

Infographic: Selling Wine in China

TAGS

Infographic

Food & Beverages

Wine

Alcohol

Exporting Food to China

ARTICLES | 31 January 2023



Wine tops the product categories recognised and protected by the [EU-China Geographical Indication Agreement](#). More GI products will follow in 2025.

As domestic production has grown steadily in China over the past few decades, European wines still hold a place of choice in the market, with wineries from France, Italy, and Spain most represented among EU exporters in 2022.

Here are a few facts and figures about the wine market in China, including consumer tastes, domestic production, market access and tariffs.

Selling wine in China

A few facts and figures

Need help?
Contact our
experts for
free advice:



Top exporters in 2022



Bottled wine

France 47%
Chile 21%
Italy 9%
Spain 7%
United States 4%



Bulk wine

Chile 66%
France 15%
Spain 11%
Australia 2%
Italy 2%



Sparkling wine

France 71%
Italy 19%
Spain 5%
Germany 1%

Chinese consumer behaviour

Wine is often offered as a gift. The majority of Chinese wine consumers can still be considered as "beginners" but tasting and knowledge are growing.

Red wine is the preferred variety but interest in white wine is on the increase; sparkling wine is popular among younger and female consumers.



Tariffs and pricing

The final price for Chinese consumers is 2.5 to 3 times higher than the selling price in the EU. Competitors such as Chile and New Zealand enjoy 0% customs duties.



Customs duties

Bottled wine: 14%
Bulk wine: 20%



Consumption tax

10%

VAT
13%

Mandatory *before* entering the Chinese market

Register your product and winery or factory on the Chinese Customs' portal (CIFER system). How? Find it out in our ultimate guide on CIFER.



Download our free guidelines

Scan the code to access our how-to guidelines:



Labelling requirements

Chinese standards for labels must be followed.

Geographical indications

54



54 types of wine are officially recognised and protected in China, accounting for the most important product covered by the EU-China Geographical Indication Agreement (96 products in total). More will become protected in 2025.

Intellectual property



Be aware of the presence of fake wines in the Chinese market as well as other IP-related issues. Register your trademark even before starting selling on the Chinese market – it is fast, cheap and effective.

Chinese domestic wines

Domestic wine production has been growing steadily in China, also thanks to foreign investment and wine experts in the country. There is good domestic demand but it is still at early stages.

Sales channels



Retail (international hyper and supermarkets), specialised stores, Ho.Re.Ca and e-commerce are most relevant for imported wines. E-commerce has the fastest growth. Do you have questions about China's e-commerce? Let us know!

For more information on the mandatory process to export F&B products to China, don't miss our complete [GACC guidelines](#) and [webinar](#). You may also be interested in our guidelines [Food Additives in China: Regulations and Practical Cases](#).

Do you wish to introduce your wines to consumers in China? Our experts are ready to assist you with free practical advice and guidelines on market access requirements. [Click here to send us your queries](#).