Consumer Countries/Markets

Rural Consumption Knocks on City Doors in China

In looking at consumer confidence trends in China during the recent second quarter, a subtle shift is becoming apparent: willingness to spend among rural consumers is bolstering the country’s overall confidence. In fact, willingness to spend among these consumers hit 47% in the second quarter, up 10 percentage points from past quarters. The uptick resulted in a two-point rise in consumer confidence among rural-dwelling consumers.

The shift in the rural portions of the country stands in notable contrast to confidence in Tier 1 cities, which dropped one index point since the first quarter. Comparatively, the consumer confidence index levels for Tier 2, 3 and 4 cities remained steady during the recent quarter. Combined, the overall confidence level and willingness to spend in the country’s rural areas stand out as strengths to support future consumption growth in China.

Notably, when consumers were asked why they believe now is the time to buy what they need, 25% of rural consumers cited “convenience of shopping” as the strongest factor for their behavior. Rural consumers also stressed that online shopping channels are dramatically making shopping more convenient. Shopping online also helps rural consumers purchase items they don’t have access to otherwise.

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Global Trends - Wine Industry Key Elements

7 Tips to Work Successfully with Wine Distributors

With more than 90,000 wine brands in the US market, wineries need to be very sophisticated in their strategic marketing if they want to be represented in top retail establishments.

However this generally requires finding and developing a positive working relationship with distributors who can assist them in placing their wines (Relationship Marketing).

But what steps should wineries take to work effectively with distributors?
1. Communicate Priorities
2. Annual/Quarterly Programming
3. Active in the Trade
4. Quick Decisions
5. Schedule Communication
6. Innovative Programs

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Today’s Quote

I’m looking for a lot of men and women who have an infinite capacity to not know what can’t be done. – Henry Ford