

EXPORT OPPORTUNITIES OF ARMENIA
IN CHINESE WINE MARKET

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葡萄酒



INTRODUCTION

Baker Tilly Armenia CJSC has conducted research on the topic of “Export Opportunities of Armenia in Chinese Wine Market”.

The main objective of the study is to get an insight into Chinese wine market and find out real possibilities for entrance.

This research enables readers to get key information about wine market: main players, peculiarities of consumption and production, price dynamics, import and export tendencies of both Armenian and Chinese wine markets, as well as key data about marketing strategy for Chinese wine market.

Within the scope of the research the Company also has made forecasting of key data for upcoming five years using point and interval forecast methods. Besides, for more detailed data online survey has been conducted among Chinese consumers to understand their preferences regarding wine types, price categories, consumption frequency, point of sale, criteria affecting their decision, etc.

ARMENIAN WINE MARKET RESEARCH

The main themes introduced in this section:

- Introduction of overall agro-processing industry, presenting percentage distribution of industrial production and manufacturing sectors.
- Beverage production subsector description, including alcoholic and non-alcoholic types of beverages with historical production by their types.
- Historical facts about wine production in Armenia.
- Vineyards availability in Armenia by regional distribution and gross harvest, as well as historic grape production in Armenia.
- Description of major wine producing companies in Armenia.
- Wine production volume, including historical and forecasted data.
- Dynamics of wine prices in Armenian market.
- Historical data of wine consumption and consumption by types.
- Historical volume of wine import (monetary and quantitative value) into Armenia and its classification by countries.
- Volume of export of Armenian wine (monetary and quantitative value), including historical and forecasted data; its classification by countries.

CHINESE WINE MARKET RESEARCH

The main themes introduced in this section:

- Overview of Chinese wine industry.
- Historical facts about wine production in China.
- Grape varieties grown in China, as well as vineyards availability by area and historical production of grape.
- Description of main wine producers in Chinese market.
- Historical volume of wine production in China.
- Breakdown of imported and domestic wine price segments available in Chinese market.
- Volume of wine consumption (historical and forecasted data) in China.
- Volume of wine import (monetary and quantitative value) into China including historical and forecasted data; its classification by countries.
- Historical volume of export of Chinese wine (monetary and quantitative value) and its classification by countries.
- SWOT analysis of Chinese wine market.
- Analysis and introduction of survey results among Chinese consumers, including key factors affecting consumers' preferences.
- Logistics of exporting Armenian wine to China.

We know how ...

for further information,
please contact us.

Head office

22 Hanrapetutyan Street
Yerevan 0010, Armenia

T: +374 (10) 544 301

T: +374 (10) 544 307

F: +374 (10) 562 404

www.bakertillyarmenia.com
info@bakertillyarmenia.com



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