



Euromonitor
International

Wine in China

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2024 DEVELOPMENTS

Revival in wine industry is supported by trade policy changes and shifting consumer preferences

Innovations from traditional local and international brands boosts wine appeal

Supermarkets and retail e-commerce propels distribution of wine

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On-trade vs off-trade split
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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