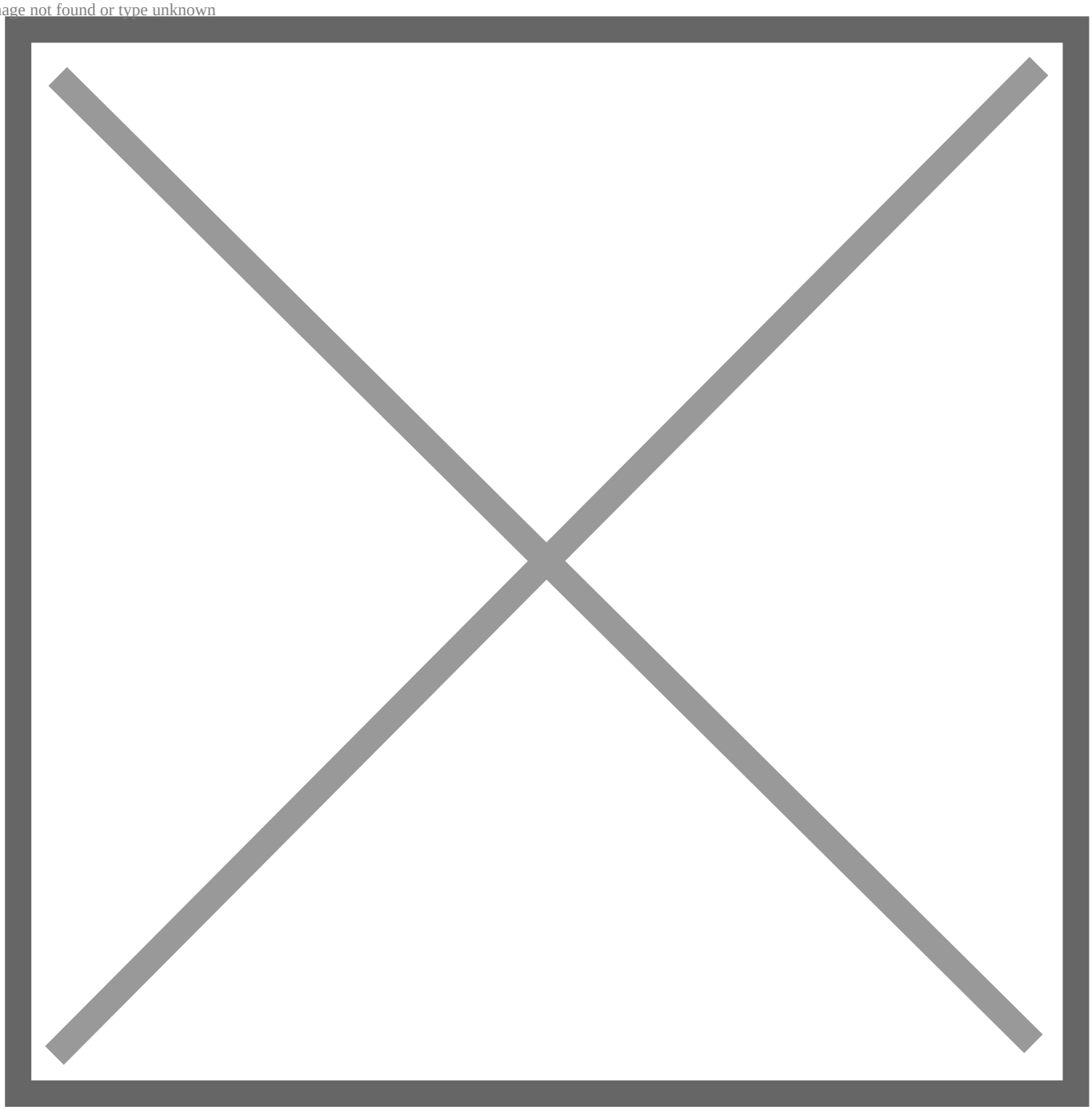
Infographic: Selling Wine in China

TAGS Infographic | Food & Beverage | Wine | Alcohol

ARTICLES | 31 January 2023

Image not found or type unknown

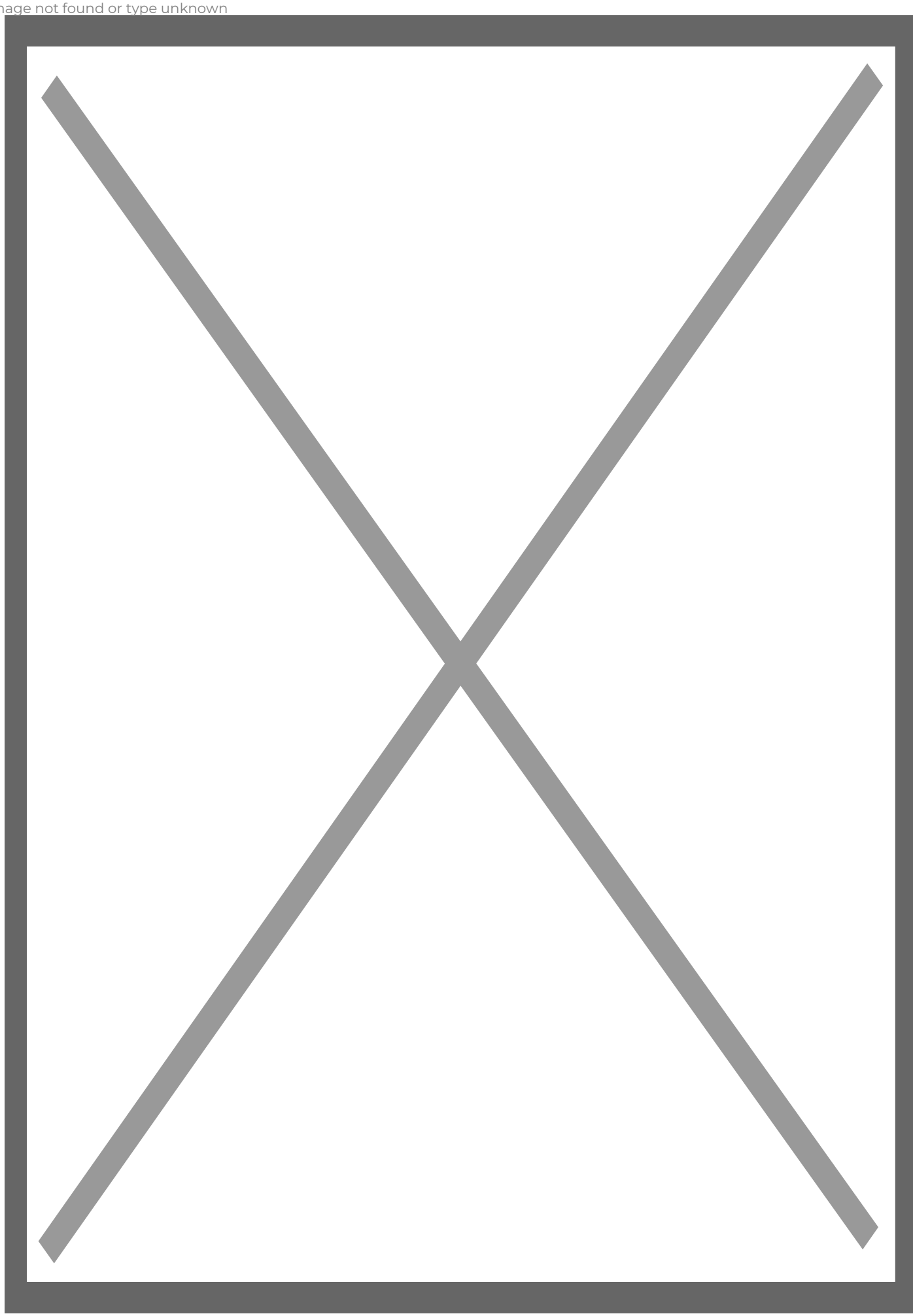


Wine tops the product categories recognised and protected by the EU-China Geographical Indication Agreement. More GI products will follow in 2025.

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.

Image not found or type unknown



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.