

Wine in China

June 2024

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Wine in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

In 2023, wine continues to decline in both total volume and current value terms, primarily due to limited consumption occasions

Sparkling wine bucks the overall trend, with strong growth in both total volume and current value terms in 2023

Sake faces a downturn, with total volume sales experiencing a slight decline

PROSPECTS AND OPPORTUNITIES

Traditional Chinese rice wine set to continue declining, but premium Chinese rice wine likely to gain more favour from consumers

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