Consumer Countries/Markets

China’s wine imports up in volume and value in 2016

China’s wine imports grew both in volume and value terms in 2016, bolstered by strong demand for bottled wine from Guangdong, Shanghai, Beijing and coastal regions in China.

According to the latest figures released by the country’s Customs Department, its wine imports totalled 638 million litres in 2016, a year-on-year increase of 15%. Its import value also grew by 16.3% year-on-year to US$2.364 billion.

Bottled wines still dominated the majority of the country’s imports, taking up 92.8% of all the value imports. In 2016, China imported 481 million litres of bottled wines worth about US$2.194 billion, representing a 17.12% jump in value compared with 2015, despite a 3.8% drop in average price for bottled wine to US$4.56 per litre.

France remained China’s primary source for imported bottled wines, Australia came in second followed by Chile, Spain, Italy, the US, South Africa, Argentina, New Zealand and Portugal.

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Major Wine Producing Countries

Italian Wine Looks Beyond Chianti

Cheap-and-cheerful styles and too many grape varieties are holding Italy’s wine sales back.

Italy has just launched a $3 million government-financed campaign to get Americans to buy more expensive Italian wines. The Italians want to sell something other than Chianti and Prosecco.

And no wonder, when you look at the numbers. Americans buy far more wine from Italy than from any other foreign country, according to the US Department of Commerce. However, the average bottle price of Italian wine in the US is just $5.56. France sells only about 40 percent as much wine by volume in the US but, with an average bottle price of $11.50, French wineries rake in almost as much money.