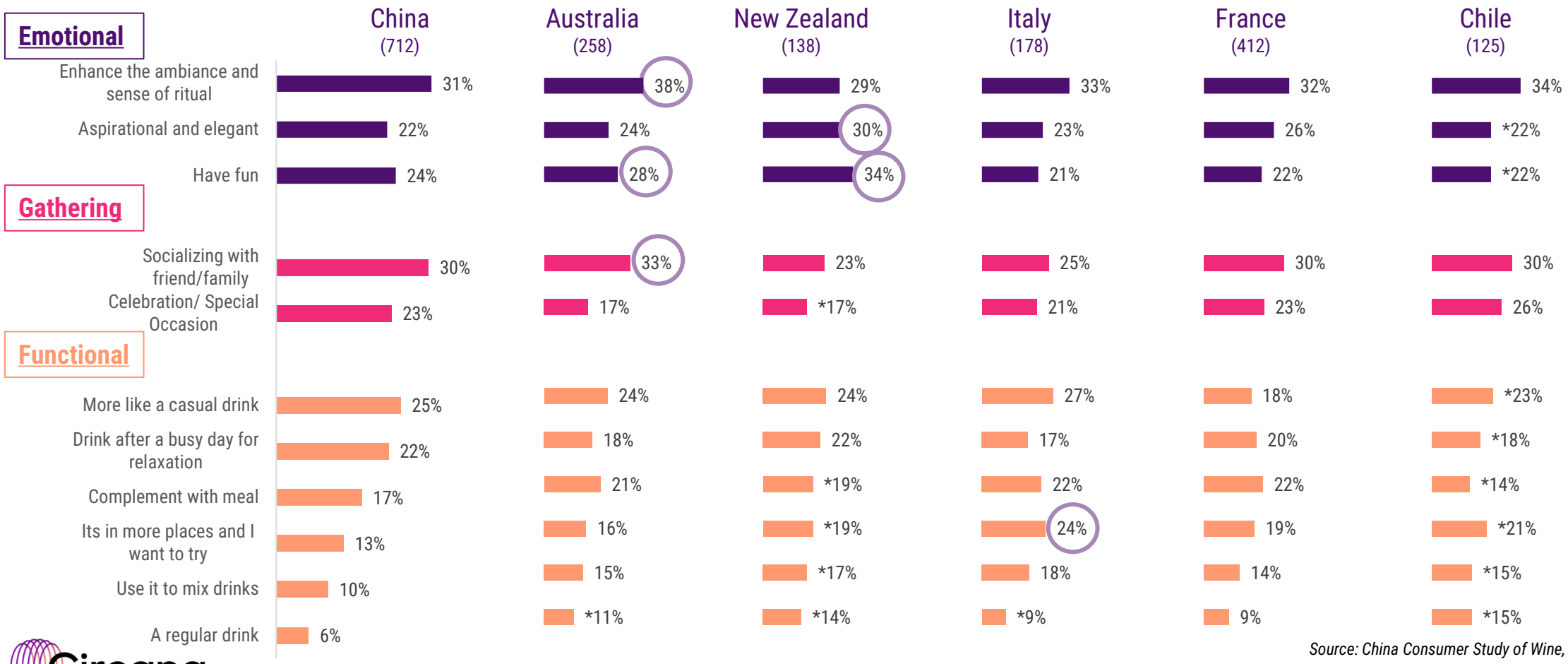
	Australia	New Zealand
Total	30%	32%
18-24	59%	45%
25-34	34%	*40%
35-44	28%	20%
45-54	28%	34%
Below 15K	24%	37%
15K-25K	31%	25%
Over 25K	53%	*59%
Tier 1	27%	*30%
Tier 2	38%	46%
Lower tier	32%	29%

Source: China Consumer Study of Wine, Sep 2025

Q. In the past 1 month, what was the frequency of buying wine compared to the same period of last year? (N = 2,000)
**N <30 low sample, for reference only **Net increase = Increase% + Last year non-buyer% - Decrease%*

Drinking Attitude by Country of Wine

Australia wine is more emotional driven and for gathering than other countries



Source: China Consumer Study of Wine, Sep 2025

Q. Which best describe your drinking habit to wine? (N = 2,000)
**N <30 low sample, for reference only*