

Selling wine in China

A few facts and figures

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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%

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.

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.



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.

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.

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!

