

January 2014

葡萄酒 - China

尽管葡萄酒在中国的历史尚短，但是近年来葡萄酒市场的增长迅速。然而，该市场正面临结构性调整，且2013年的总销量预计将有所下滑。尽管零售渠道的销量预计将增长6.2%；但是受宴会和高档礼品需求下降影响，非零售渠道的销量预计将下滑10%。

December 2013

Wine - China

“The increasing importance of individual consumption in the retail market fuels growth in wine in China, yet, per capita volume is still low compared to top wine consuming nations, signalling the need to boost consumption frequency and foster wine drinking habits among mass consumers.”