BI Daagliks - BI Daily

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**Consumer Countries/Markets**

**WISE: Global Market & Consumer Research**

**OPPORTUNITIES FOR SOUTH AFRICAN WINE IN CHINA**

Supporting informed decision-making

Business intelligence has been a key theme of the Wine Industry Strategic Exercise (WISE) resulting in Global Market and Consumer Research being one of the main stream projects.

The Global Market and Consumer Research project will provide information about the potential for top markets, based on factors such as geographical location in target and adjacent markets, existing presence, distribution channels and routes to market, as well as product portfolio pertaining to country of origin, varietal and price point. Furthermore, this assessment will provide a comprehensive picture of global drinks trends, and an understanding of what emerging consumer groups – such as younger consumers and wine drinkers in fast-growing consumer markets – are demanding.

To focus the research Wine Intelligence identified various countries as focus markets based on South Africa’s capabilities and market attractiveness factors. Global Consumer Trends (as background to all other country landscapes and portraits), China Landscape and China Portraits were the first research reports to be made available as part of this initiative.

The latest report - OPPORTUNITIES FOR SOUTH AFRICAN WINE IN CHINA, July 2015 – analyse trade perceptions of South African wine, barriers to buying our wine, opportunities for South African wine and how to tackle these opportunities.

The Contents include:

1. China wine market overview
   - Market dynamics
   - Chinese imported wine drinkers
   - Supply chain structure and needs
   - Retail price
   - Marketing and promotion activities
   - Communication channels
2. South African wine in China
   - South African wine performance
   - Motivations to buy South African wine
• Barriers to buying South African wine
3. Opportunities for South African wine in China
• Wine style
• Grape varietals
• Positioning/image
• Premium wine
• Regional opportunities

Opportunities for South African wine In China, July 2015 - Click here to read more