

March 2013

葡萄酒 - China

2008到2012年间，中国葡萄酒零售市场以22.3%的年均复合增长率扩张，销售量估计达到8.424亿公升。同期，销售额以25.6%的年均复合增长率增长到463亿元人民币。虽然整个酒精饮料零售市场由啤酒和烈酒主导，但葡萄酒的整个市场份额日益增长，这得益于消费者对葡萄酒的日益青睐，并将其视为优于其他酒类产品的更优雅更健康的选择。

零售便利店 - China

尽管近年来中国便利店业扩张迅速，此市场仍有进一步发展空间。在中国城市，平均约10,000人共用一家便利店，远不及台湾和美国等主要市场。台湾为便利店竞争最激烈的市场，每2,400人共用一家便利店。2007-2012年中国便利店以复合年增长率（CAGR）15.9%的速度增长，2012年市值达到465亿元人民币。

January 2013

Convenience Retailing - China

“While the convenience store sector in China has expanded rapidly in recent years, there remains marked scope for further growth. While there are approximately 10,000 people per convenience store in urban areas in China, this figure is much lower at 2,400 in Taiwan – the most fiercely competitive ...

Wine - China

“China’s wine retail market expanded at a compound annual growth rate (CAGR) of 22.3% from 2008-12 to reach an estimated market volume of 842.4 million litres, while value CAGR rose at 25.6% from 2008-12, growing to an estimated RMB46.3 billion. The share of wine in the ...