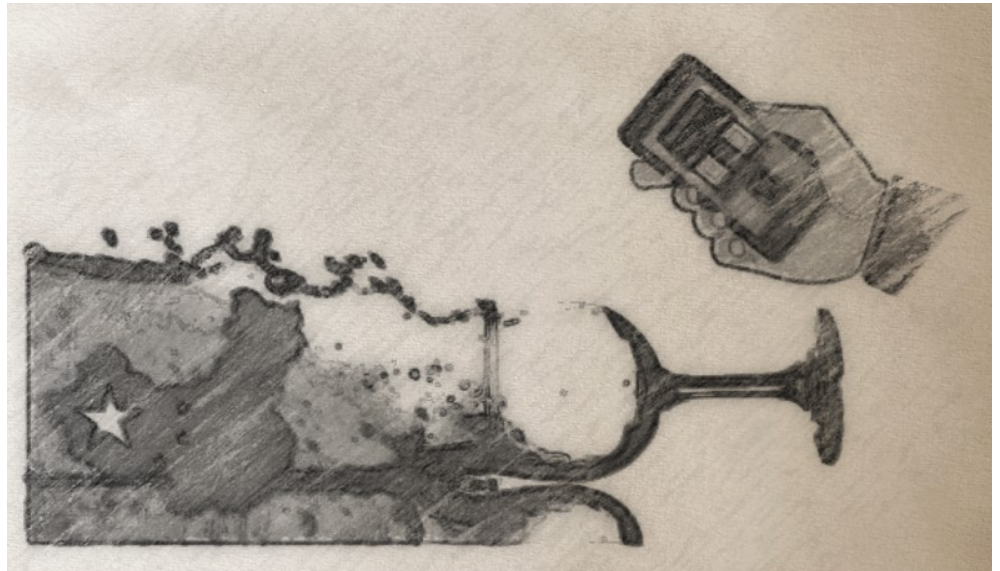


The Report

1 Will help you to understand current status of Chinese wine market. It will help you understand existing segments, market structure, country of origin positioning and the future of the market.

2 Will analyse the electronic and mobile commerce opportunities in China and guide you through the relationship between Chinese wine and electronic/mobile commerce.

3 Will help you take or examine strategic decisions with realistic profit and growth opportunity by analysing and exploring historic developments and current trends.



Wine in China: insights on a burgeoning industry in an e/m commerce context

This research explores the developments and recent trends of the wine industry in global context and, more specifically in China. It later focuses on with Chinese electronic and mobile commerce space and its current and future significance for wine industry. The findings are analysed by data, tested with interviews and taken further to understand online ordering behaviour with a mobile device ("m-commerce") among Chinese young adults.

All areas above are examined separately before being linked together in order to examine Chinese young adults' choice of wine against the backdrop of three proposed influencers: culture, wine knowledge, and m-commerce. The present research investigates the relationship wine choice and culture, wine knowledge and m-commerce in China.

The findings could be of interest to companies looking in to wineries and wine marketers, mobile and e-commerce investments, specifically related to the choice of wine and m-commerce in China.