

China Fruit Wine Industry Research Report (2016–2021), Market Demand and Investment Forecast

目 录

CONTENTS

Chapter 1: Overview of development of China's fruit wine industry

1.1 definition and classification of fruit wine industry

- 1.1.1 concept and definition of the industry
- 1.1.2 classification of products of the industry
- 1.1.3 the status of the industry in wine market

1.2 analysis of policy environment of the industry

- 1.2.1 related standards of the industry
 - (1) "General analysis method of grape wine, fruit wine"
 - (2) other wine production license examination rules
 - (3) health standards for use of food additives
- 1.2.2 related policies and planning of the industry

1.3 analysis of consumption environment of the industry

- 1.3.1 analysis of GDP growth per capita
- 1.3.2 analysis of residents' income level
- 1.3.3 analysis of Engel coefficient of urban and rural households
- 1.3.4 analysis of consumer confidence
- 1.3.5 analysis of impact of consumption environment on the industry

1.4 analysis of technical environment of the industry

- 1.4.1 general process of fruit wine production
- 1.4.2 progress of research of fruit wine production process

Chapter 2: Analysis of industry chain of fruit wine industry

2.1 introduction of industry chain of fruit wine industry

2.2 analysis of upstream industry chain of fruit wine industry

- 2.2.1 analysis of basic raw material market of fruit wine
 - (1) analysis of total quantity of fruit production and sales
 - (2) resources of different fruits
 - 1) production and sales of hawthorn and price trend
 - 2) production and sales of apple and price trend
 - 3) production and sales of orange and price trend
 - 4) production and sales of plum and price trend
 - 5) production and sales of wolfberry and price trend
 - (3) analysis of development of yeast market
 - (4) analysis of production and sales of yeast
 - (5) development trends of yeast market
- 2.2.2 analysis of basic raw material market of liqueur
 - (1) analysis of liquor market
 - (2) analysis of raw materials market
 - 1) analysis of ginseng market
 - 2) analysis of velvet market
 - 3) analysis of angelica market
 - 4) analysis of rhodiola market
 - 5) analysis of cili market
 - 6) analysis of flower market
- 2.2.3 analysis of sugar market
 - (1) analysis of production and sales of sugar
 - (2) analysis of sugar price trend
- 2.2.4 analysis of food additives market
 - (1) analysis of status quo of food additives
 - (2) development trends of food additives

2.3 analysis of downstream consumer demand of fruit wine industry

2.3.1 characteristics of consumer demand of the industry

- (1) major consumer groups of the industry
- (2) consumer characteristics of the industry

2.3.2 trends of consumer demand of the industry

Chapter 3: Analysis of development of fruit wine industry

3.1 analysis of development of the international fruit wine industry

3.1.1 overview of development of the international fruit wine market

3.1.2 analysis of fruit wine market in France

3.1.3 analysis of fruit wine market in the UK

3.1.4 analysis of fruit wine market in South Korea

3.1.5 analysis of fruit wine market in Japan

3.2 overview of development of fruit wine industry in China

3.2.1 development process of fruit wine industry

3.2.2 status quo of development of fruit wine market

3.2.3 characteristics of development of fruit wine industry

3.2.4 influencing factor of fruit wine industry

3.3 operation of fruit wine industry in China

3.3.1 scale of development of fruit wine industry

3.3.2 operational efficiency of fruit wine industry

3.3.3 import and export of fruit wine industry

3.3.4 SWOT analysis of development of fruit wine industry

3.4 analysis of competition of fruit wine industry in China

3.4.1 analysis of competitive structure of fruit wine industry

(1) analysis of competitive landscape of fruit wine industry

(2) analysis of bargaining power of fruit wine industry

(3) analysis of potential entrants of fruit wine industry

(4) analysis of substitute threat of fruit wine industry

3.4.2 comparison of international competitiveness of fruit wine industry

(1) analysis of competitive advantages

(2) analysis of competitive disadvantages

Chapter 4: Analysis of main product markets of China's fruit wine industry

4.1 structural characteristics of main products of fruit wine industry

4.2 analysis of development of major product markets of fruit wine

4.2.1 analysis of development of apple wine market

(1) definition and classification of apple wine

(2) processing technology of apple wine

(3) nutrition and health function of apple wine

(4) status quo of development of apple wine market

(5) problems of development of apple wine

(6) forecast of demand of apple wine market

4.2.2 analysis of development of wolfberry wine market

(1) processing technology of wolfberry wine

(2) nutrition and health function of wolfberry wine

(3) status quo of development of wolfberry wine market

(4) forecast of demand of wolfberry wine market

4.2.3 analysis of development of hawthorn wine market

(1) processing technology of hawthorn wine

(2) efficacy and role of hawthorn wine

(3) status quo of development of hawthorn wine market

(4) forecast of demand of hawthorn wine market

4.2.4 analysis of development of plum wine market

(1) processing technology of plum wine

(2) efficacy and role of plum wine

(3) status quo of development of plum wine market

(4) forecast of demand of plum wine market

4.2.5 analysis of development of Lychee wine market

(1) processing technology of Lychee wine

(2) efficacy and role of Lychee wine

- (3) status quo of development of Lychee wine market
- (4) forecast of demand of Lychee wine market
- 4.2.6 analysis of development of waxberry wine market
 - (1) processing technology of waxberry wine
 - (2) efficacy and role of waxberry wine
 - (3) status quo of development of waxberry wine market
 - (4) forecast of demand of waxberry wine market
- 4.2.7 analysis of development of blueberry wine market
 - (1) processing technology of blueberry wine
 - (2) efficacy and role of blueberry wine
 - (3) status quo of development of blueberry wine market
 - (4) forecast of demand of blueberry wine market
- 4.2.8 analysis of development of mulberry wine market
 - (1) processing technology of mulberry wine
 - (2) efficacy and role of mulberry wine
 - (3) status quo of development of mulberry wine market
 - (4) forecast of demand of mulberry wine market
- 4.3 analysis of development of major product markets of liquor**
 - 4.3.1 analysis of development of Jin liquor market
 - (1) main raw materials and efficacy of Jin liquor
 - (2) status quo of development of Jin liquor market
 - 4.3.2 analysis of development of Coconut Island Deer Tortoise Wine market
 - (1) main raw materials and efficacy of Coconut Island Deer Tortoise Wine
 - (2) status quo of development of Coconut Island Deer Tortoise Wine market
 - 4.3.3 analysis of development of bamboo leaf green liquor market
 - (1) main raw materials and efficacy of bamboo leaf green liquor
 - (2) status quo of development of bamboo leaf green liquor market
 - 4.3.4 analysis of development of rose wine market
 - 4.3.5 analysis of development of osmanthus-flavored wine market

Chapter 5: Analysis of marketing of China's fruit wine industry

5.1 analysis of sales channels of fruit wine industry

- 5.1.1 traditional sales channels of fruit wine industry
 - (1) supermarket
 - (2) food restaurant
 - (3) pharmacy
- 5.1.2 emerging sales channels of fruit wine industry
 - (1) franchised store
 - (2) evening show
- 5.1.3 analysis of advantages and disadvantages of sales channels of fruit wine industry

5.2 analysis of marketing strategy of fruit wine industry

- 5.2.1 analysis of marketing dilemma of fruit wine industry
 - (1) marketing positioning dislocation
 - (2) lack of atmosphere conduction
 - (3) product homogeneity
- 5.2.2 analysis of marketing positioning of fruit wine industry
 - (1) resource positioning
 - (2) product positioning
 - (3) design positioning
 - (4) market positioning
- 5.2.3 analysis of marketing strategy of fruit wine industry
 - (1) product strategy
 - (2) pricing strategy
 - (3) channel strategy
 - (4) brand strategy

5.3 analysis of marketing case of fruit wine industry

- 5.3.1 analysis of marketing of "Ningxia Red" wolfberry wine
 - (1) brand positioning
 - (2) marketing strategy
 - (3) marketing effectiveness

5.3.2 analysis of eight-step marketing of "Jin liquor"

- (1) accurate market positioning
- (2) surface-type market layout
- (3) fine construction of the terminal
- (4) three-dimensional marketing and promotion
- (5) diversified promotion pull and terminal push
- (6) online advertising and public relations
- (7) offline PR activities
- (8) to build a team of executive power

Chapter 6: Analysis of markets of China's fruit wine industry in key regions

6.1 analysis of overall characteristics of regional structure of fruit wine industry

- 6.1.1 overall characteristics of regional structure of the industry
- 6.1.2 analysis of regional concentration of the industry

6.2 development of fruit wine industry in Ningxia

- 6.2.1 distribution of raw materials resources of fruit wine in Ningxia
- 6.2.2 overview of development of fruit wine market in Ningxia
- 6.2.3 key manufacturers of fruit wine in Ningxia
- 6.2.4 problems of fruit wine industry in Ningxia
- 6.2.5 development prospects of fruit wine industry in Ningxia

6.3 development of fruit wine industry in Guangdong

- 6.3.1 distribution of raw materials resources of fruit wine in Guangdong
- 6.3.2 overview of development of fruit wine market in Guangdong
- 6.3.3 key manufacturers of fruit wine in Guangdong
- 6.3.4 development prospects of fruit wine industry in Guangdong

6.4 development of fruit wine industry in Zhejiang

- 6.4.1 distribution of raw materials resources of fruit wine in Zhejiang
- 6.4.2 overview of development of fruit wine market in Zhejiang
- 6.4.3 key manufacturers of fruit wine in Zhejiang
- 6.4.4 development prospects of fruit wine industry in Zhejiang

6.5 development of fruit wine industry in Guizhou

- 6.5.1 distribution of raw materials resources of fruit wine in Guizhou
- 6.5.2 overview of development of fruit wine market in Guizhou
- 6.5.3 key manufacturers of fruit wine in Guizhou
- 6.5.4 development prospects of fruit wine industry in Guizhou

Chapter 7: Status quo of production and operation of major enterprises of China's fruit wine industry

7.1 analysis of the overall development of fruit wine enterprises

- 7.1.1 scale of enterprise of fruit wine industry
- 7.1.2 industrial output of fruit wine industry
- 7.1.3 sales revenue and profit of fruit wine industry
- 7.1.4 analysis of innovation capability of main fruit wine enterprises

7.2 case study of leading wine enterprises

7.2.1 Ningxia Red Wolfberry Industry Group Company

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's organizational structure
- (4) analysis of the company's product structure and new product developments
- (5) analysis of the company's sales channels and network
- (6) SWOT analysis of the company's operation
- (7) analysis of investment, merger and restructuring of the company
- (8) analysis of the company's latest development trend

7.2.2 Putian Luksun Wine Ltd.

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's organizational structure
- (4) analysis of the company's product structure and new product developments
- (5) analysis of the company's sales channels and network
- (6) SWOT analysis of the company's operation
- (7) analysis of investment, merger and restructuring of the company

- (8) analysis of the company's latest development trend
- 7.2.3 Xi'an Qinmei Foods Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.4 Anhui Chenguo Pomegranate Wine Brewing Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.5 Yichun Xueyuan Drinks Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.6 Zhangzhou Jinshan Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.7 Shantou Libao Wine Brewing Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.8 Guangdong Dinong Wine Limited
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.9 Xinxing Black Forest Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure

- (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.10 Ningbo Tiangong Fruit Juice and Wine Co., Ltd.
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.11 Xiping Yeshanlin Fruit Wine Co., Ltd.
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.12 Heilongjiang Hengdaohezi Wine Brewing Plant
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.13 Ningbo Yongcheng Wine Co., Ltd.
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.14 Huanren Degaixing Wine Co., Ltd.
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
- 7.2.15 Baihe County Yi Liquor Co., Ltd.
- (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend

- 7.2.16 Zhejiang Guohuaxiang Wine Company Limited
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.17 Jiangxi Kiwi Wine Company Limited
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.18 Zhejiang Yongxiang Group Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.19 Handan Congtai Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.20 Yangling Shengsang Green Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.21 Yakeshi Xing'anling Wine Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.22 Guangdong Twelve Ridge Wine Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.23 Xianlin Wine Co., Ltd. of Wuliangye Group
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products

- (3) analysis of the company's operation
- (4) analysis of the company's sales channels
- (5) SWOT analysis of the company's operation
- (6) analysis of investment, merger and restructuring of the company
- (7) analysis of the company's latest development trend
- 7.2.24 Tianjin Guayue Group Fruit Wine Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.25 Feihuan Wine Company Limited
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.2.26 Ningbo Junshang Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.3 case study of leading enterprises of Jin Liquor**
 - 7.3.1 Jing Brand Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
 - 7.3.2 Hainan Coconut Island Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
 - 7.3.3 Shanghai Guan Sheng Yuan Huatuo Wine Brewing Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's operation
 - (3) analysis of the company's organizational structure
 - (4) analysis of the company's product structure and new product developments
 - (5) analysis of the company's sales channels and network
 - (6) SWOT analysis of the company's operation
 - (7) analysis of investment, merger and restructuring of the company
 - (8) analysis of the company's latest development trend
 - 7.3.4 Tianjin Yijuyong Wine Brewing Co.
 - (1) brief introduction of the company's development

- (2) analysis of the company's operation
- (3) analysis of the company's organizational structure
- (4) analysis of the company's product structure and new product developments
- (5) analysis of the company's sales channels and network
- (6) SWOT analysis of the company's operation
- (7) analysis of investment, merger and restructuring of the company
- (8) analysis of the company's latest development trend
- 7.3.5 Guizhou Shanren Wine Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.3.6 Xingbang Cactus LLC
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend
- 7.3.7 Anhui Katasi Wine Co., Ltd.
 - (1) brief introduction of the company's development
 - (2) analysis of the company's main products
 - (3) analysis of the company's operation
 - (4) analysis of the company's sales channels
 - (5) SWOT analysis of the company's operation
 - (6) analysis of investment, merger and restructuring of the company
 - (7) analysis of the company's latest development trend

Chapter 8: Analysis of trends of China's fruit wine industry and investment advice

8.1 development trends and forecast of fruit wine industry in China

- 8.1.1 prediction of development trends of China's fruit wine industry
- 8.1.2 prediction of development prospects of China's fruit wine market

8.2 analysis of characteristics of investment of fruit wine industry in China

- 8.2.1 analysis of entry barriers of fruit wine industry
- 8.2.2 analysis of profit model of fruit wine industry
- 8.2.3 analysis of profit factor of fruit wine industry

8.3 risks of investment of China's fruit wine industry

- 8.3.1 policy risk of fruit wine industry
- 8.3.2 technical risk of fruit wine industry
- 8.3.3 risk of supply and demand of fruit wine industry
- 8.3.4 risk of macro economic fluctuation
- 8.3.5 risk of production scale of fruit wine enterprises
- 8.3.6 other risks of fruit wine industry

8.4 investment advice for China's fruit wine industry

- 8.4.1 status quo of investment of fruit wine industry
- 8.4.2 Qianzhan's investment advice for fruit wine industry

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：service@qianzhan.com

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！