A division of the IWSR Group

Hong Kong

Wine Landscapes 2023

Contents

03 Wine Intelligence Viewpoint

04 Management Summary

14 Market Data

26 Market Demographics

29 Drinking Repertoire

38 Wine-Buying Behaviours

47 Wine Views and Attitudes

57 Consumer Sentiment

61 Brand Health

72 Research Methodology

Wine Intelligence Viewpoint

The Hong Kong wine market is experiencing demographic and preference shifts as a growing number of wine drinkers gain greater exposure to diverse propositions

The wine-drinking population within the Hong Kong market has shrunk since 2018. This is due to a declining adult population and a lower participation rate in the wine category which could indicate that drinkers are moderating their consumption.

Despite declines in still wine consumption and low-income wine drinkers, the outlook remains optimistic, with forecasts anticipating long-term growth for all beverage categories, including wine.

Wine consumption frequency and spend in off-trade locations remained largely stable despite price pressure from inflation. Growth in on-trade spend and consumption in restaurants reflects a readiness for premium wine experiences.

The growth in restaurants could be related to the revival of the Hong Kong Wine & Dine Festival in 2022, aimed at rejuvenating the local dining scene through promotions, social media engagement, and events, despite COVID-19 travel restrictions.

A higher proportion of Gen Z and Millennials are purchasing wine at social venues and are showing an inclination toward higher-quality options despite high cost perceptions. Niche red varietals like Pinotage, Grenache, and Tempranillo are gaining traction, revealing evolving consumer preferences.

This transformation is bolstered by enhanced exposure to diverse wine-growing regions and brands, further bolstering knowledge and confidence among Hong Kong's wine enthusiasts.

Opportunities

Exploring emerging varietals
Targeting younger consumers
Wine and food pairing education
Premiumisation

Threats

Declining wine drinking population
Changing consumer preferences
Economic uncertainty and inflation

Management Summary

Hong Kong Wine Landscapes

2023

Management summary

Key takeaways

1. Smaller adult population and participation incidence means declining number of drinkers

2. Wine market in Hong Kong faces declining volumes overall but forecasted to grow in future

3. Enthusiasm for the wine category grows among respondents

4. Confidence and knowledge grow among respondents

5. On-trade still not yet recovered to pre-pandemic levels

6. Increase in niche red varietals despite stable consumption overall

1. Smaller adult population and participation incidence means fewer drinkers

While the size of the adult population in Hong Kong has shrunk by almost -10%, participation levels among adults for the still wine category have also declined, meaning that the wine-drinking population has shrunk at a faster rate of -20%. The weekly wine-drinking population has declined by a similar amount

Market context:

An exodus of young, educated Hong Kong citizens could have a negative impact, as they are key wine consumers.

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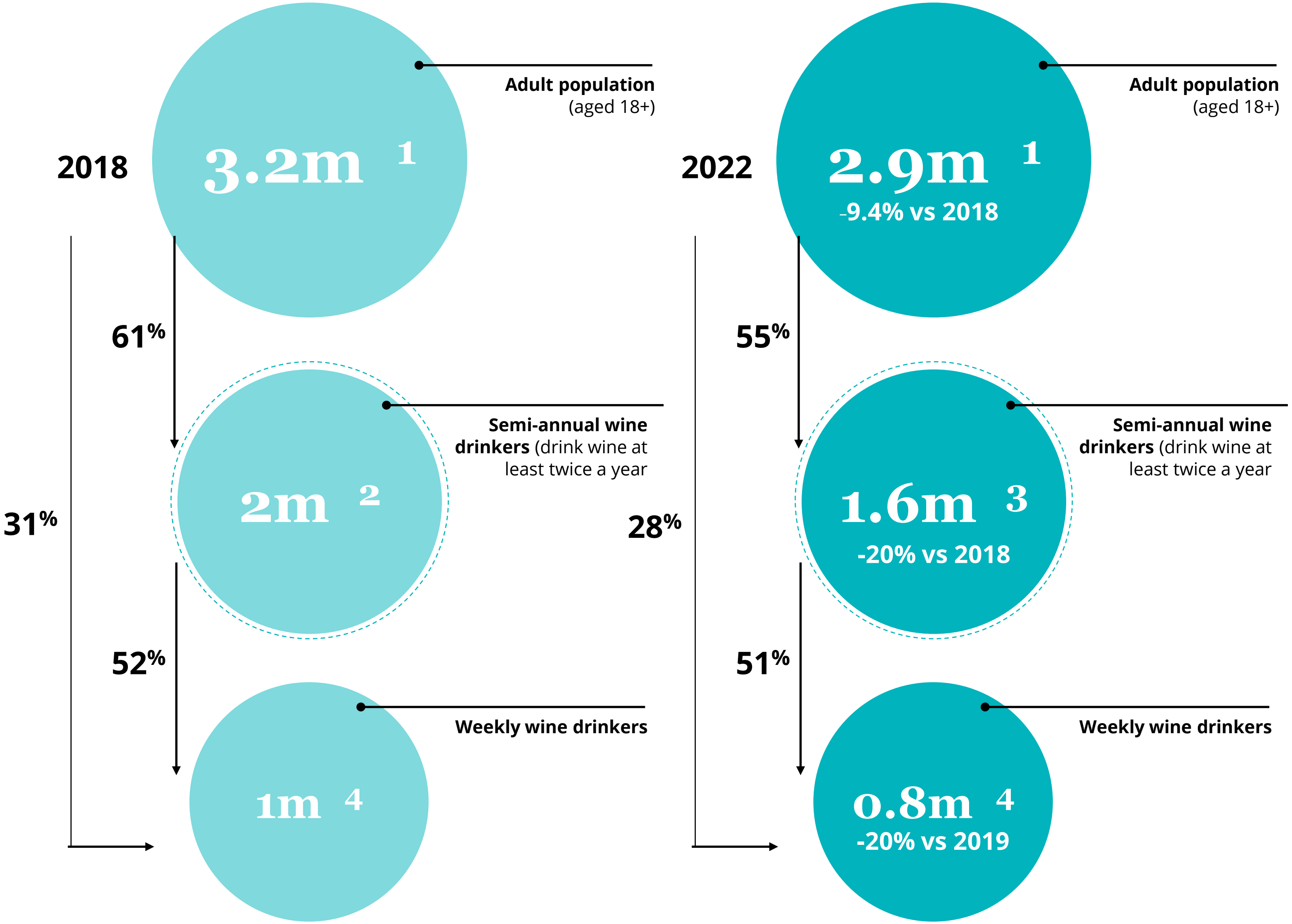


1 Estimation based on the Government of the Hong Kong Special Administrative Region, Adults aged 18-60, Monthly household pre-tax income HKD15k+
2 Wine Intelligence online calibration study Dec '18, (n=1,029) adults aged 18-60, income HKD15k+. Wine= still light wine (red, white, rosé)
3 Wine Intelligence online calibration study Dec '22 (n=1,001) adults aged 18-60, income HKD15k+. Wine= still light wine (red, white, rosé)
4 Wine Intelligence, Vinitrac® Hong Kong, March 2019, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

2. Wine market in Hong Kong faces declining volumes but forecasted to recover in future

All alcohol categories experienced a volume decline in the Hong Kong market between 2017-22, although of the three leading categories wine's fall was the sharpest. Wine also experienced a large year-on-year decline, most likely attributable to the shrinking wine-drinking population and moderation.

Within the wine category, still wine has experienced a notable decrease in its volumes sold in Hong Kong, both over the period 2017-22 and year-on-year. Sparkling wine performed better, showing growth between 2017-22

Total beverage alcohol market volumes by category

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total beverage alcohol	24,606.42	23,036.43	-3.0%	2.6%
Beer	19,093.56	18,097.78	-2.4%	2.2%
Wine*	3,888.70	3,386.91	-5.3%	4.2%
Spirits**	1,285.80	1,249.93	-1.5%	2.3%
Cider	259.33	223.22	-16.7%	9.5%
RTDs	79.03	78.59	-2.3%	2.4%

Total wine volumes by category

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total Wine	3,888.70	3,386.91	-5.3%	4.2%
Still Wine	3,338.37	2,871.45	-6.6%	4.4%
Other Wines***	326.00	302.00	8.5%	3.6%
Sparkling Wine	213.16	204.06	1.9%	3.2%
Fortified Wine	8.50	6.99	-5.4%	5.1%
Light Aperitifs	2.67	2.40	3.7%	5.8%

Source: IWSR

* Wine includes Non-Grape Based Wines, Still Wine, Sparkling Wine, Fortified Wine and Light Aperitifs

** Spirits include Whisky, Gin and Genever, Vodka, Agave-based Spirits, National Spirits, Rum, Cane, Brandy and Flavoured Spirits

***Other Wines includes Non-Grape Based wines

3. Enthusiasm for the wine category grows among respondents

A significantly greater number of Hong Kong semi-annual wine drinkers are classified as having high involvement with the category. A higher number of respondents say they drink wine for pleasure or believe that deciding which wine to buy is an important decision.

These are both likely consequences of the shrinking wine-drinking population, with more casual or less engaged wine drinkers exiting the category and leaving behind a core of highly invested drinkers

Wine involvement: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
High involvement	**30%**	**33%**	**35%**	↑	→
Medium involvement	**49%**	**45%**	**44%**	→	→
Low involvement	**21%**	**22%**	**20%**	→	→

Involvement and perceived expertise in wine: Tracking

% who 'agree' or 'strongly agree' with the following statements
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Drinking wine gives me pleasure	**71%**	**71%**	**77%**	↑	↑
2=	I always look for the best quality wines I can get for my budget	**64%**	**68%**	**68%**	→	→
2=	I like to take my time when I purchase a bottle of wine	**60%**	**62%**	**68%**	↑	→
4	Generally speaking, wine is reasonably priced	**56%**	**61%**	**64%**	↑	→
5	It's often worth spending more to get a better wine	**55%**	**58%**	**62%**	↑	→
6	Deciding which wine to buy is an important decision	**53%**	**48%**	**61%**	↑	↑
7	I have a strong interest in wine	**49%**	**51%**	**52%**	→	→
8	Wine is important to me in my lifestyle	**43%**	**45%**	**48%**	→	→
9	Compared to others, I know less about the subject of wine	**46%**	**44%**	**44%**	→	→
10=	Generally speaking, wine is an expensive drink	**34%**	**39%**	**39%**	↑	→
10=	I feel competent about my knowledge of wine	**32%**	**33%**	**39%**	↑	↑
12	I don't understand much about wine	**32%**	**33%**	**31%**	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

4. Confidence and knowledge grow among respondents

More Hong Kong semi-annual wine drinkers are now saying that they are driven to make purchase decisions based on food pairings, descriptors on shelves or labels or by grape variety. This could indicate that Hong Kong wine drinkers are increasingly comfortable with the more technical aspects of the wine category

Wine knowledge index: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Knowledge Index	**24.1**	**25.3**	**26.8**	↑	→

Wine knowledge index (0–100) is calculated based on consumer-reported awareness of wine-growing regions and wine brands.
*Wine knowledge index is the 'objective' measurement of consumer knowledge about wine.

Wine confidence index: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Confidence Index	**47.7**	**49.1**	**51.1**	↑	→

Wine confidence index (0–100) is calculated based on the extent to which consumers feel competent about their wine knowledge. Wine confidence index uses consumers' answers to three attitudinal statements: 1) I feel competent about my knowledge of wine / 2) Compared to others, I know less about the subject of wine / 3) I don't understand much about wine.
**Wine confidence index is the 'subjective' measurement of consumer confidence about their wine knowledge.

Wine choice cues: Tracking, choice cues with significant change

% who indicate each of the following factors is 'important' or 'very important' when buying wine
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Wine that matches or complements food	**79%**	**75%**	**82%**	→	↑
4	Taste / wine style descriptions on shelves / labels	**67%**	**66%**	**73%**	↑	↑
5	Grape variety	**67%**	**66%**	**72%**	→	↑
6	A brand I am aware of	**65%**	**65%**	**71%**	↑	↑
11	Recommendation by wine critic or writer	**53%**	**49%**	**56%**	→	↑
12	Appeal of the bottle and / or label design	**45%**	**42%**	**53%**	↑	↑

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

5. On-trade still not yet recovered to pre-pandemic levels

Hong Kong semi-annual wine drinkers are not consuming wine in bar or pub venues as much as they did before the pandemic, although consumption in restaurants has returned to pre-pandemic levels, likely because of the increased importance of food-pairings with wine

On-trade wine consumption is predominately being driven by Gen Z, with fewer Gen X & Boomers drinking wine in restaurants, bars and clubs

Wine purchase in on-trade

% who buy wine in a bar, pub or restaurant
Base = All Hong Kong semi-annual wine drinkers (n≥600)

On-trade location		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Bar or pub	Yes	65%	57%	59%	↓	→
	No	35%	43%	41%	↑	→
Restaurant	Yes	73%	64%	72%	→	↑
	No	27%	36%	28%	→	↓
Club or karaoke	Yes	42%	38%	41%	→	→
	No	58%	62%	59%	→	→
On-trade drinkers	Yes	85%	76%	81%	↓	→
	No	15%	24%	19%	↑	→

Wine purchase in on-trade: by generation

% who buy wine in a bar, pub or restaurant
Base = All Hong Kong semi-annual wine drinkers (n=606)

On-trade location		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
Bar or pub	Yes	59%	75%	61%	51%
	No	41%	25%	39%	49%
Restaurant	Yes	72%	80%	77%	64%
	No	28%	20%	23%	36%
Club or karaoke	Yes	41%	57%	45%	32%
	No	59%	43%	55%	68%
On-trade drinkers	Yes	81%	93%	86%	73%
	No	19%	7%	14%	27%

% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

6. Increase in consumption of niche red varieties

The range of red varieties that Hong Kong semi-annual wine drinkers are consuming has broadened, with Pinotage, Grenache and Tempranillo all having significantly higher consumption incidences compared to two years ago. This suggests a growing confidence on the part of the country's wine drinkers as they are willing to try out new and different varietals

Red varietal consumption: Tracking

% who have drunk the following varietals or wine types in the past six months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Cabernet Sauvignon	38%	38%	37%	→	→
2	Merlot	38%	41%	36%	→	→
3	Pinot Noir	28%	29%	29%	→	→
4	Malbec	17%	19%	21%	→	→
5	Shiraz / Syrah	22%	25%	20%	→	↓
6	Sangiovese	18%	20%	19%	→	→
7=	Carménère	15%	14%	17%	→	→
7=	Pinotage	10%	12%	17%	↑	↑
7=	Grenache	13%	11%	17%	→	↑
10	Tempranillo	12%	10%	16%	→	↑
11	Gamay	17%	18%	14%	→	→
12	Zinfandel	14%	9%	12%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Management summary – tracking metrics

There are few changes in what wine drinkers are consuming in Hong Kong. Exceptions are sizable falls in French Champagne and Chilean wine, and a big increase in the Domaine d'Aussières brand

Top alcoholic beverages

% who have drunk the following beverages in the past 12 months

	2019	2023	Tracking
Red wine	90%	92%	→
Beer	73%	75%	→
White wine	68%	67%	→
Sake	44%	43%	→
French Champagne	54%	39%	↓

Top country of origin

% who have drunk wine from the following places in the past six months

	2019	2023	Tracking
France	61%	61%	→
Australia	36%	39%	→
Chile	37%	29%	↓
Italy	27%	25%	→
Spain	20%	21%	→

Top region of origin

% who have bought wine from the following regions in the past three months

	2019	2023	Tracking
Bordeaux	39%	37%	→
Champagne	20%	19%	→
Provence	7%	10%	→
Bourgogne	10%	9%	→
Napa Valley	6%	8%	→

Top wine brands

% who have bought the following brands in the past three months

	2019	2023	Tracking
Yellow Tail	24%	23%	→
Domaine d'Aussières	11%	18%	↑
Penfolds	18%	18%	→
Wolf Blass	12%	14%	→
Flinders Choice	11%	13%	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, April 2023, (n≥ 606) Hong Kong semi-annual wine drinkers

Management summary – tracking metrics

Since 2019 there has been stability in the leading red and white wine types and in the preferred purchase channels. The exception is CitySuper, which has seen a significant decline

Top red varietals

% who have drunk the following varieties in the past six months

	2019	2023	Tracking
Cabernet Sauvignon	**38%**	**37%**	➡
Merlot	**38%**	**36%**	➡
Pinot Noir	**28%**	**29%**	➡
Malbec	**17%**	**21%**	➡
Shiraz / Syrah	**22%**	**20%**	➡

Top wine-shopping channels

% who have bought wine from the following channels in the past six months

	2019	2023	Tracking
Supermarkets	**53%**	**50%**	➡
High end supermarkets	**45%**	**40%**	➡
Wine shop / Shop specialised in alcohol	**37%**	**36%**	➡
Hypermarkets	**33%**	**30%**	➡
From a supermarket / hypermarket website	**n/a**	**27%**	n/a

Top white varietals

% who have drunk the following varieties in the past six months

	2019	2023	Tracking
Sauvignon Blanc	**31%**	**30%**	➡
Chardonnay	**29%**	**28%**	➡
Moscato	**26%**	**27%**	➡
Riesling	**22%**	**21%**	➡
Pinot Grigio / Pinot Gris	**16%**	**20%**	➡

Top wine-buying retailers

% who mainly use the following retailers to buy wine

	2020	2023	Tracking
ParknShop	**36%**	**31%**	➡
Wellcome	**30%**	**26%**	➡
CitySuper	**40%**	**26%**	⬇
Watson's Wine	**26%**	**25%**	➡
Marks and Spencer	**22%**	**23%**	➡

n/a = tracking unavailable for this wave

⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, April 2023, (n≥ 606) Hong Kong semi-annual wine drinkers

Market Data

Hong Kong Wine Landscapes

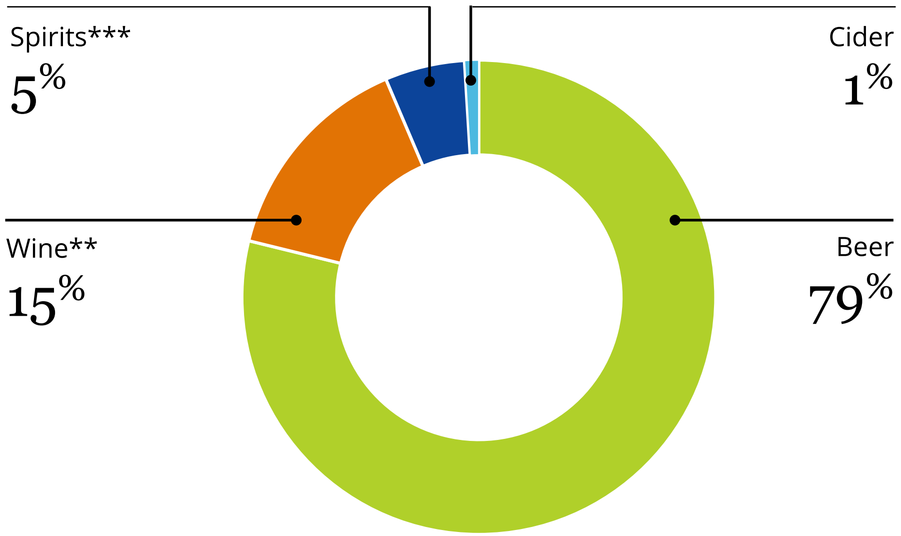
2023

Total beverage alcohol market share by category

Like all beverage alcohol categories, wine has experienced a decline in volume both year-on-year and long-term. All categories are forecast to return to growth in the coming years

Total beverage alcohol market share by category*

% of purchases that fall within the categories below



Total beverage alcohol market volumes by category

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total beverage alcohol	24,606.42	23,036.43	-3.0%	2.6%
Beer	19,093.56	18,097.78	-2.4%	2.2%
Wine**	3,888.70	3,386.91	-5.3%	4.2%
Spirits***	1,285.80	1,249.93	-1.5%	2.3%
Cider	259.33	223.22	-16.7%	9.5%
RTDs	79.03	78.59	-2.3%	2.4%

Source: IWSR

*RTDs omitted from pie chart due to low percentage value

** Wine includes Non-Grape Based Wines, Still Wine, Sparkling Wine, Fortified Wine and Light Aperitifs

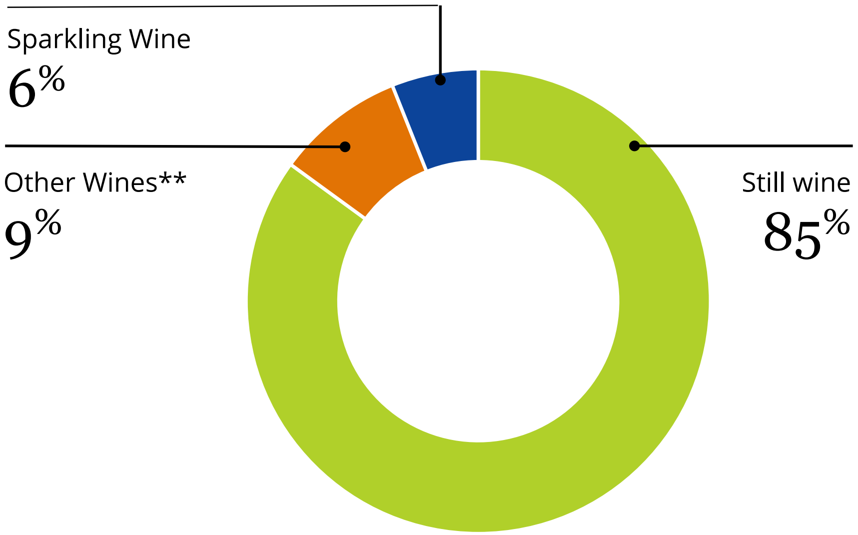
*** Spirits include Whisky, Gin and Genever, Vodka, Agave-based Spirits, National Spirits, Rum, Cane, Brandy and Flavoured Spirits

Total wine market volumes

The decline in wine volumes from 2017-22 was caused by a significant drop in still wine sales. The sparkling wine and other wine categories witnessed growth during the same period

Total wine share by category*

% of purchases that fall within the categories below



Total wine volumes by category

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total Wine	3,888.70	3,386.91	-5.3%	4.2%
Still Wine	3,338.37	2,871.45	-6.6%	4.4%
Other Wines**	326.00	302.00	8.5%	3.6%
Sparkling Wine	213.16	204.06	1.9%	3.2%
Fortified Wine	8.50	6.99	-5.4%	5.1%
Light Aperitifs	2.67	2.40	3.7%	5.8%

Market context:

Sales volume declined year-on-year with knowledgeable local consumers choosing quality over quantity

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Source: IWSR
*Light Wine and Fortified Wine omitted from pie chart due to low percentage value
**Other Wines includes Non-Grape Based wines

Still wine volumes by origin

Australian, French and US wines dominate the still wine category in Hong Kong. Across the board, the top-10 countries of origin have declined in volume in the past five years, but all are expected to return to growth

Total still wine volumes and market share by origin

'000s 9-litre cases

		2021	2022	CAGR 17-22	CAGR F 22-27	Market Share
	Total	3,338.37	2,871.45	-6.6%	4.4%	
1	Australian	954.50	832.78	-4.3%	2.2%	29%
2	French	880.58	782.77	-5.7%	3.9%	27%
3	US	590.35	474.93	-9.6%	5.3%	17%
4	Chilean	259.81	228.27	-7.6%	6.3%	8%
5	Italian	210.55	175.23	-8.3%	6.5%	6%
6	Spanish	147.48	130.34	-7.4%	4.3%	5%
7	New Zealand	104.48	88.24	-5.2%	5.3%	3%
8	German	61.90	49.94	-8.5%	7.9%	2%
9	Argentinian	46.22	43.83	-6.3%	7.2%	2%
10	South African	49.35	36.78	-13.5%	13.1%	1%

Market context:

Total still wine volume is unlikely to recover to pre-pandemic levels in the foreseeable future. However, the premiumisation trend will continue as consumers drink less but better.

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Source: IWSR

Still wine retail price by origin

All countries of origin except Germany have witnessed upward shifts in their price points since 2017. However, the rate of growth is anticipated to decelerate or even reverse in the future

Historic and forecast growth: Retail price

Five-year CAGR % calculated using a variable exchange rate

		Retail price per 0.75l 2022 (US$)	CAGR 17-22	CAGR F 22-27
	Total	18.03	3.3%	-0.3%
1	Australian	16.24	4.1%	0.4%
2	French	29.82	1.9%	-0.4%
3	US	7.30	2.6%	0.8%
4	Chilean	12.55	4.6%	-0.9%
5	Italian	16.96	2.1%	0.3%
6	Spanish	11.28	3.5%	-0.2%
7	New Zealand	21.63	1.5%	-0.2%
8	German	16.34	-0.3%	0.6%
9	Argentinian	14.24	3.1%	1.0%
10	South African	10.98	1.9%	1.0%

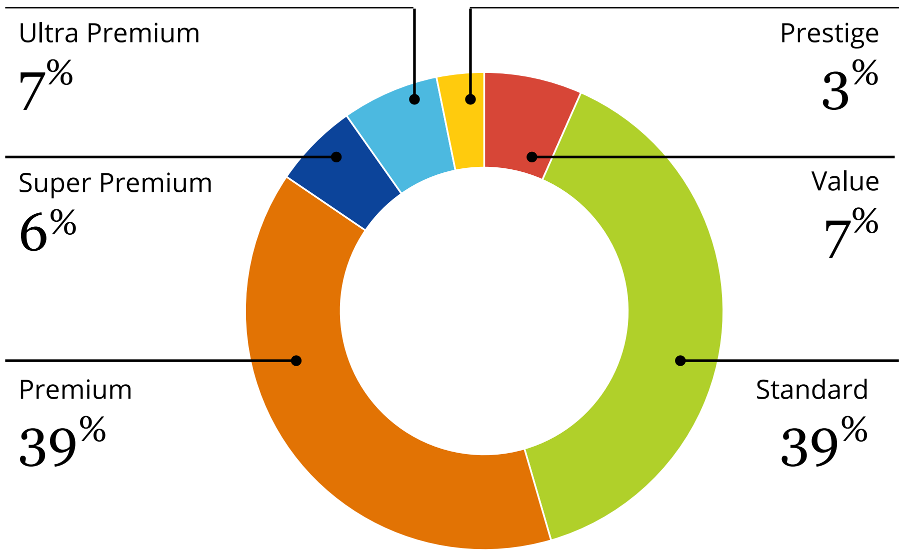
Source: IWSR

Still wine by price band

Hong Kong's still wine market is dominated by Standard and Premium offerings. All price bands have experienced a decrease in volumes since 2017, but are uniformly expected to grow over the next five years

Still wine by price band*

% of purchases that fall within the categories below



Still wine volumes by price band

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Value (under HK$38.00)	233.80	190.65	-11.9%	5.6%
Standard (between HK$38.00 and HK$77.99)	1,298.04	1,115.37	-7.1%	4.5%
Premium (between HK$78.00 and HK$154.99)	1,298.57	1,120.32	-5.4%	4.0%
Super Premium (between HK$155.00 and HK$239.99)	197.54	164.75	-6.7%	6.1%
Ultra Premium (between HK$240.00 and HK$399.99)	208.96	188.34	-4.9%	3.9%
Prestige (over HK$400.00)	101.31	91.88	-5.5%	3.0%
Prestige Plus (between HK$240.00 and HK$399.99)	0.10	0.10	0.0%	5.9%

Source: IWSR

* Ultra Premium and Prestige omitted from pie chart due to low percentage value

Still wine consumption per capita

While many top-20 markets for per capita still wine consumption have seen an increase year on year, Hong Kong is experiencing long-term decline

Per capita consumption of still wine

Litres per annum (adult LDA+ population)

		2021	2022	CAGR 17-22	CAGR 21-22
1	St. Martin and St. Maarten	46.7	49.0	12.3%	5.0%
2	Portugal	43.0	45.7	-0.9%	6.3%
3	Montenegro	41.8	42.6	-0.9%	2.0%
4	Italy	42.2	39.9	-2.8%	-5.2%
5	Slovenia	37.6	37.8	-2.8%	0.5%
6	St. Barths	33.9	37.2	9.3%	9.8%
7	Switzerland	36.1	34.9	-1.5%	-3.3%
8	France	35.7	33.9	-5.2%	-5.0%
9	Greece	28.0	33.8	0.5%	20.9%
10	Hungary	31.5	32.7	0.6%	3.6%
11	Denmark	33.4	31.0	-1.2%	-7.1%
12=	Austria	30.9	30.1	-1.3%	-2.6%
12=	Turks and Caicos	27.6	30.1	-2.9%	9.2%
14=	Romania	27.5	27.9	2.4%	1.2%
14=	US Virgin Islands	27.8	27.9	-2.6%	0.3%
16	Germany	26.5	25.3	-2.5%	-4.8%
17	Argentina	25.3	24.9	-2.7%	-1.5%
18	Malta	21.2	24.3	-6.4%	14.9%
19=	Slovakia	22.9	23.4	-0.1%	1.9%
19=	Uruguay	25.6	23.3	-1.4%	-9.1%
↓					
67	Hong Kong	4.9	4.2	-29.9%	-13.9%

Source: IWSR

Sparkling wine volumes by origin

After a difficult 2022, all sparkling wine producing countries are expected to see strong volume growth over the coming years, with Italy further increasing its dominance in the category

Total sparkling wine volumes and market share by origin

'000s 9-litre cases

		2021	2022	CAGR 17-22	CAGR F 22-27	Market Share
	Total	85.39	79.56	0.9%	5.6%	
1	Italian	26.10	27.47	10.7%	5.4%	35%
2	Australian	18.22	18.95	-0.1%	3.5%	24%
3	Spanish	18.60	13.44	1.9%	6.3%	17%
4	French	7.68	7.02	-11.9%	9.0%	9%
5	German	4.19	3.96	-6.4%	4.9%	5%
6	Argentinean	2.80	2.20	-7.5%	7.8%	3%
7	US	2.49	2.12	-6.7%	4.4%	3%
8	New Zealand	1.95	2.01	N/A	6.9%	3%
9	Chilean	1.20	1.30	11.6%	1.5%	2%
10	UK	0.50	0.38	-5.3%	6.5%	0%

Source: IWSR

Sparkling wine retail price by origin

Sparkling wine producers have mostly seen price increased between 2017-22 with the exception of Australian and German wine; prices are expected to stabilise or decrease between 2022-27. French sparkling prices are a lot higher than for other countries

Historic and forecast growth: Retail price

Five-year CAGR % calculated using a fixed exchange rate

		Retail price per 0.75l 2022 (US$)	CAGR 17-22	CAGR F 22-27
	Total	49.46	1.1%	-1.1%
1	Italian	16.49	2.2%	-0.9%
2	Australian	13.66	-1.7%	-0.8%
3	Spanish	16.76	7.2%	-0.7%
4	French	68.69	1.5%	-0.2%
5	German	8.94	-6.7%	1.4%
6	Aregentinian	13.04	6.3%	0.0%
7	US	10.25	1.9%	-0.7%
8	New Zealand	20.62	n/a	0.1%
9	Chilean	11.40	0.1%	0.0%
10	UK	27.00	1.6%	-0.6%

Source: IWSR

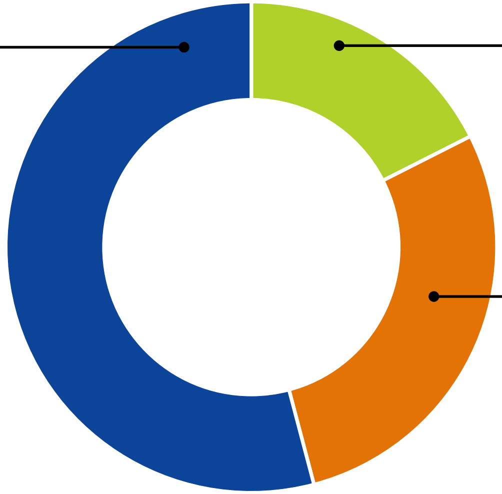
Sparkling wine by price band

Over half of sparkling wine volumes are priced above HK$185.00, and there was a slight growth in volume here from 2017-22. Premium segments also experienced strong growth, with cheaper price bands seeing a decline

Sparkling wine by price band*

% of purchases that fall within the categories below

Super Premium
54%



Standard
18%

Premium
28%

Sparkling wine volumes by price band

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Value (under HK$45.00)	0.25	0.20	-44.4%	20.1%
Standard (between HK$45.00 and HK$99.99)	39.74	32.55	-8.6%	9.0%
Premium (between HK$100.00 and HK$184.99)	48.68	52.59	14.4%	2.3%
Super Premium (Over HK$185.00)	106.15	100.38	2.1%	1.7%

Note: Sparkling Wine includes all sparkling wine types except Champagne, and includes Low and No sparkling wine types

*Value price band omitted from pie chart due to low percentage value

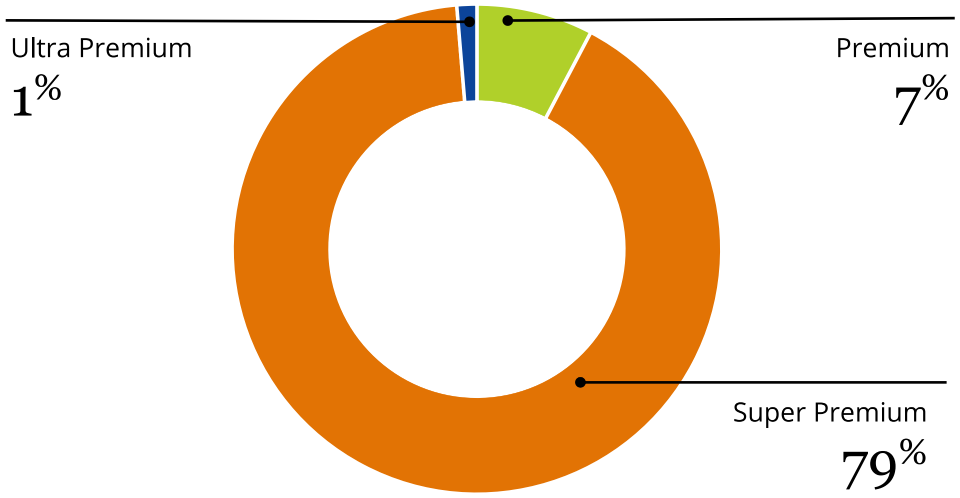
Source: IWSR

Champagne by price band

All Champagne price bands bar Ultra Premium have experienced a volume increase from 2017-22 with growth particularly strong at Prestige level. Future growth is predicted across the category

Champagne by price brand

% of purchases that fall within the categories below



Champagne volumes by price band

'000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Premium (under HK$350.00)	7.92	8.23	1.7%	1.6%
Super Premium (between HK$350.00 and HK$799.99)	101.41	97.15	1.8%	1.4%
Ultra Premium (between HK$800.00 and HK$1,199.99)	1.87	1.41	-5.8%	5.0%
Prestige (over HK$1,200.00)	16.47	16.94	7.3%	1.8%

Source: IWSR

Sparkling wine consumption per capita

Hong Kong's per capita consumption of sparkling wine has grown over the past five years, but fell year on year and remains low by international standards

Per capita consumption of sparkling wine

Litres per annum (LDA+ adults)

		2021	2022	CAGR 17-22	CAGR 21-22
1	St. Barths	12.5	13.6	13.1%	8.9%
2	St. Martin and St. Maarten	6.3	8.3	21.7%	32.6%
3	Italy	7.9	7.4	-1.2%	-6.2%
4	Turks and Caicos	5.3	6.5	-2.4%	23.4%
5	Germany	5.3	5.5	-1.9%	3.7%
6	Lithuania	4.9	5.1	7.3%	3.6%
7=	Latvia	4.5	4.9	2.6%	9.4%
7=	France	4.7	4.9	-1.3%	2.7%
9	Guadeloupe	4.2	4.8	-1.8%	15.5%
10	Martinique	4.2	4.4	-4.6%	4.8%
11=	Estonia	4.1	4.3	4.0%	6.3%
11=	Belgium and Luxembourg	4.3	4.3	-1.5%	-0.2%
13	Austria	3.4	3.5	0.3%	2.9%
14=	Switzerland	3.2	3.3	0.9%	3.0%
14=	Cayman Islands	3.1	3.3	2.1%	5.8%
14=	Sweden	3.3	3.3	6.7%	0.6%
17=	United Kingdom	3.2	3.0	-0.6%	-4.8%
17=	Slovenia	2.9	3.0	3.0%	4.1%
19=	New Zealand	3.1	2.9	-1.6%	-6.1%
19=	Reunion	2.6	2.9	0.7%	14.7%
76=	Hong Kong	0.3	0.3	8.9%	-4.2%

Source: IWSR

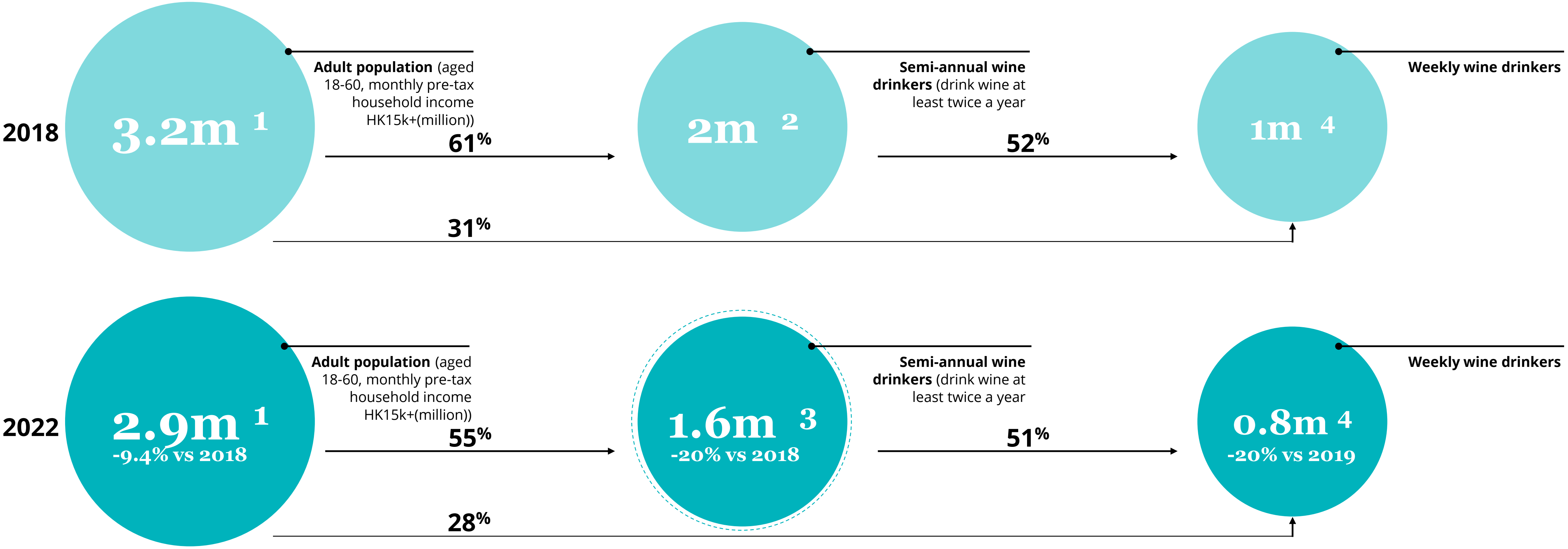
Market Demographics

Hong Kong Wine Landscapes

2023

Hong Kong semi-annual wine drinkers

Hong Kong has a declining adult population and, within this, a smaller percentage of people drinking wine semi-annually. However, the proportion of this group who drink wine weekly has remained stable



1 Estimation based on the Government of the Hong Kong Special Administrative Region, Adults aged 18-60, Monthly household pre-tax income HKD15k+
2 Wine Intelligence online calibration study Dec '18, (n=1,029) adults aged 18-60, income HKD15k+. Wine= still light wine (red, white, rosé)
3 Wine Intelligence online calibration study Dec '22 (n=1,001) adults aged 18-60, income HKD15k+. Wine= still light wine (red, white, rosé)
4 Wine Intelligence, Vinitrac® Hong Kong, March 2019, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

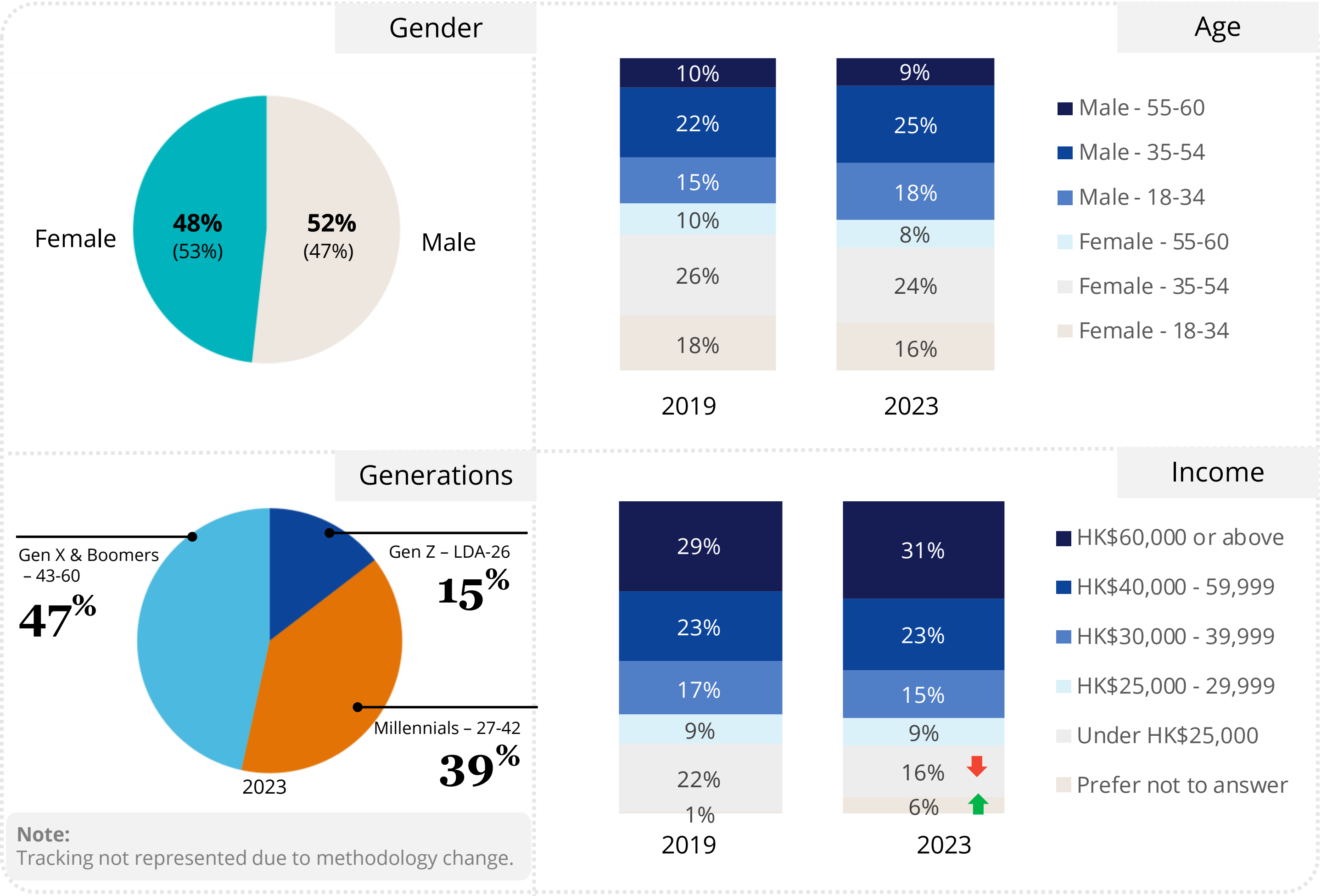
Demographics

Hong Kong's wine drinkers show an even split by gender and also a balanced separation by generation.

However, the last four years have seen a decrease in the number of semi-annual wine drinkers in the lowest income segments

Hong Kong semi-annual wine drinkers, who are they?

All semi-annual wine drinkers in Hong Kong in 2023 compared with 2019



Data in brackets: 2019 data

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Drinking Repertoire

Hong Kong Wine Landscapes

2023

Drinking repertoire

Overall wine consumption has largely remained stable. The exceptions are French Champagne, and Sweet / dessert wine, both of which are significantly below pre-pandemic levels.

Alcoholic beverage repertoire: Tracking

% who have drunk the following beverages in the past 12 months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Red wine	90%	92%	92%	→	→
2	Beer	73%	85%	75%	→	↓
3	White wine	68%	62%	67%	→	→
4	Sake	44%	46%	43%	→	→
5	French Champagne	54%	41%	39%	↓	→
6	Whisky / Whiskey	35%	37%	35%	→	→
7	Cider	45%	35%	30%	↓	↓
8	Cocktails	43%	33%	29%	↓	→
9	Rosé wine	31%	25%	27%	→	→
10	Vodka	26%	25%	25%	→	→
11=	Sweet / dessert wine	34%	25%	23%	↓	→
11=	Other sparkling wine	25%	23%	23%	→	→
13	Brandy / Cognac	27%	30%	22%	→	↓
14	Gin	17%	17%	18%	→	→
15	Chinese Baijiu	13%	15%	17%	→	→
16	Pre-mixed / ready to drink alcoholic beverages	20%	19%	14%	↓	↓
17=	Rum	20%	17%	13%	↓	→
17=	Liqueurs	10%	13%	13%	→	→
19	Port / Muscat	8%	11%	9%	→	→
20	Sherry	12%	11%	8%	↓	→

=Represents equal ranking

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2020, April 2023, (n≥ 606) Hong Kong semi-annual wine drinkers

Market context:

Sparkling wine, especially Champagne, has traditionally been associated with celebrations and is heavily reliant on the on-trade, especially large hotel accounts. The category as a whole was impacted by the closure of the on-trade.

Executive Summary Report 2023 Hong Kong

Varietal consumption

France's most famous varieties are still dominant. However, the growth of Pinotage, Grenache and Tempranillo suggests Hong Kong wine drinkers are increasingly willing to experiment with more niched red grape varieties

White varietal consumption: Tracking

% who have drunk the following varieties or wine types in the past six months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Sauvignon Blanc	31%	33%	30%	→	→
2	Chardonnay	29%	30%	28%	→	→
3	Moscato	26%	28%	27%	→	→
4	Riesling	22%	23%	21%	→	→
5	Pinot Grigio / Pinot Gris	16%	20%	20%	→	→
6	Chenin Blanc	14%	13%	17%	→	→
7	Torrontés	13%	13%	15%	→	→
8	Viognier	13%	13%	14%	→	→
9=	Verdejo	11%	11%	12%	→	→
9=	Sémillon	11%	9%	12%	→	→
9=	Colombard	13%	13%	12%	→	→
9=	Gewürztraminer	13%	9%	12%	→	→
13	Albariño	11%	9%	11%	→	→
14	Grüner Veltliner	10%	8%	10%	→	→

Red varietal consumption: Tracking

% who have drunk the following varieties or wine types in the past six months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Cabernet Sauvignon	38%	38%	37%	→	→
2	Merlot	38%	41%	36%	→	→
3	Pinot Noir	28%	29%	29%	→	→
4	Malbec	17%	19%	21%	→	→
5	Shiraz / Syrah	22%	25%	20%	→	↓
6	Sangiovese	18%	20%	19%	→	→
7=	Carménère	15%	14%	17%	→	→
7=	Pinotage	10%	12%	17%	↑	↑
7=	Grenache	13%	11%	17%	→	↑
10	Tempranillo	12%	10%	16%	→	↑
11	Gamay	17%	18%	14%	→	→
12	Zinfandel	14%	9%	12%	→	→

= Represents equal ranking

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

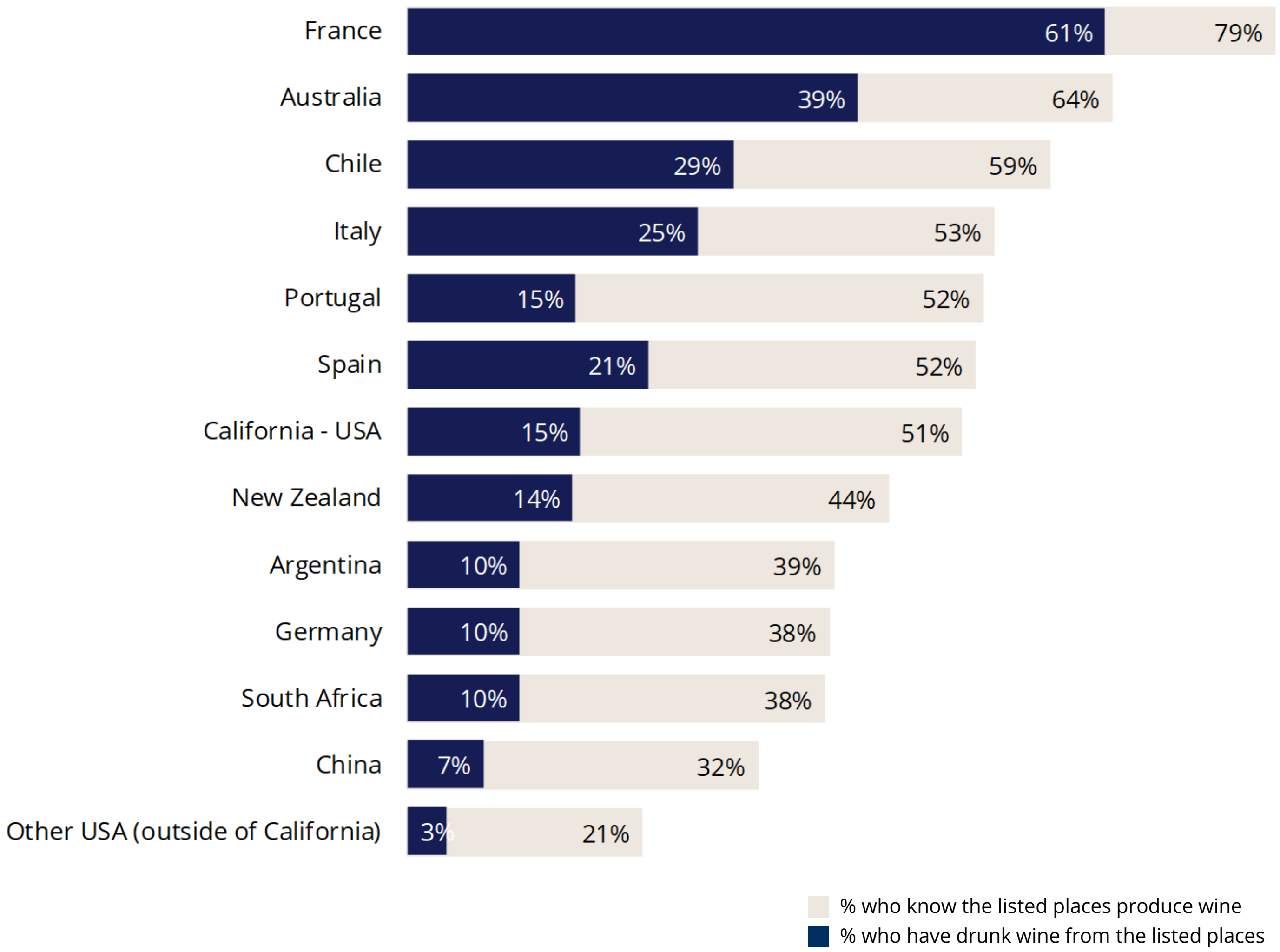
Country of origin awareness / consumption

Wines from France, Australia, and Chile have the highest levels of awareness and consumption.

Spain and Italy have higher consumption rates than competitor countries or regions with similar awareness levels

Country of origin: Top 15 awareness and consumption levels

% of those who know of or have drunk wine from the following places in the past six months
Base = All Hong Kong semi-annual wine drinkers (n=606)



Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Country of origin awareness

Awareness of wines from more niched origins has increased among Hong Kong drinkers as they explore a wider variety of wines.

Australian wines experienced a short-term decline in awareness, while awareness of New Zealand and German wines increased

Country of origin awareness: Tracking

% of those who know the following places produce wine
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	France	80%	79%	79%	→	→
2	Australia	60%	72%	64%	→	↓
3	Chile	64%	60%	59%	→	→
4	Italy	58%	56%	53%	→	→
5=	Portugal	44%	48%	52%	↑	→
5=	Spain	48%	50%	52%	→	→
7	California - USA	41%	46%	51%	↑	→
8	New Zealand	32%	38%	44%	↑	↑
9	Argentina	38%	37%	39%	→	→
10=	Germany	29%	31%	38%	↑	↑
10=	South Africa	34%	37%	38%	→	→
12	China	30%	29%	32%	→	→
13	Other USA (outside of California)	16%	20%	21%	↑	→

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Country of origin consumption

Consumption of Australian and Chilean wines declined in the short and long term respectively. New Zealand has grown to be in a stronger position than it was pre-pandemic

Country of origin consumption: Tracking

% who have drunk wine from the following places in the past six months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	France	61%	59%	61%	→	→
2	Australia	36%	48%	39%	→	↓
3	Chile	37%	33%	29%	↓	→
4	Italy	27%	24%	25%	→	→
5	Spain	20%	20%	21%	→	→
6=	California - USA	14%	15%	15%	→	→
6=	Portugal	15%	18%	15%	→	→
8	New Zealand	9%	11%	14%	↑	↑
9=	Germany	10%	10%	10%	→	→
9=	Argentina	12%	8%	10%	→	→
9=	South Africa	9%	7%	10%	→	→
12	China	6%	6%	7%	→	→
13	Other USA (outside of California)	3%	4%	3%	→	→

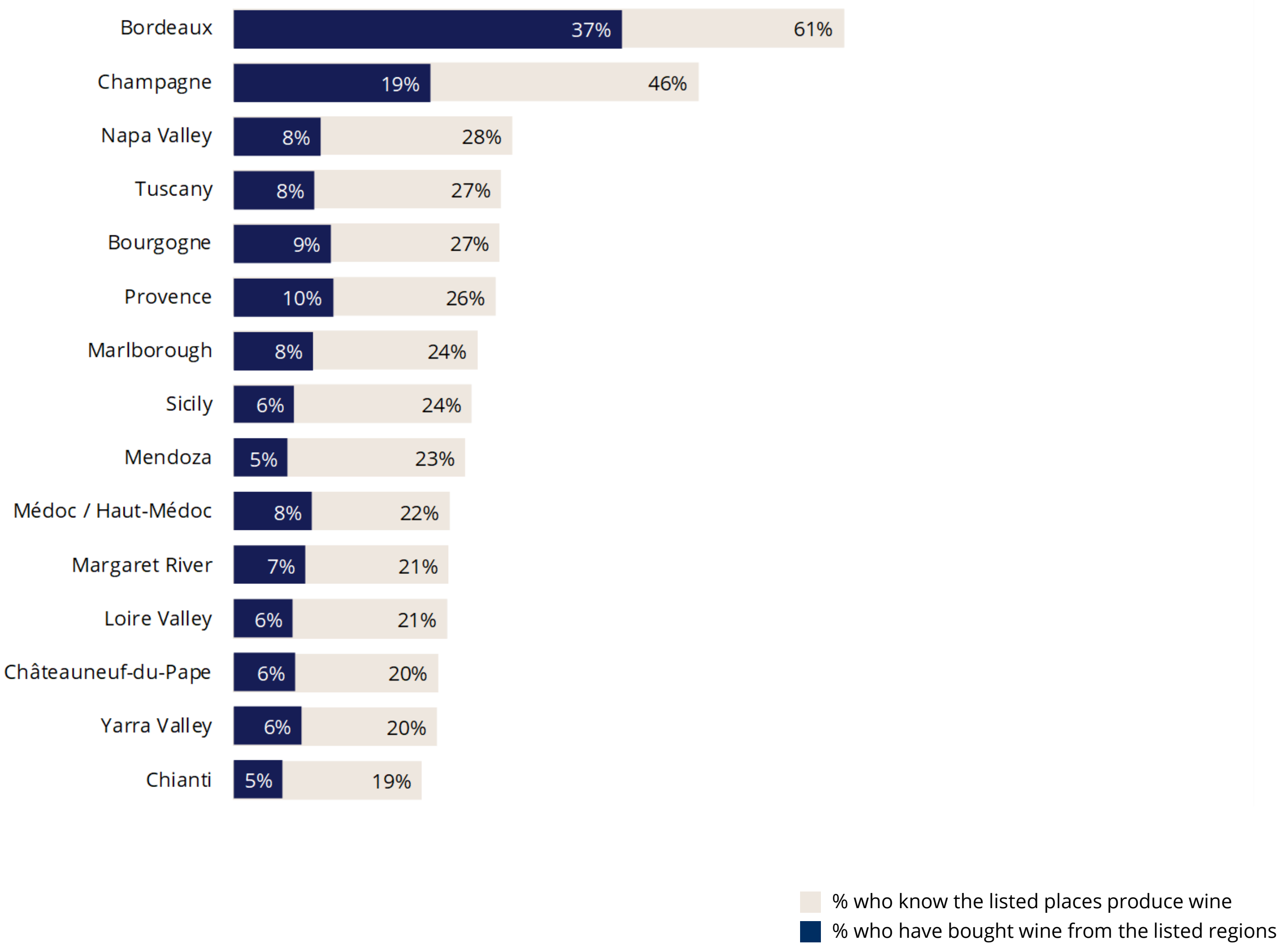
= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Region of origin awareness / purchase

Wines from Bordeaux and Champagne dominated in both awareness and purchase compared to other top regions of origin

Region of origin: Top 15 awareness and purchase levels

% of those who know of or have bought wine from the following regions in the past three months
Base = All Hong Kong semi-annual wine drinkers (n=606)



Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Region of origin awareness

There is a growing interest among respondents in different, more niche regions, often with more affordable wines

Region of origin awareness: Top 15, tracking

% of those who know the following regions produce wine
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Bordeaux	62%	61%	61%	→	→
2	Champagne	48%	54%	46%	→	↓
3	Napa Valley	22%	26%	28%	↑	→
4=	Tuscany	20%	22%	27%	↑	→
4=	Bourgogne	26%	25%	27%	→	→
6	Provence	30%	26%	26%	→	→
7=	Marlborough	19%	25%	24%	↑	→
7=	Sicily	24%	25%	24%	→	→
9	Mendoza	24%	26%	23%	→	→
10	Médoc / Haut-Médoc	21%	23%	22%	→	→
11=	Margaret River	17%	25%	21%	→	→
11=	Loire Valley	16%	19%	21%	↑	→
13=	Châteauneuf-du-Pape	17%	20%	20%	→	→
13=	Yarra Valley	16%	18%	20%	→	→
15=	Chianti	15%	18%	19%	→	→

= Represents equal ranking
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Region of origin purchase

Increased awareness levels resulted in a significant increase in the purchase of wines from Marlborough, while other regions remained relatively stable

Region of origin purchase: Top 15, tracking

% who have bought wine from the following regions in the past three months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Bordeaux	39%	37%	37%	→	→
2	Champagne	20%	23%	19%	→	→
3	Provence	7%	9%	10%	→	→
4	Bourgogne	10%	8%	9%	→	→
5=	Napa Valley	6%	6%	8%	→	→
5=	Tuscany	6%	6%	8%	→	→
5=	Marlborough	5%	9%	8%	↑	→
5=	Médoc / Haut-Médoc	8%	8%	8%	→	→
9	Margaret River	5%	7%	7%	→	→
10=	Yarra Valley	5%	5%	6%	→	→
10=	Châteauneuf-du-Pape	6%	6%	6%	→	→
10=	Sicily	5%	5%	6%	→	→
10=	Saint-Émilion	6%	6%	6%	→	→
10=	Loire Valley	5%	4%	6%	→	→
15=	Vin de Pays d'Oc	5%	4%	5%	→	→

= Represents equal ranking
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Wine-Buying Behaviours

Hong Kong Wine Landscapes

2023

Wine-buying channel usage

The popularity of supermarkets as a purchase channel has declined in the short term, though they remain the preferred choice.

Direct-to-consumer and delivery app channels both experienced growth, but duty-free sales have not yet recovered to pre-pandemic levels

Wine-buying channel usage: Tracking

% who have bought wine from the following channels in the past six months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Supermarkets	**53%**	**58%**	**50%**	→	↓
2	High end supermarkets	**45%**	**43%**	**40%**	→	→
3	Wine shop / Shop specialised in alcohol	**37%**	**37%**	**36%**	→	→
4	Hypermarkets	**33%**	**31%**	**30%**	→	→
5	From a supermarket / hypermarket website	**n/a**	**26%**	**27%**	n/a	→
6	Shopping malls	**25%**	**26%**	**23%**	→	→
7	Convenience store / Corner shop / Ordinary grocery shop	**14%**	**17%**	**17%**	→	→
8=	Duty free (eg at airport)	**26%**	**15%**	**15%**	↓	→
8=	Discount supermarkets	**18%**	**14%**	**15%**	→	→
8=	Directly from broker, importer or wholesaler	**13%**	**11%**	**15%**	→	↑
11	From an online retailer	**n/a**	**13%**	**14%**	n/a	→
12	From a delivery app	**n/a**	**6%**	**11%**	n/a	↑

44% are online wine buyers vs **39%** in 2021

Market context:

Wine sales in on-demand food delivery grew, for example via Food Panda and Deliveroo.

Executive Summary Report 2023 Hong Kong

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Wine-buying retailer usage

Hong Kong's retail market is increasingly fragmented, with leading supermarkets and Watson's Wine seeing significantly lower purchase incidence rates, while convenience stores like 7-Eleven and Circle K have grown in popularity although from a low base

Wine-buying retailer usage: Tracking

% who mainly use the following retailers to buy wine
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	ParknShop	36%	36%	31%	→	↓
2=	Wellcome	30%	29%	26%	→	→
2=	CitySuper	40%	32%	26%	↓	↓
4	Watson's Wine	26%	29%	25%	→	→
5	Marks and Spencer	22%	21%	23%	→	→
6	Market Place by Jasons	26%	25%	21%	→	→
7	Taste	28%	23%	18%	↓	↓
8	759 Store	n/a	16%	11%	n/a	↓
9	7-Eleven	6%	7%	10%	↑	→
10	Circle K	3%	3%	7%	↑	↑
11	FINE+RARE Wines	4%	2%	6%	→	↑
12=	Laithwaites Hong Kong	1%	2%	3%	↑	↑
12=	Berry Bros & Rudd HK	2%	2%	3%	→	→
12=	Cru World Wines	n/a	1%	3%	n/a	↑
12=	China Resources Vanguard Co., Ltd	2%	2%	3%	→	→

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Consumption frequency

Frequency of consumption in Hong Kong is relatively stable, with over half of semi-annual wine drinkers consuming at least once a month. The consumption pattern is broadly similar across the generations

Wine consumption frequency: Tracking

% who usually drink wine at the following frequency
Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Most days / every day	4%	5%	5%	→	→
2-5 times a week	22%	22%	22%	→	→
About once a week	26%	24%	25%	→	→
1-3 times a month	26%	27%	26%	→	→
Once every 2 to 3 months	17%	17%	16%	→	→
Twice per year	5%	4%	6%	→	→

Wine consumption frequency: by generation

% who usually drink wine at the following frequency
Base = All Hong Kong semi-annual wine drinkers (n=606)

	All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
Most days / every day	5%	2%	4%	6%
2-5 times a week	22%	24%	23%	21%
About once a week	25%	27%	29%	21%
1-3 times a month	26%	19%	26%	28%
Once every 2 to 3 months	16%	20%	12%	19%
Twice per year	6%	8%	7%	6%

% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Off-trade consumption frequency

Consumption of wine at home ~~has~~ remained stable, and is broadly consistent with pre-pandemic levels

Off-trade: Wine consumption frequency by occasion

Base = Those who buy wine in the off-trade

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
A relaxing drink at the end of the day at home	**4.18**	**4.19**	**4.37**	➡	➡
With an informal meal at home	**3.04**	**3.26**	**3.22**	➡	➡
With a more formal dinner party at home	**2.67**	**2.80**	**2.76**	➡	➡
At a party / celebration at home	**2.52**	**2.13**	**2.26**	➡	➡
BYO (To take to an informal bar / restaurant)	**1.46**	**1.45**	**1.43**	➡	➡
BYO (To take to a more formal restaurant)	**1.33**	**1.31**	**1.52**	➡	➡

Note: Table above shows the number of days per month that consumers are drinking wine at these occasions

⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

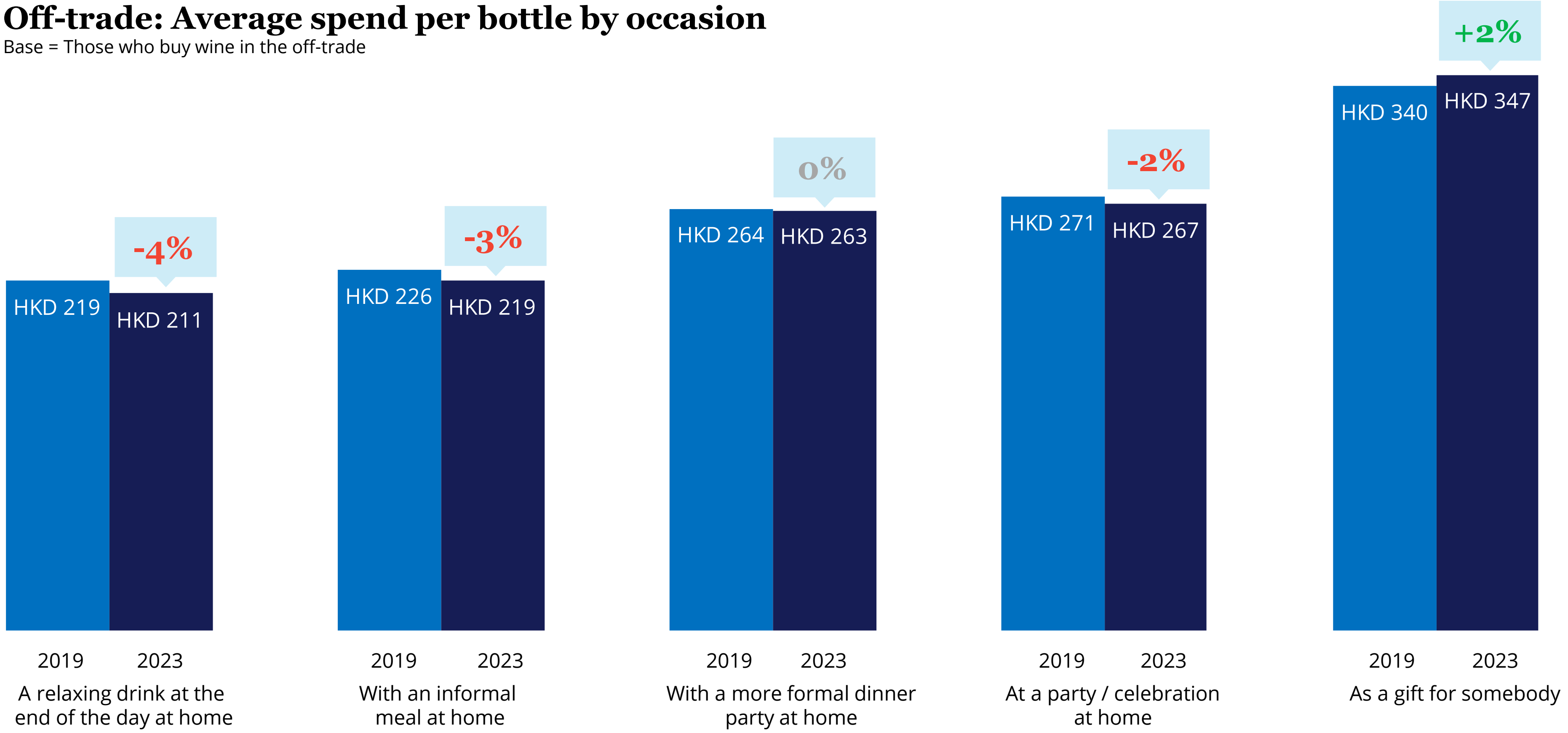
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Average off-trade spend

Spend in off-trade channels increased for gift purchases but declined slightly for most other occasions. This is in contrast to ongoing premiumisation trends seen in other markets and price increments in other categories

Off-trade: Average spend per bottle by occasion

Base = Those who buy wine in the off-trade



⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

On-trade consumption

Restaurant purchases have returned to pre-pandemic levels while bars are still struggling to recover.

On-trade wine purchases are being driven by Gen Z

Wine purchase in on-trade

% who buy wine in a bar, pub or restaurant
Base = All Hong Kong semi-annual wine drinkers (n≥600)

On-trade location		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Bar or pub	Yes	65%	57%	59%	↓	→
	No	35%	43%	41%	↑	→
Restaurant	Yes	73%	64%	72%	→	↑
	No	27%	36%	28%	→	↓
Club or karaoke	Yes	42%	38%	41%	→	→
	No	58%	62%	59%	→	→
On-trade drinkers	Yes	85%	76%	81%	↓	→
	No	15%	24%	19%	↑	→

Wine purchase in on-trade: by generation

% who buy wine in a bar, pub or restaurant
Base = All Hong Kong semi-annual wine drinkers (n=606)

On-trade location		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
Bar or pub	Yes	59%	75%	61%	51%
	No	41%	25%	39%	49%
Restaurant	Yes	72%	80%	77%	64%
	No	28%	20%	23%	36%
Club or karaoke	Yes	41%	57%	45%	32%
	No	59%	43%	55%	68%
On-trade drinkers	Yes	81%	93%	86%	73%
	No	19%	7%	14%	27%

Market context:

Although not back to 2018 level, still wine should recover over the next few years as the on-trade returns and travellers come back to Hong Kong. It is still supported by the government and not taxed.

Executive Summary Report 2023 Hong Kong

% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

On-trade consumption frequency

The frequency of drinking wine at party celebrations and big nights out has increased significantly and is now beyond pre-pandemic levels

On-trade: Wine consumption frequency by occasion

Base = Those who buy wine in the on-trade

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
A relaxing drink out at the end of the day	**2.89**	**3.30**	**3.74**	⬆	➡
With an informal meal in a pub / bar / club / karaoke / restaurant	**1.80**	**1.88**	**1.99**	➡	➡
With a more formal dinner in a restaurant	**2.27**	**2.32**	**2.63**	➡	➡
At a party / celebration / big night out	**1.93**	**1.57**	**2.25**	➡	⬆

Note: Table above shows the number of days per month that consumers are drinking wine at these occasions

⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

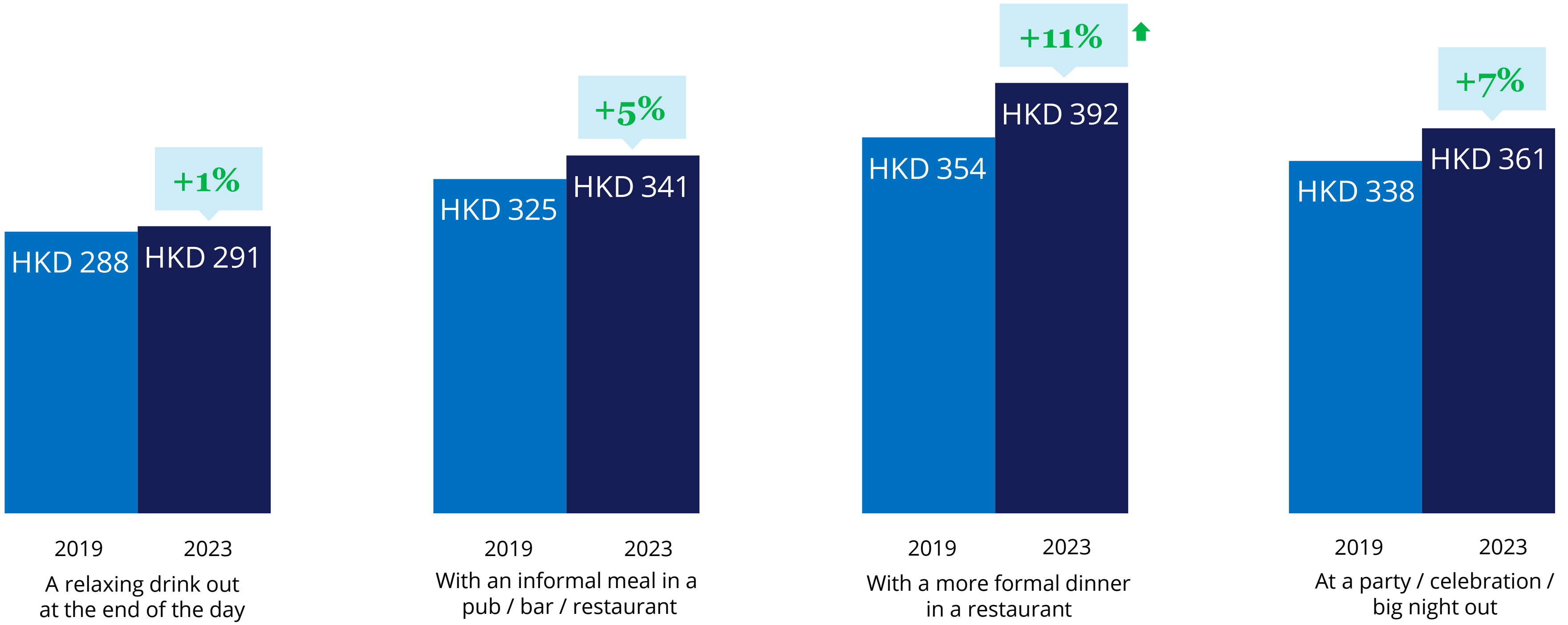
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Typical on-trade spend

Average spend in the on-trade increased for all occasions with formal dinners in a restaurant saw the biggest rise. The increase in prices likely points towards a recovering on-trade

On-trade: Typical spend per occasion

Base = Those who buy wine in the on-trade



⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Wine Views and Attitudes

Hong Kong Wine Landscapes

2023

Attitudes towards wine

Hong Kong wine drinkers are consistently receptive to trying new and diverse wine styles provided they match their interests and budget

Attitudes towards wine: Tracking

% who 'agree' or 'strongly agree' with the following statements
Base = All Hong Kong regular wine drinkers (n=606)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
I enjoy trying new and different styles of wine on a regular basis	47%	45%	47%	→	→
I don't mind what I buy so long as the price is right	42%	43%	41%	→	→
I know what I like and I tend to stick to what I know	11%	12%	12%	→	→

Attitudes towards wine by generation

% who 'agree' or 'strongly agree' with the following statements
Base = All Hong Kong regular wine drinkers (n=606)

	All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
I enjoy trying new and different styles of wine on a regular basis	47%	56%	48%	43%
I don't mind what I buy so long as the price is right	41%	28%	39%	47%
I know what I like and I tend to stick to what I know	12%	16%	13%	11%

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600 Hong Kong semi-annual wine drinkers

Wine involvement

Engagement with the wine category surpasses pre-pandemic levels and is broadly even across the generations

Wine involvement: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
High involvement	**30%**	**33%**	**35%**	⬆	➡
Medium involvement	**49%**	**45%**	**44%**	➡	➡
Low involvement	**21%**	**22%**	**20%**	➡	➡

Wine involvement by generation

Base = All Hong Kong semi-annual wine drinkers (n=606)

	All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
High involvement	**35%**	**46%**	**37%**	**31%**
Medium involvement	**44%**	**36%**	**46%**	**46%**
Low involvement	**20%**	**19%**	**17%**	**24%**

⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Involvement and perceived expertise (1)

A growing number of Hong Kong wine consumers are drinking for pleasure, confident in their wine knowledge and take the process of buying the right bottle of wine seriously

Involvement and perceived expertise in wine: Tracking

% who 'agree' or 'strongly agree' with the following statements
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Drinking wine gives me pleasure	71%	71%	77%	↑	↑
2=	I always look for the best quality wines I can get for my budget	64%	68%	68%	→	→
2=	I like to take my time when I purchase a bottle of wine	60%	62%	68%	↑	→
4	Generally speaking, wine is reasonably priced	56%	61%	64%	↑	→
5	It's often worth spending more to get a better wine	55%	58%	62%	↑	→
6	Deciding which wine to buy is an important decision	53%	48%	61%	↑	↑
7	I have a strong interest in wine	49%	51%	52%	→	→
8	Wine is important to me in my lifestyle	43%	45%	48%	→	→
9	Compared to others, I know less about the subject of wine	46%	44%	44%	→	→
10=	Generally speaking, wine is an expensive drink	34%	39%	39%	↑	→
10=	I feel competent about my knowledge of wine	32%	33%	39%	↑	↑
12	I don't understand much about wine	32%	33%	31%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Involvement and perceived expertise (2)

Gen Z see wine as expensive, but they are also the most willing to spend more for a better bottle

Involvement and perceived expertise in wine: by generation

% who 'agree' or 'strongly agree' with the following statements
Base = All Hong Kong semi-annual wine drinkers (n=606)

Ranking '23		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
1	Drinking wine gives me pleasure	77%	73%	78%	78%
2=	I always look for the best quality wines I can get for my budget	68%	76%	68%	65%
2=	I like to take my time when I purchase a bottle of wine	68%	74%	66%	67%
4	Generally speaking, wine is reasonably priced	64%	67%	67%	60%
5	It's often worth spending more to get a better wine	62%	79%	64%	56%
6	Deciding which wine to buy is an important decision	61%	66%	62%	58%
7	I have a strong interest in wine	52%	52%	57%	47%
8	Wine is important to me in my lifestyle	48%	57%	54%	40%
9	Compared to others, I know less about the subject of wine	44%	57%	48%	36%
10=	Generally speaking, wine is an expensive drink	39%	59%	42%	31%
10=	I feel competent about my knowledge of wine	39%	49%	40%	34%

% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Wine knowledge and confidence

Overall, wine knowledge and confidence have both grown for Hong Kong wine drinkers from 2019-23. This may explain the increase in wines from more niche countries, regions and grape varieties, that offer new drinking experiences

Wine knowledge index: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Knowledge Index	**24.1**	**25.3**	**26.8**	⬆	➡

+2.8 Index change

Wine knowledge index (0–100) is calculated based on consumer-reported awareness of wine-growing regions and wine brands.
*Wine knowledge index is the 'objective' measurement of consumer knowledge about wine.

Wine confidence index: Tracking

Base = All Hong Kong semi-annual wine drinkers (n≥600)

	2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
Confidence Index	**47.7**	**49.1**	**51.1**	⬆	➡

+3.3 Index change

Wine confidence index (0–100) is calculated based on the extent to which consumers feel competent about their wine knowledge. Wine confidence index uses consumers' answers to three attitudinal statements: 1) I feel competent about my knowledge of wine / 2) Compared to others, I know less about the subject of wine / 3) I don't understand much about wine.
**Wine confidence index is the 'subjective' measurement of consumer confidence about their wine knowledge.

⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Wine-drinking motivations

Wine consumption in Hong Kong is primarily driven by moments of celebration, meal pairings, and relaxation. Gen Z are the least likely to view drinking wine as good for their health

Wine-drinking motivations: by generation

% who selected the following as reasons why they drink wine
Base = All Hong Kong semi-annual wine drinkers (n=606)

Ranking '23		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
1	To celebrate special occasions	52%	53%	49%	55%
2	Wine enhances food and meals	51%	44%	46%	57%
3	Drinking wine makes me feel relaxed	47%	40%	49%	47%
4	Wine helps create a warm / friendly atmosphere	44%	44%	40%	48%
5	Wine is about sharing with a partner / close friend or family member	43%	40%	39%	48%
6	Wine is about sharing something with others	41%	41%	42%	40%
7	I really love the taste of wine	38%	27%	37%	42%
8	Drinking wine can be good for my health	28%	18%	30%	30%
9	I treat myself with wine at the end of the day	24%	20%	24%	26%
10=	I like learning about new wines	23%	24%	23%	23%
10=	I like shopping / choosing wines to drink	23%	22%	23%	23%
10=	Most of my friends drink wine	23%	20%	26%	21%
13=	It makes me feel individual and unique	21%	26%	24%	18%
13=	Wine is a fashionable drink	21%	25%	20%	21%
15	It makes people sophisticated	18%	24%	21%	14%
16	Wine is a refreshing drink	14%	17%	15%	12%

= Represents equal ranking
% / %: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Wine-buying choice cues

Flavour cues – whether from a tasting note, grape variety or a wine's food-match potential – are increasingly important to Hong Kong wine drinkers. Brand awareness and packaging are also growing in significance

Wine choice cues: Tracking

% who indicate each of the following factors is 'important' or 'very important' when buying wine
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Wine that matches or complements food	**79%**	**75%**	**82%**	→	↑
2	The region of origin	**73%**	**76%**	**76%**	→	→
3	The country of origin (eg France, Australia, Spain, Chile, USA, etc)	**72%**	**75%**	**75%**	→	→
4	Taste or wine style descriptions displayed on the shelves or on wine labels	**67%**	**66%**	**73%**	↑	↑
5	Grape variety (eg Cabernet Sauvignon, Chardonnay, etc)	**67%**	**66%**	**72%**	→	↑
6	A brand I am aware of	**65%**	**65%**	**71%**	↑	↑
7	Recommendation by friend or family	**70%**	**64%**	**67%**	→	→
8	Promotional offer (eg price discount)	**59%**	**64%**	**64%**	→	→
9	Alcohol content	**58%**	**64%**	**63%**	→	→
10	Recommendation by wine guide books	**54%**	**52%**	**57%**	→	→
11	Recommendation by wine critic or writer	**53%**	**49%**	**56%**	→	↑
12	Appeal of the bottle and / or label design	**45%**	**42%**	**53%**	↑	↑
13	Recommendations from shop staff or shop leaflets	**49%**	**49%**	**52%**	→	→
14	Whether or not the wine has won a medal or award	**43%**	**41%**	**46%**	→	→

= Represents equal ranking
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

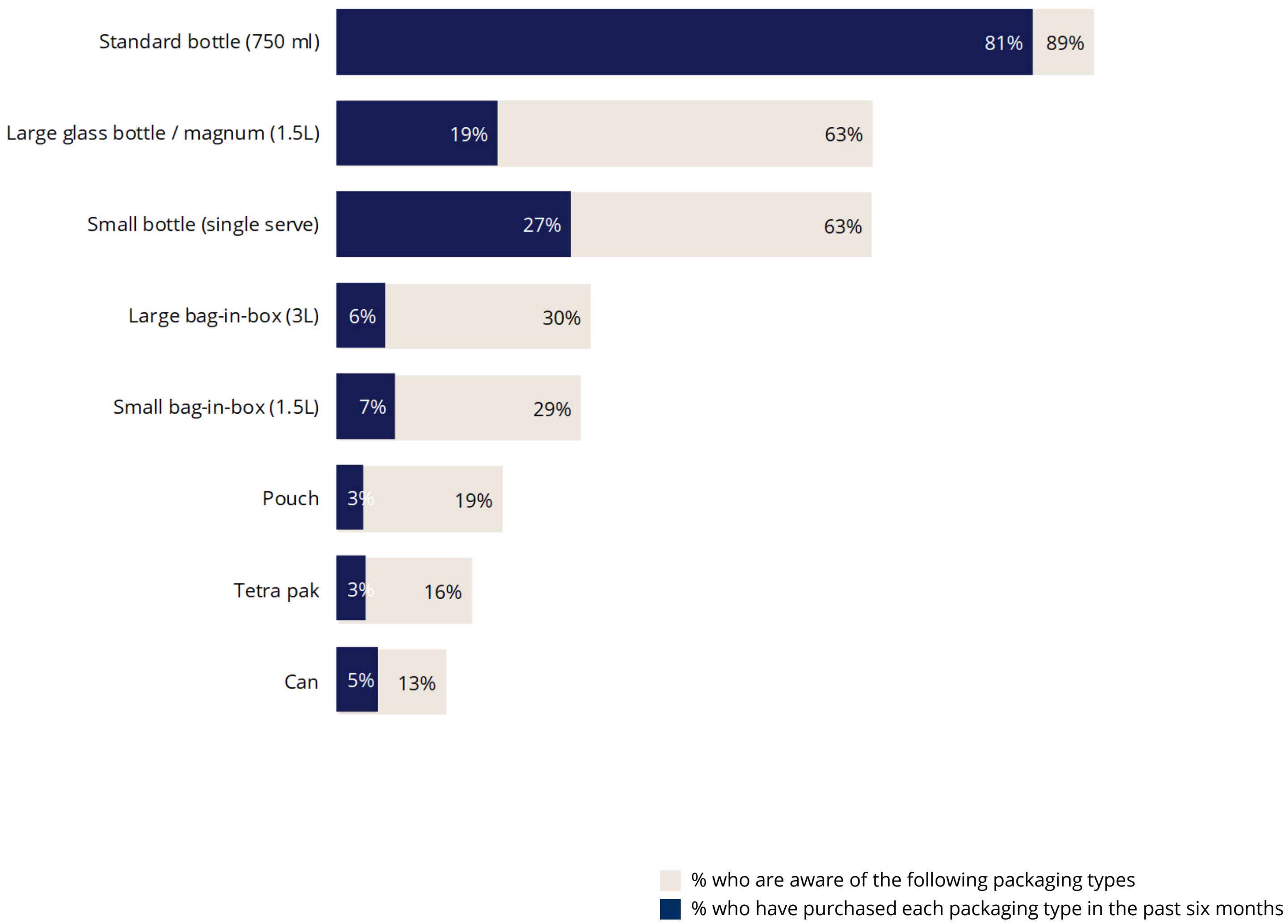
Packaging type awareness and purchase

Standard 750ml bottles dominate both purchase and awareness in the market.

Purchase levels of single-serve bottles are higher than for magnums, despite both formats having similar levels of awareness

Packaging types: Awareness and purchase levels

% of those who are aware of or have purchased wine in the following packaging types
Base = All Hong Kong semi-annual wine drinkers (n=606)



Source: Wine Intelligence, Vinitrac® Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Packaging purchase

Gen Z are the generation that is least wedded to the standard 750ml glass bottle and the most open to different sizes and formats, particularly the 1.5L small bag-in-box, single serve bottle and wine in a can

Packaging purchase: by generation

% who have purchased wine in the following packaging types
Base = All Hong Kong semi-annual wine drinkers (n=606)

Ranking '23		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
1	Standard bottle (750 ml)	81%	66%	82%	85%
2	Small bottle (single serve)	27%	37%	28%	24%
3	Large glass bottle / magnum (1.5L)	19%	27%	22%	14%
4	Small bag-in-box (1.5L)	7%	16%	9%	3%
5	Large bag-in-box (3L)	6%	8%	8%	3%
6	Can	5%	8%	6%	3%
7=	Tetra pak	3%	7%	3%	2%
7=	Pouch	3%	4%	4%	2%

Packaging conversion: by generation

% who have purchased wine in the following packaging types
Base = All Hong Kong semi-annual wine drinkers (n=606)

Ranking '23		All Hong Kong semi-annual wine drinkers (n=606)	Gen Z LDA-26 (n=88)	Millennials 27-42 (n=235)	Gen X & Boomers 43-60 (n=282)
1	Standard bottle (750 ml)	91%	80%	91%	95%
2	Small bottle (single serve)	44%	59%	47%	36%
3	Can	38%	73%	34%	32%
4	Large glass bottle / magnum (1.5L)	30%	38%	37%	22%
5	Small bag-in-box (1.5L)	24%	47%	31%	9%
6	Tetra pak	22%	45%	23%	15%
7	Large bag-in-box (3L)	19%	28%	28%	10%
8	Pouch	16%	33%	24%	8%

= Represents equal ranking
Grey shading: low sample size (n<50)
⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Hot Topic: Consumer Sentiment

Hong Kong Wine Landscapes

2023

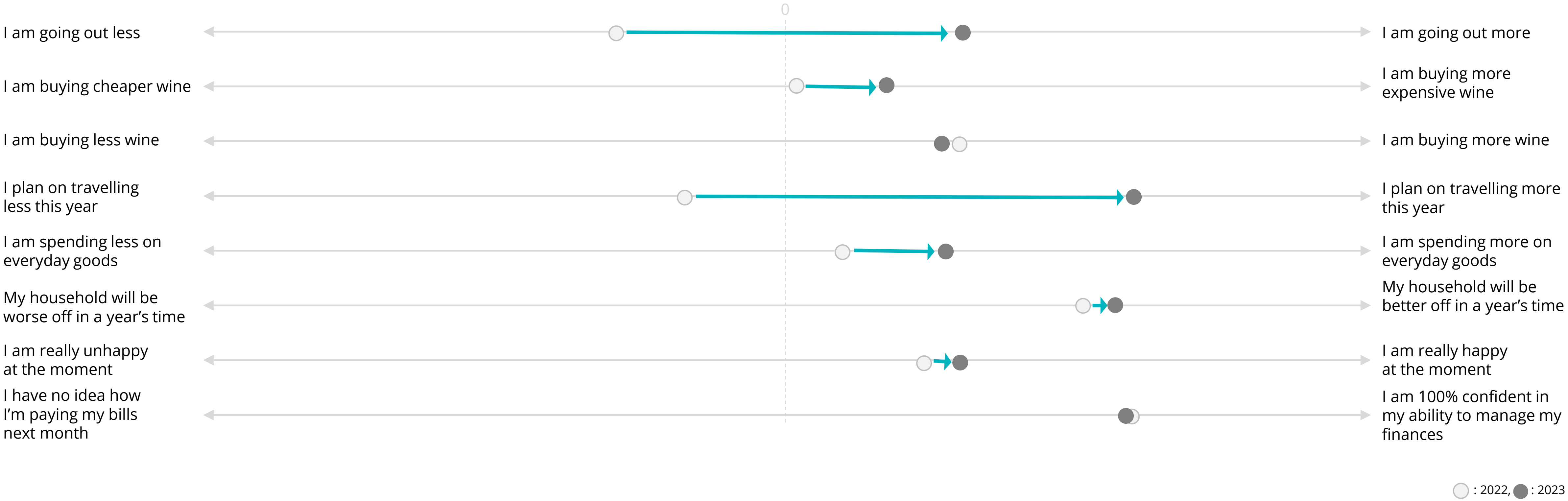
HOT TOPIC

Consumer sentiment

Hong Kong semi-annual wine drinkers have increased their social outings and travel plans for the year ahead. They are also opting for more expensive wine purchases despite spending more on everyday goods, although this could be related to inflationary pressure in the market

Consumer sentiment: tracked

Net score of % who agree with the negative statement subtracted from the % who agree with the positive statement
Minimum value: -16%, Maximum value: 40%
Base = All Hong Kong semi-annual wine drinkers (n≥604)



Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2022, April 2023, (n≥604) Hong Kong semi-annual wine drinkers

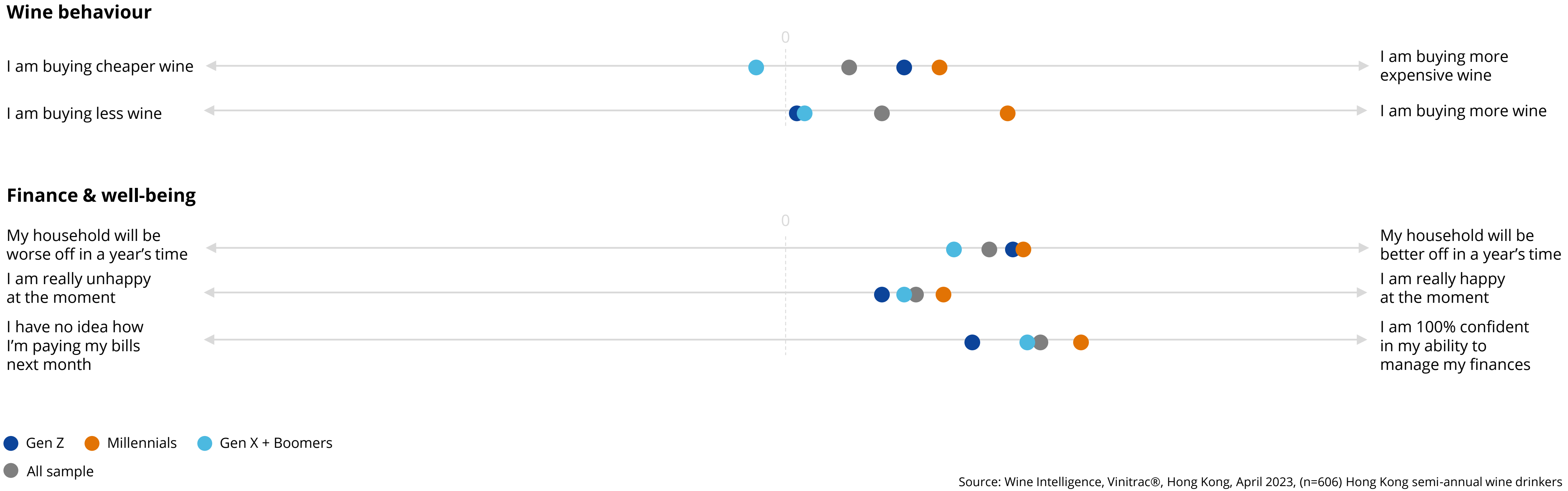
HOT TOPIC

Consumer sentiment

Millennials are the happiest and most optimistic about their finances, buying more wine – and more expensive wine – than a year ago

Consumer sentiment: by generation

Net score of % who agree with the negative statement subtracted from the % who agree with the positive statement
Minimum value: -4%, Maximum value: 46%
Base = All Hong Kong semi-annual wine drinkers (n=606)



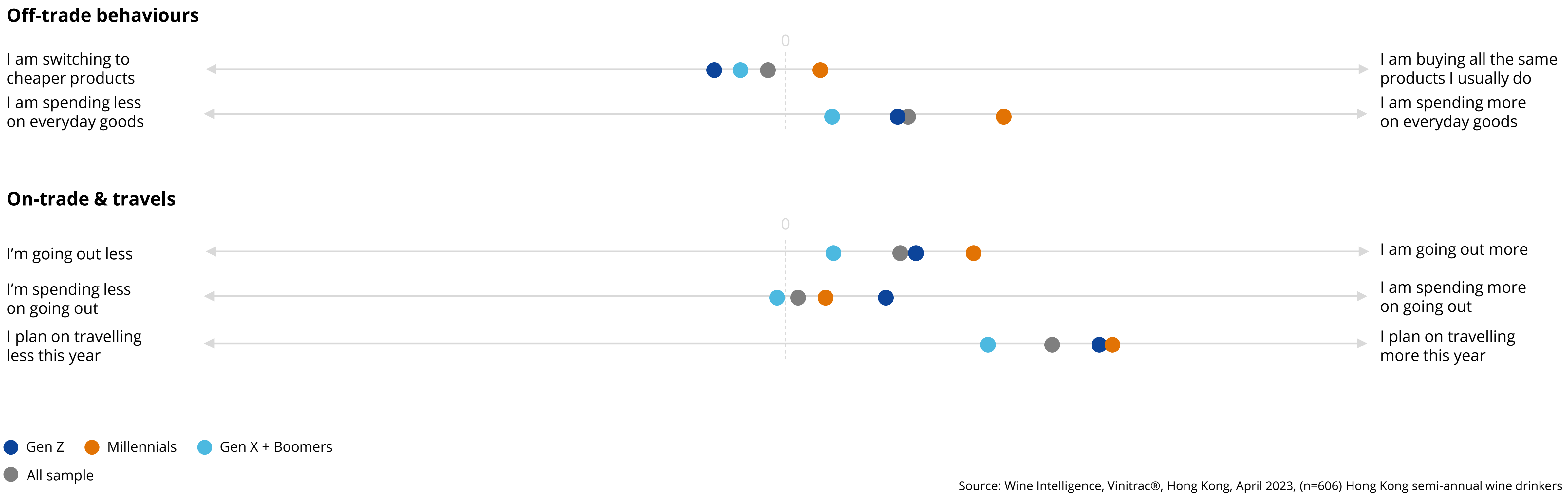
Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Consumer sentiment

Millennials went out more and spent more on everyday goods than other generations while Gen Z are spending the most on going out

Consumer sentiment: by generation

Net score of % who agree with the negative statement subtracted from the % who agree with the positive statement
Minimum value: -11%, Maximum value: 41%
Base = All Hong Kong semi-annual wine drinkers (n=606)



Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Brand Health

Hong Kong Wine Landscapes

2023

Global Wine Brand Power Index

Brand health measures included in the index

Measure	Definition	Index
Awareness	% who have heard of each brand (when prompted with a list of brand names with logos) Base = All wine drinkers	**Brand awareness index**
Purchase	% who have bought each brand in the past 3 months Base = All wine drinkers	**Brand purchase index**
Conversion	% who have bought each brand in the past 3 months Base = Those who have heard of each brand	
Consideration	% who would consider buying each brand Base = Those who have heard of each brand	
Affinity	% who think each brand is right for people like them Base = Those who have heard of each brand	**Brand connection index**
Recommendation	% who would recommend each brand to a friend Base = Those who have heard of each brand	

Wine Brand Power Index

Hong Kong Brand Power

Penfolds secured the top spot following an impressive performance in all key metrics, while Domaine d'Aussières showed real strength in awareness, purchase, and consideration.

Yellow Tail’s slip to third reflects a weaker performance in consideration, affinity, and recommendation indices

Penfolds®

1st

DOMAINE D’AUSSIÈRES

2nd

[yellow tail]®

3rd

Hong Kong Brand Power Index 2023

The landscape among the top-30 brands is dynamic, with some brands seeing big increases in their brand power and others experiencing real challenges in maintaining consumer appeal

Hong Kong Brand Power Index

The top 30 most powerful wine brands in the Hong Kong market based on consumer feedback from six key brand health measures
Base = All Hong Kong semi-annual wine drinkers (n=1,002)

Ranking '23		Final Index	Tracking vs 2022	Score difference vs 2022
1	Penfolds	86.1	↑+1	0.4
2	Domaine d'Aussières	86.0	↑+1	5.9
3	Yellow Tail	85.4	↓-2	-9.5
4	Wolf Blass	74.9	=	0.3
5	Mouton Cadet	70.8	↑+4	10.1
6	Torres	65.4	↑+6	5.9
7	Lafite	61.9	↑+10	8.6
8	Cloudy Bay	61.8	↓-2	-3.4
9	Flinders Choice	60.8	↓-4	-4.7
10	Oyster Bay	59.9	↓-2	-3.9
11	Jacob's Creek	59.6	↓-4	-4.5
12	Casillero del Diablo	58.1	↓-1	-2.5
13	Rosemount Estate	57.1	=	-0.8
14	Montes	56.6	↑+5	5.1
15	Carlo Rossi	53.4	↑+7	4.9

Ranking '23		Final Index	Tracking vs 2022	Score difference vs 2022
16	Hardys	53.4	↑+7	5.2
17	Bella	51.1	↓-2	-4.4
18	Gallo Family Vineyards	50.8	=	-1.9
19	Les Dauphins	50.5	↓-5	-6.3
20	Maison Castel	50.5	↑+9	6.2
21	Los Vascos	50.2	↑+5	3.2
22	Campo Viejo	49.6	↑+2	1.5
23	Rawson's Retreat	48.9	↑+5	4.4
24	George Wyndham	48.8	↑+11	8.9
25	Santa Rita	47.6	↑+12	7.9
26	Errázuriz	47.5	↑+22	10.9
27	Antinori	47.5	↑+5	6.7
28	Ruffino	47.5	↓-7	-1.4
29	Château Lafite Rothschild	45.9	↓-13	-8.7
30	Georges Duboeuf	45.8	↑+15	8.6

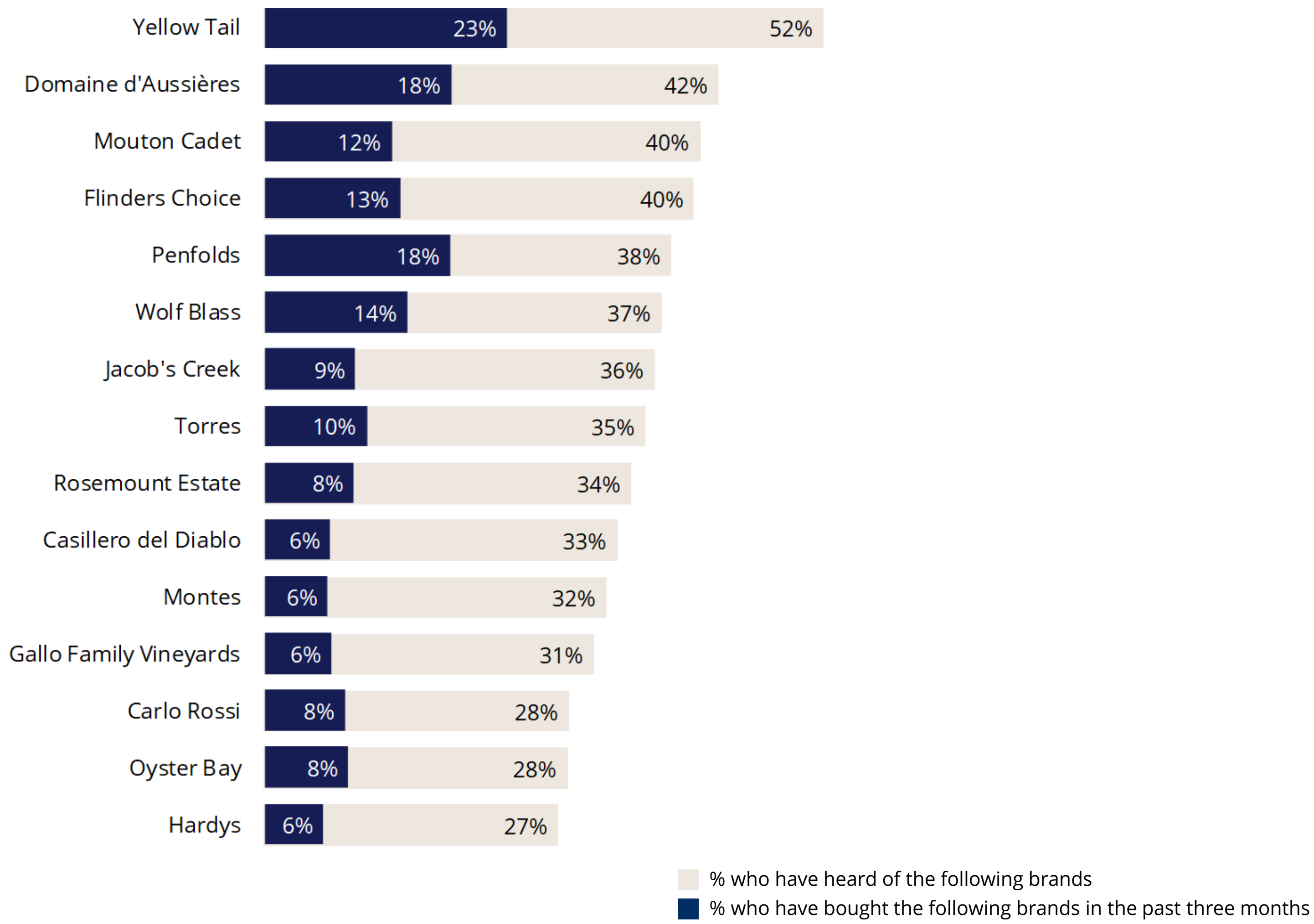
Source: Wine Intelligence, Vinitrac® Hong Kong, April 2022, April 2023, Hong Kong semi-annual wine drinkers

Brand health: Purchase / awareness

The strong performance from Domaine d'Aussières put an end to Australia's dominance when it comes to purchase levels. Penfolds' purchases notably outperform its awareness incidence

Brand health: Top 15 awareness and purchase levels

Base = All Hong Kong semi-annual wine drinkers (n=606)



Source: Wine Intelligence, Vinitrac®, Hong Kong, April 2023, (n=606) Hong Kong semi-annual wine drinkers

Brand awareness: Tracking

Both Domaine d'Aussières and Flinders Choice continued their strong growth since the pandemic. Most brands have a higher level of awareness than in 2019

Awareness: Tracking

% who have heard of the following brands
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Yellow Tail	53%	49%	52%	→	→
2	Domaine d'Aussières	35%	36%	42%	↑	↑
3=	Mouton Cadet	34%	39%	40%	↑	→
3=	Flinders Choice	32%	34%	40%	↑	↑
5	Penfolds	32%	40%	38%	↑	→
6	Wolf Blass	33%	40%	37%	→	→
7	Jacob's Creek	35%	37%	36%	→	→
8	Torres	33%	33%	35%	→	→
9	Rosemount Estate	33%	31%	34%	→	→
10	Casillero del Diablo	32%	36%	33%	→	→
11	Montes	n/a	n/a	32%	n/a	n/a
12	Gallo Family Vineyards	28%	30%	31%	→	→
13=	Carlo Rossi	26%	25%	28%	→	→
13=	Oyster Bay	22%	26%	28%	↑	→
15	Hardys	29%	25%	27%	→	→
16	Cloudy Bay	20%	18%	26%	↑	↑
17	Santa Rita	19%	20%	25%	↑	↑
18=	Les Dauphins	23%	23%	24%	→	→
18=	Campo Viejo	21%	22%	24%	→	→
18=	Rawson's Retreat	n/a	19%	24%	n/a	→
21=	Bella	30%	26%	23%	↓	→
21=	Maison Castel	n/a	20%	23%	n/a	→
21=	Paul Masson	23%	19%	23%	→	→
24=	MontGras	n/a	21%	22%	n/a	→
24=	Barefoot	n/a	n/a	22%	n/a	n/a
24=	Santa Julia	19%	17%	22%	→	↑
24=	Los Vascos	16%	18%	22%	↑	→
28=	Ruffino	17%	18%	21%	→	→
28=	Lafite	n/a	16%	21%	n/a	↑
28=	George Wyndham	14%	15%	21%	↑	↑

Results for all brands available in the data table

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Brand purchase: Tracking

The increased awareness of Domaine d'Aussières translated to a long-term increase in purchases. Rosemount Estate and Cloudy Bay experienced short-term growth while Casillero del Diablo's decline continued

Purchase: Tracking

% who have bought the following brands in the past three months
Base = All Hong Kong semi-annual wine drinkers (n≥600)

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Yellow Tail	**24%**	**25%**	**23%**	→	→
2=	Domaine d'Aussières	**11%**	**15%**	**18%**	↑	→
2=	Penfolds	**18%**	**22%**	**18%**	→	→
4	Wolf Blass	**12%**	**15%**	**14%**	→	→
5	Flinders Choice	**11%**	**13%**	**13%**	→	→
6	Mouton Cadet	**11%**	**11%**	**12%**	→	→
7	Torres	**8%**	**8%**	**10%**	→	→
8	Jacob's Creek	**12%**	**11%**	**9%**	→	→
9=	Rosemount Estate	**7%**	**5%**	**8%**	→	↑
9=	Cloudy Bay	**6%**	**5%**	**8%**	→	↑
9=	Oyster Bay	**6%**	**6%**	**8%**	→	→
9=	Carlo Rossi	**6%**	**5%**	**8%**	→	→
13	Bella	**9%**	**6%**	**7%**	→	→
14=	Gallo Family Vineyards	**9%**	**9%**	**6%**	→	→
14=	Casillero del Diablo	**10%**	**8%**	**6%**	↓	→

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
14=	Montes	**n/a**	**n/a**	**6%**	n/a	n/a
14=	Les Dauphins	**5%**	**7%**	**6%**	→	→
14=	Hardys	**6%**	**5%**	**6%**	→	→
19=	Rawson's Retreat	**n/a**	**4%**	**5%**	n/a	→
19=	Lafite	**n/a**	**5%**	**5%**	n/a	→
19=	Maison Castel	**n/a**	**4%**	**5%**	n/a	→
19=	MontGras	**n/a**	**3%**	**5%**	n/a	→
19=	Campo Viejo	**7%**	**4%**	**5%**	→	→
19=	Barefoot	**n/a**	**n/a**	**5%**	n/a	n/a
19=	Brancott Estate	**3%**	**3%**	**5%**	→	→
26=	Andes	**3%**	**3%**	**4%**	→	→
26=	Franzia	**4%**	**3%**	**4%**	→	→
26=	La Châsse	**3%**	**4%**	**4%**	→	→
26=	Los Vascos	**5%**	**4%**	**4%**	→	→
26=	Santa Rita	**4%**	**4%**	**4%**	→	→

Results for all brands available in the data table

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Brand conversion: Tracking

Domaine d'Aussières and Rosemount Estate saw higher trial rates compared to other brands, while the conversion the top brands remained relatively stable

Conversion: Tracking

% who have bought the following brands in the past three months
Base = Those who have heard of each brand

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Penfolds	55%	53%	47%	→	→
2	Yellow Tail	46%	51%	44%	→	→
3	Domaine d'Aussières	31%	42%	42%	↑	→
4	Wolf Blass	36%	38%	37%	→	→
5	Flinders Choice	35%	38%	32%	→	→
6=	Cloudy Bay	32%	27%	30%	→	→
6=	Mouton Cadet	32%	27%	30%	→	→
8=	Bella	31%	24%	28%	→	→
8=	Oyster Bay	28%	23%	28%	→	→
10=	Torres	24%	24%	27%	→	→
10=	Carlo Rossi	23%	21%	27%	→	→
12=	Lafite	n/a	31%	25%	n/a	→
12=	Rosemount Estate	20%	16%	25%	→	↑
14=	Les Dauphins	22%	29%	24%	→	→
14=	Jacob's Creek	34%	29%	24%	↓	→

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
16=	Franzia	31%	18%	23%	→	→
16=	La Châsse	18%	19%	23%	→	→
18=	Rawson's Retreat	n/a	18%	22%	n/a	→
18=	Brancott Estate	19%	18%	22%	→	→
18=	Andes	19%	19%	22%	→	→
21=	Maison Castel	n/a	20%	21%	n/a	→
21=	MontGras	n/a	16%	21%	n/a	→
21=	Barefoot	n/a	n/a	21%	n/a	n/a
21=	Gallo Family Vineyards	33%	30%	21%	↓	→
25=	Hardys	19%	20%	20%	→	→
25=	Campo Viejo	31%	18%	20%	↓	→
27=	Los Vascos	28%	20%	19%	→	→
27=	Casillero del Diablo	30%	23%	19%	↓	→
27=	Inniskillin	21%	30%	19%	→	→
27=	Montes	n/a	n/a	19%	n/a	n/a

Results for all brands available in the data table

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Brand consideration: Tracking

The majority of the top-15 brands have seen a significant rise in repeat purchases since 2019 with Yellow Tail a notable exception. Concha y Toro's increase is also notable

Consideration: Tracking

% who would consider buying the following brands
Base = Those who have heard of each brand

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Domaine d'Aussières	49%	70%	66%	↑	→
2	Cloudy Bay	50%	47%	65%	↑	↑
3	Penfolds	71%	67%	62%	→	→
4	Château Lafite Rothschild	53%	43%	61%	→	↑
5=	Lafite	n/a	49%	60%	n/a	→
5=	Wolf Blass	53%	59%	60%	→	→
7	Oyster Bay	39%	53%	56%	↑	→
8	Georges Duboeuf	28%	53%	54%	↑	→
9	Torres	39%	49%	53%	↑	→
10	Maison Castel	n/a	44%	52%	n/a	→
11=	Antinori	36%	46%	51%	↑	→
11=	Ruffino	31%	43%	51%	↑	→
13	Casillero del Diablo	36%	44%	50%	↑	→
14=	George Wyndham	30%	46%	49%	↑	→
14=	Yellow Tail	53%	58%	49%	→	↓

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
14=	Montes	n/a	n/a	49%	n/a	n/a
14=	Campo Viejo	42%	38%	49%	→	→
14=	Concha y Toro	33%	31%	49%	↑	↑
19=	Mouton Cadet	48%	52%	48%	→	→
19=	Rosemount Estate	40%	41%	48%	→	→
19=	Lindeman's	44%	55%	48%	→	→
22	Cono Sur	37%	48%	47%	→	→
23=	Bella	42%	46%	46%	→	→
23=	Hardys	37%	44%	46%	→	→
23=	Los Vascos	40%	44%	46%	→	→
26	Carlo Rossi	31%	41%	45%	↑	→
27=	Les Dauphins	40%	37%	44%	→	→
27=	Jacob's Creek	48%	51%	44%	→	→
27=	Carta Vieja	30%	39%	44%	→	→
30	Andes	41%	52%	43%	→	→

Results for all brands available in the data table

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n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Brand affinity: Tracking

Consumers have developed stronger and more favourable emotional attachments to most top-10 brands over the last four years. Lafite, Errázuriz, Antinori and Rawson's Retreat have been top performers since 2021

Affinity: Tracking

% who think the following brands are right for people like them
Base = Those who have heard of each brand

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1=	Lafite	n/a	33%	53%	n/a	↑
1=	Penfolds	60%	58%	53%	→	→
3	Domaine d'Aussières	38%	55%	50%	↑	→
4	Wolf Blass	34%	41%	48%	↑	→
5	Inniskillin	19%	34%	46%	↑	→
6	Errázuriz (logo updated July 22)	26%	28%	43%	↑	↑
7=	Mouton Cadet	38%	33%	41%	→	→
7=	Georges Duboeuf	21%	28%	41%	↑	→
7=	Antinori	25%	27%	41%	↑	↑
10=	Rawson's Retreat	n/a	23%	40%	n/a	↑
10=	Torres	21%	34%	40%	↑	→
12	Viña Maipo	27%	33%	39%	→	→
13	Oyster Bay	27%	33%	38%	→	→
14=	Yellow Tail	38%	48%	37%	→	↓
14=	Los Vascos	27%	29%	37%	→	→

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
14=	Concha y Toro	22%	22%	37%	↑	↑
17=	Cloudy Bay	42%	32%	36%	→	→
17=	George Wyndham	18%	29%	36%	↑	→
17=	Ruffino	29%	21%	36%	→	↑
20=	Bella	31%	30%	35%	→	→
20=	Hardys	27%	22%	35%	→	↑
20=	Santa Rita	21%	23%	35%	↑	↑
20=	Montes	n/a	n/a	35%	n/a	n/a
24=	Campo Viejo	29%	25%	34%	→	→
24=	Casillero del Diablo	24%	29%	34%	↑	→
24=	Maison Castel	n/a	22%	34%	n/a	↑
27=	Les Dauphins	29%	33%	32%	→	→
27=	J.P. Chenet	27%	29%	32%	→	→
29=	La Châsse	29%	26%	31%	→	→
29=	Carlo Rossi	20%	24%	31%	↑	→

Results for all brands available in the data table

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Brand recommendation: Tracking

Hong Kong's wine consumers are increasingly comfortable with endorsing multiple brand offerings. Most brands in the top-30 have a higher incidence of recommendation in 2023 than in 2019

Recommendation: Tracking

% who would recommend the following brands to a friend
Base = Those who have heard of each brand

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
1	Penfolds	60%	58%	61%	→	→
2	Lafite	n/a	35%	51%	n/a	↑
3	Domaine d'Aussières	36%	52%	49%	↑	→
4	Cloudy Bay	46%	35%	44%	→	→
5	Los Vascos	21%	27%	40%	↑	↑
6=	Château Lafite Rothschild	51%	34%	39%	↓	→
6=	J.P. Chenet	24%	29%	39%	↑	→
8=	Mouton Cadet	40%	35%	38%	→	→
8=	Concha y Toro	20%	21%	38%	↑	↑
8=	Wolf Blass	37%	40%	38%	→	→
8=	Antinori	27%	25%	38%	→	→
8=	Oyster Bay	26%	31%	38%	↑	→
8=	Errázuriz (logo updated July 22)	17%	20%	38%	↑	↑
14=	George Wyndham	11%	29%	37%	↑	→
14=	Georges Duboeuf	29%	24%	37%	→	→

Ranking '23		2019 (n=600)	2021 (n=600)	2023 (n=606)	Tracking vs. '19	Tracking vs. '21
16=	Les Dauphins	31%	25%	36%	→	↑
16=	Casillero del Diablo	28%	29%	36%	→	→
18=	Rosemount Estate	25%	26%	35%	↑	→
18=	Jacob's Creek	32%	37%	35%	→	→
18=	Torres	25%	33%	35%	↑	→
18=	Hardys	30%	19%	35%	→	↑
18=	Yellow Tail	42%	43%	35%	→	↓
23	Santa Rita	16%	24%	34%	↑	→
24=	Ruffino	27%	20%	33%	→	↑
24=	MontGras	n/a	21%	33%	n/a	↑
26	Montes	n/a	n/a	32%	n/a	n/a
27=	Brancott Estate	18%	22%	31%	↑	→
27=	McGuigan	n/a	n/a	31%	n/a	n/a
29	Maison Castel	n/a	21%	30%	n/a	→
30	Campo Viejo	32%	21%	29%	→	→

Results for all brands available in the data table

= Represents equal ranking
n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Hong Kong, March 2019, March 2021, April 2023, (n≥600) Hong Kong semi-annual wine drinkers

Research Methodology

Hong Kong Wine Landscapes

2023

Research methodology

QUANTITATIVE

The data was collected in Hong Kong since March 2015

The following waves March 2019, March 2021 were tracked against April 2023

Data was gathered via Wine Intelligence's Vinitrac® online survey

Respondents were screened to ensure that they were 18-60 years old with a monthly pre-tax income HK$15,000. They drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade

Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis

The data is representative of Hong Kong semi-annual wine drinkers in terms of gender, age and monthly household income before tax

The distribution of the sample is shown in the table:

			2019.03	2021.03	2023.04
		n=	*600*	*600*	*606*
Gender	Male		47%	47%	52%
	Female		53%	53%	48%
	Total		***100%***	***100%***	***100%***
Age	18-24		8%	7%	8%
	25-34		25%	24%	26%
	35-44		24%	25%	27%
	44-54		24%	26%	22%
	55-60		19%	17%	17%
	Total		***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Hong Kong, March 2019 - April 2023 (n ≥ 600)
Hong Kong semi-annual wine drinkers

*'Prefer not to answer' in Income fell naturally in the sample

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