ITALIAN TRADE AGENCY

Hong Kong

Research

The Wine Market

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Market Overview

Since Hong Kong government has completely abolished import duties on wine (including alcoholic beverages with an alcohol content of less than 30%) in 2008, Hong Kong has therefore become the only free port, among the major economies in the world, thus developing into an international market of primary importance in the wine sector.

Nowadays, Hong Kong is a mature market where over 4,000 companies actively operating their business in wine sector. The well-developed wine market is also attributed to various flavourble market conditions : quality logistics services (storage and transport); a capillary retail network; streamlined import regulations; expertized operators in the HO.RE.CA sector with knowledge of wine; the major international auction houses operating locally; numerous training initiatives organized every year in Hong Kong.

Over a decade ago, the alcoholic beverages market in Hong Kong was still dominated by spirits (especially cognac), while wine was not widely considered by consumers. However, after the publication of a series of international medical research in the 1990s highlighting the positive correlation between moderate consumption of grape wine and health (reduced risk of heart disease and increased longevity), there has been a significant increase in the consumption of red wine in Hong Kong, where wine has gradually replaced liquor as the preferred alcoholic beverage.

The combined effect of the liberalization measures and the awareness of the wholesomeness of moderate wine consumption has led to an increase in the value of total imports from 366.5 million US dollars in 2008 to over 1.5 billion US dollars in 2019.

According to the statistics from Commerce and Economic Development Bureau, it should be noted that about 50% of the wine imported to Hong Kong is then re-exported to China in 2019.

In 2019, Italy is the fifth wine supplier country of Hong Kong, with a value of Hong Kong imports equal to over 30 million US dollars. France is confirmed as the first supplier country.

The wine market (excluding the sparkling one) is largely dominated by red wines which represent over 96% of total imports. The percentage of red wines increases significantly in the case of Italy which has a ratio of 90/10 between reds and whites exported to Hong Kong.

Hong Kong: Commercial, Logistics, Distribution Hub

World demand for wine is shifting from traditional consumer markets (such as Europe) to Asia. Rapid economic growth, increasing average per capita income and change of lifestyle have led to a dramatic increase in wine demand in mainland China.

For this reason, Hong Kong plays a central role for companies who intend to extend their business in China and in the countries of Southeast Asia. Given its strategic geographic position and the considerable concessions for the sector, an increasingly large number of international producers participate in promotional initiatives and drives to take root in Hong Kong and thus enter into the Chinese market.

Hong Kong also represent important promotional showcase for wine sector as numerous wine events and activities are taken place every year: from the main international fairs, such as the biennial Vinexpo Hong Kong, Hong Kong International Wine & Spirits Fair, and Prowine Hong Kong, to the promotion of wine culture, such as the Wine and Dine Festival intended for the public, to the myriad of seminars, wine tastings and dinners that are organized by foreign restaurants, companies and associations. These kinds of event in wine sector can greatly attract potential traders all over the world.

In addition, Hong Kong operators have gained rich experience ,in relation to the general Chinese and Asian market, which allows them to offer efficient and effective services, not only from a promotional point of view, but also from an operational and organizational point of view.

In recent years there has been a significant increase in investments in fine wines by Asian operators. With the surging demand in investment grade wine and the fact that International auction houses specialized in the sector such as *Acker Merrall & Condit*, *Sotheby's*, *Christie's and Zachys* , in addition to the traditional auctions in London and New York, have also chosen Hong Kong long ago, Hong Kong is confirmed as one of the largest international auction centers in the world.

Confirming the constant appreciation of Italian quality and tradition, Italy has also entered the world of wine auctions in recent years, allowing Italian fine wines to be increasingly present in international auctions on the Hong Kong market.

Cultural Influence

Hong Kong wine market is also considered as mature in a "cultural" point of view. The wealthier classes and the younger generations are generally willing to accept the "Western" lifestyles and cultural attitudes: it has now been common for local consumers to purchase a bottle of wine for special occasion or a normal meeting among friends. Besides,the Hong Kong Wine & Dine Festival (HKWDF), a public event attracted over 140,000 paying visitors annually, has also shown the growing importance of wine in Hong Kong market.

Training is another key element for the development of the wine market. By educating the public to appreciate wine and distinguish different types of wine, wine training is undoubtedly a multiplier element in the diffusion of the "wine culture" and its consumption. For example, training course on wine appreciations and wine pairing are offered by Vocational Training Council (VTC) and International Culinary Institute (ICI) while wine tasting are frequently organized by trade associations or importers in Hong Kong.

Mass media, such as specialized or lifestyle magazines, newspapers and free periodicals has contributed strongly to the development of the market and to the "culture of drinking". These media takes an important role on sharing the information for promoting the wine culture such as, interviews with sector operators, information on wine-related events taking place in the city, and judgments and recommendations on wines and restaurants where they can be tasted.

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Main Supplying Countries of Wine

The grape wine market in Hong Kong (especially in the high-end market) has long been dominated by French wine, with market shares of over 60%, due to the long presence and well-established reputation of the French wines on the market. In recent years, the "culture" of wine has grown considerably and importers as well as local consumers have broadened their horizons and recognize and appreciate wines from all over the world. New World wines especially as regards those from the United States, Chile, Australia and Spain, have also benefited from this opening. However, their sigificant growth has created strong competition in the market and started to erode the market share to the detriment of historically wine-producing countries, including Italy.

According to the statistics of imports in value, France is confirmed for values in first place among the supplier countries, both for red wine (HS 22042191) and for white wine(HS 22042192). Australia, ranking second, records strong growth in the supply of red wine to Hong Kong. It is interesting to note the third position of the ranking occupied by the United Kingdom. In reality, the exported value is due to both the role of the auction houses operating in Hong Kong and to the British traders who import wine from producing countries (including from Italy) and then re-export it to Hong Kong.

Italy ranks as Hong Kong's fifth supplier country for red wines and white wines.

The Competitiveness of "New World" Wines

New World wines manage to be competitive in the Hong Kong market because these wines are relatively “easier” for newbies to drink (more fruity flavor) than those from old world countries; these wines also place greater emphasis on the grape varieties which are easier for neophytes to understand; On the other hand,European wines,focus on the geographical denomination which presuppose a specific level of knowledge of the territory that general consumers might not have.

Labeling and documentation for export to Hong Kong

There are no special restrictions on the importations of wine except wine labeling in Hong Kong. Wine producers can follow the labeling provisions of their countries of origin.

According to Cap. 109A of the Hong Kong Laws, the alcoholic strength expressed as a percentage must appear on the label.

The Customs and Duties Department of Hong Kong recommends that the following items appear on the label, which are commonly present:

- Brand name
- Vintage
- Cellar
- Variety of grapes
- Country of origin

These documents are needed and which are for the export of wine to Hong Kong and Macao:

EXPORT DOCUMENTS	
EXPORT INVOICE	√
CUSTOMS DECLARATION	√
TRANSPORT DOCUMENTS	√
PACKING LIST	
CERTIFICATE OF ORIGIN	**Not required**
CERTIFICATES OF ANALYSIS	**Not required**
WINE LABELING	√
PACKAGING	√
IMPORT DOCUMENTS	
IMPORT CUSTOMS DECLARATION	√
IMPORT SHIPPING DOCUMENTS	√
CUSTOMS QUOTA	**NO**
BIOTERRORISM ACT	**NO**
PREVENTIVE NOTIFICATION	**NO**
LABEL REGISTRATION	**NO**
DUTIES AND OTHER TAXES TO BE PAID BY THE IMPORTER IN THE COUNTRY	**NO**
ANY OTHER DOCUMENTS REQUIRED ACCORDING TO THE IMPORTING COUNTRY	**NO**

√**: Obligatory**

Promotion

The most common promotional activities in Hong Kong in the wine sector are:

- Wine tasting events (private and public):
  - Vendors: offer in-store wine tasting to promote sales in general and particular wines;
  - Large importers: organize large-scale promotions with tasting once or twice a year;
  - Commercial bodies, clubs and media :
    very often organize tastings of particular wines at different times of the year;
- Promotions and sales at points of purchase in wine bar, retail shops and supermarkets;
- Trade fairs in sector (Vinexpo HK, HK International Wine & Spirits, Prowine HK);
- Wine festival for public (Hong Kong Wine & Dine)
- Joint promotions with high-end Western restaurants (for example: dinners with producers, presence of famous chefs, promotional menus, etc.).

However, in view of the public health concern in 2020, a new format on the promotion initiative has been emerged. Some wine event and wine appreciation classes goes virtual on a digital platform, replacing the physical setting as usual. It is noteworthy that such changes may bring the wine business to a new trend.

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Factors on introducing new products

When importers introduce new products to the Hong Kong market, following factors are taken into consideration:

- Reputation / brand of wine: a significant added value is constituted by prizes or scores that the wines get from the sector guides or international experts;
- Quality;
- Price competitiveness;
- Rarity

Quality Control

There are normally no special quality controls by local importers / retailers, as quality is assumed to be assured by manufacturers.

However, all imported wines would have tested by the large importers and priced by professional consultants and buyers to guarantee the quality of wine. In the aspect of storage, wine is usually stored under the 24-hour air-conditioned warehouses by major importers and retailers.

Distribution Channel

The distribution system in Hong Kong is particularly simple, consisting of importers who, in turn, can be both retailers and distributors. However, it is necessary for importers to obtain a sales license from the Hong Kong Government before supplying or selling any alcohol.

In general, wine importers, wholesalers and retailers maintain supply relationships with different local operators. Most importers source their supplies directly from the countries of wine producers, while some of them turn to collaborate with consolidators , who is not necessarily from producing countries, and ask the consolidators to take care of the logistics of goods.

The two main distribution channels for wine in Hong Kong are as follow,

1) Business-to-Business (B-to-B): Ho.Re.Ca
2) Business-to-Consumers (B-to-C): Directly to the retail market

The Italian wine market in GDO

Among the distribution models, large-scale distribution (GDO) is the predominant distribution channel of Business-to-Consumers in Hong Kong. It is therefore a reference point for understanding the dynamics and characteristics of the market.

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Below are the GDOs with greater diffusion for Italian wines in Hong Kong :
Wellcome, Parknshop, CR Vanguard, U Select, Taste, Fusion, City'super, Watson's Wine, Marketplace by Jasons, 3hreesixty and Oliver's The Delicatessen.

CLASSIFICATION OF RETAILERS

	LOW-END	**MID-RANGE**	**HIGH-END**
City Super Group			City'super
CR Vanguard	CR Vanguard	U Select	
A.S.Watson Group	Parknshop	Taste Fusion	Watson's Wine (including the shop in Great Food Hall)
Dairy Farm Group	Wellcome		Marketplace by Jasons 3hreesixty Oliver's The Delicatessen

High end
City'super, Marketplace by Jasons, 3hreesixty and Oliver's The Delicatessen are high-ended retailers, which divides a section entirely dedicated to wines and in particular fine wines are exhibited in temperature-controlled rooms,instead of standard displays,for guaranteeing and preserving their quality of wine. Greater selection of wines are generally provided for customers. Apart from organizing promotional events and real tasting itineraries, they also offer informative material to the customers and make use of expert staff to explain the characteristics of the wines.

The same goes for Watson's Wine, a chained wine shops belonging to the A.S.Watson, which offer a more complete offer with wine in higher price.

Mid-range
U Select, Taste and Fusion are mid-range stores which offer similar selection of wines. The average price of wine are reletively cheaper compared to high end supermarket. Promotional events are also not present as the above high-end retailers.

Low end
CR Vanguard, Wellcome and Parknshop belong to the low-end stores which exhibits wines in a medium-low price range and as such are limited to a classic display of the product, without organizing promotional events.

Among GDOs with different market position, it is clear that only high-end supermarkets sell more expensive bottles for their specific target customer with more purchasing power. Therefore, it requires a greater commitment on the part of the retailer in organizing educational promotion so as to raise awareness of the quality of the wines.

In short, the presence of Italian wines in Hong Kong GDO is still limited. The main competitors of Italian wine on market not only limited to wines from the Old World, especially French, but also expanded to wines from the New World (Australian and United States). It shows that Italian wines today are still yet widely known and undervalued, resulting in the situation that retailers prefer limiting themselves to the sale of the most famous appellations only.

However, smaller market share of Italian wine is not necessarily understood as a negative factor. Concerning the quality of wines and the advantageous quality-price ratio, Italian wine can be in turns regarded as a market potential for increasing the market share among various wine.

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ATTACHMENTS TABLES OF STATISTICS

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HONG KONG IMPORTS CATEGORY (HS 2204) - INCLUDING ALL ALCOHOLIC BEVERAGES ABOVE 5% VOL. AND LESS THAN 30% VOL. (GRAPE MUST, SPARKLING WINE, CHAMPAGNE, WHITE WINE, RED WINE, PORTO, CHERRY, ETC.)

HONG KONG'S IMPORTS BY ORIGINS													
OF WINE OF FRESH GRAPES,INCLUDING FORTIFIED WINES;GRAPE MUSTOTHER THAN THAT OF HEADING 2009. (HS 2204)													
											VALUE: USD (MN)		
		2016			2017			2018			2019		
RANK	ORIGINS	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG
	TOTAL	1544	100	11.9	1532	100	-0.77	1534	100	0.13	1503	100	-2
1	FRANCE	970	62.8	12.8	912	59.5	-6	999	65	9.6	999	66.5	0
2	AUSTRALIA	273	17.7	39.5	284	18.5	3.9	205	13.3	-27.9	205	13.6	0
3	UNITED KINGDOM	116	7.5	-0.8	112	7.3	-3.3	133	8.6	18.9	105	7	-20.9
4	USA	60	3.9	-6.6	78	5.1	30.2	63	4	-19.7	81	5.4	28.5
5	**ITALY**	**35**	**2.2**	**8**	**44**	**2.8**	**26.4**	**37**	**2.3**	**-16.2**	30	2	-17.9
6	CHILE	22	1.4	-8.4	23	1.5	2.2	21	1.3	-8.9	19	1.2	-10
7	SPAIN	16	1	-6.9	18	1.1	12.7	14	0.9	-20.7	16	1.1	18.6
8	SWITZERLAND	7	0.5	-29.6	11	0.7	61.9	18	1.1	59.6	10	0.6	-46.3
9	GERMANY	7	0.4	-55.7	14	0.9	106	12	0.7	-16.6	10	0.6	-16.3
10	NEW ZEALAND	10	0.7	-6.5	11	0.7	12.6	9	0.6	-17.1	9	0.6	-4.2

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE, 2020 - Value: millions of US dollars

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IMPORTS OF RED AND WHITE WINE IN HONG KONG (HS 22042191, 22042192)

Analysis of the shares of red wine and white wine on the total wine imported from each country

Country		2016	Ratio % between red and white wine	2017	Ratio % between red and white wine	2018	Ratio % between red and white wine	2019	Ratio % between red and white wine
World	Red wine	1,411,586	96:04:00	1,398,886	96:04:00	1,395,052	96:04:00	1,012,031	96:04:00
	White wine	55,616		61,414		61,830		47,079	
	Total	**1,467,202**		**1,460,300**		**1,456,432**		**1,059,110**	
France	Red wine	882,431	98:02:00	883,794	97:03:00	907,097	97:03:00	630,708	97:03:00
	White wine	22,396		21,788		26,038		20,694	
	Total	**904,827**		**855,582**		**933,136**		**651,402**	
United Kingdom	Red wine	111,131	98:02:00	102,487	95:05:00	122,450	93:07:00	97,347	94:06:00
	White wine	2,588		5,675		8,679		6,495	
	Total	**113,720**		**108,163**		**131,129**		**103,842**	
USA	Red wine	54,836	95:05:00	74,707	97:03:00	58,702	96:04:00	74,884	98:02:00
	White wine	2,630		2,133		2,157		1,737	
	Total	**57,466**		**76,839**		**60,877**		**76,621**	
Australia	Red wine	264,858	98:02:00	269,928	97:03:00	194,044	96:03:00	111,842	95:05:00
	White wine	6,540		8,255		7,448		6,456	
	Total	**270,398**		**278,184**		**201,492**		**118,298**	
Germany	Red wine	4,199	66:34:00	10,840	81:19:00	8,971	79:21:00	7,380	80:20:00
	White wine	2,124		2,492		2,139		1,810	
	Total	**6,323**		**13,332**		**11,110**		**9,190**	
New Zealand	Red wine	5,511	55:45:00	6,181	55:45:00	4,965	53:47:00	5,589	62:38:00
	White wine	4,539		5,120		4,445		3,389	
	Total	**10,050**		**11,302**		**9,411**		**8,978**	
Italy	Red wine	22,962	71:29:00	30,001	73:27:00	27,394	81:19:00	24,079	89:11:00
	White wine	9,166		10,886		6,557		3,068	
	Total	**32,128**		**40,887**		**33,952**		**27,147**	
Chile	Red wine	20,565	92:08:00	21,261	94:06:00	19,098	92:08:00	17,477	94:06:00
	White wine	1,698		1,426		1,659		1,203	
	Total	**22,263**		**22,688**		**20,757**		**18,680**	
Spain	Red wine	13,963	94:06:00	16,013	95:05:00	12,623	95:05:00	15,279	96:04:00
	White wine	880		830		696		651	
	Total	**14,843**		**16,843**		**13,319**		**15,930**	

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020—Value: thousands of US dollars

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IMPORT AND DOMESTIC CONSUMPTION IN HONG KONG OF WINE FROM FRESH GRAPES (EXCLUDING SPARKLING WINE) (HS 220421)

	- 2016 -		- 2017 -		- 2018 -		- 2019 -	
	Value	Change %	Value	Change %	Value	Change %	Value	Change %
Imports	1,474,894	13	1,468,843	-0.4	1,460,378	-1	1,060,787	-27
Re-exports	656,277	9	559,542	-15	431,463	-23	184,732	-57
Internal Consumption	818,617	15	909,301	11	1,028,915	13	876,055	-15

* * Indication on INTERNAL consumption = Total Imports - Re-exports; stock not considered for unsold products

Source: Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020— Value: thousands of US dollars

HONG KONG IMPORTS OF SPARKLING WINE FROM FRESH GRAPES (EXCLUDING CHAMPAGNE) (HS 22041090) - IN VALUE

HONG KONG'S IMPORTS BY ORIGINS OF SPARKLING WINE OF FRESH GRAPES (EXCEPT CHAMPAGNE) (94 LITRE) (HS 22041090)													
											VALUE: USD (MN)		
		- 2016 -			- 2017 -			- 2018 -			- 2019 -		
RANK	ORIGINS	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG	VALUE	%SHR	%CHG
	TOTAL	7	100	-4	8	100	19	6	100	-16	6	100	-2.3
1	**ITALY**	**2**	**26.7**	**-5.6**	**2**	**26.8**	**25.1**	**2**	**34.9**	**1**	**2**	**40**	**11.9**
2	FRANCE	3	40.2	80.3	3	39.8	18.4	2	30.2	-34	2	26	-14.6
3	USA	*	4.2	146.4	*	4.2	44.5	*	3.9	-37	1	10.4	158
4	AUSTRALIA	1	11.08	-17.6	1	11	20	1	12.4	-10	1	9.1	-28.1
5	SPAIN	*	5.9	-15.3	*	5.8	20.3	*	5.6	-24	*	6.1	6.5
6	UNITED KINGDOM	*	0.8	-67.8	*	0.8	206.4	*	0.9	-63	*	3.7	294.7
7	GERMANY	*	3.2	-34.6	*	3.6	30.3	*	3	-29	*	1.1	-63.8
8	HUNGARY	--	--	--	*	*	--	*	0.1	43.5	*	0.8	1281.8
9	JAPAN	*	1.4	-92.8	*	1.4	-2.5	*	1.4	-3.9	*	0.6	-56.1
10	SOUTH AFRICA	*	0.6	-58.6	*	0.8	57.7	*	0.6	-44	*	0.3	-42.1

(Insignificant)* *(..Over 1000% increase)*

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE, 2020 - Value: millions of US dollars

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IMPORTS IN VALUE OF RED WINE IN HONG KONG (HS 22042191) AND WHITE (HS 22042192)

Country		Ranking (based on 2019 data)		2016	2017	2018	2019
France	Red	1	Value	883,854	835,130	907,098	630,708
			% Share	63	60	65	62
	White	1	Value	22,432	21,823	26,038	20,694
			% Share	51	35	42	44
United Kingdom	Red	3	Value	111,309	102,652	122,450	97,347
			% Share	8	7	9	10
	White	2	Value	2,592	5,684	8,679	6,495
			% Share	6	9	14	14
United States	Red	4	Value	54,924	74,826	58,702	74,884
			% Share	4	5	4	7
	White	7	Value	2,634	2,136	2,175	1,737
			% Share	6	3	4	4
Australia	Red	2	Value	264,281	270,361	194,044	111,842
			% Share	15	19	14	11
	White	3	Value	6,550	8,269	7,449	6,456
			% Share	15	13	12	14
Chile	Red	6	Value	20,565	21,261	19,098	17,477
			% Share	1	2	1	2
	White	8	Value	1,698	1,426	1,659	1203
			% Share	3	2	3	3
Spain	Red	7	Value	13,963	16,013	12,623	15279
			% Share	1	1	1	2
	White	9	Value	880	830	696	651
			% Share	2	1	1	1
New Zealand	Red	10	Value	5,519	6,191	4,965	5,589
			% Share	0	0	0	1
	White	4	Value	4,546	5,129	4,445	3,389
			% Share	8	8	7	7
Italy	**Red**	**5**	**Value**	**22,999**	**30,049**	**27,394**	**24,079**
			% Share	**1.6**	**2.1**	**2**	**2**
	White	**5**	**Value**	**9,180**	**10,903**	**6,558**	**3,068**
			% Share	**17**	**17.7**	**11**	**7**

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE, 2020 - Value: thousands of US dollars

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IMPORT IN VOLUMES OF RED WINE TO HONG KONG (HS 22042191) AND WHITE (HS 22042192)

Country		Ranking (based on 2019 data)		2016	2017	2018	2019
France	Red	1	Liters	19,425	17,834	13,995	10,147
			% Share	35.6	35.6	32	30
	White	1	Liters	925	862	803	953
			% Share	18.8	18.8	18	24
Australia	Red	2	Liters	12,611	13,125	11,626	9,424
			% Share	23.1	23.1	27	28
	White	2	Liters	813	971	717	808
			% Share	16.5	16.5	16	20
USA	Red	3	Liters	8,148	7,684	5,819	4,518
			% Share	14.9	14.9	14.3	13
	White	6	Liters	343	286	269	233
			% Share	7	7	6	6
Chile	Red	4	Liters	5,349	5001	3871	3184
			% Share	9.8	10.3	9	9
	White	5	Liters	481	413	469	366
			% Share	9.8	8.2	11	9
Spain	Red	5	Liters	3,523	3,289	2,689	2,038
			% Share	6.5	6.8	6	6
	White	7	Liters	240	239	219	218
			% Share	4.9	4.5	5	5
Italy	**Red**	**6**	Liters	**1,811**	**2,210**	**2,027**	**1,627**
			% Share	**3.3**	**3.3**	**5**	**5**
	White	**3**	Liters	**742**	**764**	**747**	**613**
			% Share	**15.1**	**15.1**	**17**	**15**

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020- Quantity: Thousands of Bottom Containers

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IMPORTS OF ALCOHOLIC BEVERAGES IN HONG KONG (IN VALUE)

The ranking of Italy in each category of alcoholic beverage is highlighted in the 1st column

			2016			2017			2018			2019		
Position of Italy (2019 data)	**HS**	**Products**	**Value**	**% Share**	**% Change**	**Value**	**% Share**	**% Change**	**Value**	**% Share**	**% Change**	**Value**	**% Share**	**% Change**
5	22042191	Red wine (thousands)	22,998	1.6	-12.5	30,049	2.1	30.7	27,394	0.7	-8.8	24,079	2.4	-12.1
4	22082000	Spirits obtained from the distillation of grape wine / marc (thousands)	13	*	-36	31	*	-10.7	58.2	*	87	236	*	305.7
10	22030010	Beer and Ale (thousands)	1,725	1.4	172.6	1,999	1.7	15.9	1,666	1.3	-17	1,734	1.5	4.1
5	22042192	White wine (thousands)	9,180	6.8	-12.6	10,903	17.7	18.8	6,557	10.6	-40	3,068	6.5	-53.2
3	22085000	Gin and juniper brandy (thousands)	3	0.1	..	111	4.4	..	70.7	2	-36	271.7	5.8	283.9
1	22041090	Sparkling wine of fresh grapes (excluding champagne) (thousands)	1,776	26.8	-4.4	2,196	28.8	23.7	2,219	34.9	1	2,483	39.9	11.9
3	22084000	Rum and other spirits obtained from the distillation of sugar cane fermentation products (thousands)	3	0.3	-86.2	83	6.8	..	44	2.3	-46.8	243	14	453
1	22051010	Vermouth (thousands)	72	65.5	-14.7	68	67.5	-5.3	34	52.5	-50.7	26	38.4	-24.3

(insignificant) (..Over 1000% increase)*

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020 - Value: thousands of US Dollars

IMPORTS IN HONG KONG OF ALCOHOLIC BEVERAGES (BY VOLUME)

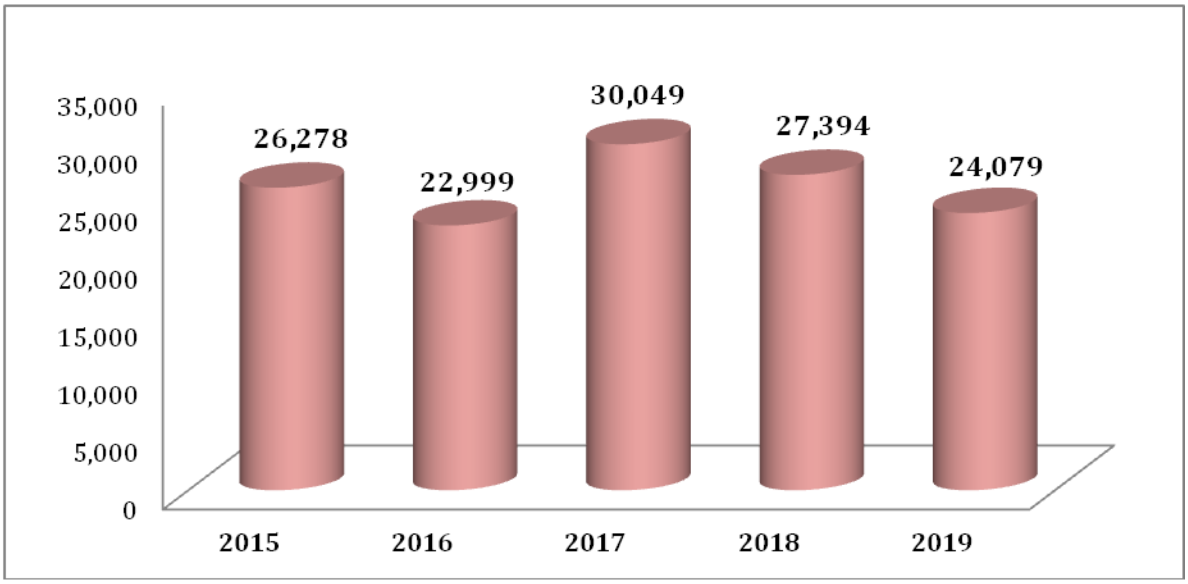
			2016			2017			2018			2019		
Position of Italy (2019 data)	**HS**	**Products**	**Volume**	**% Share**	**% Change**	**Volume**	**% Share**	**% Change**	**Volume**	**% Share**	**% Change**	**Volume**	**% Share**	**% Change**
15	22030010	Beer and Ale (thousands of liter.)	945	0.6	100.3	941	0.6	-0.4	703	0.4	-25	789	*	12.2
6	22042191	Red wine (thousands of containers less than 2 liter.)	1,811	3.3	-21	2,201	4.2	21.6	2,027	*	-8	1,627	4.8	-19.8
6	22082000	Spirits obtained from the distillation of grape wine / marc (thousands of liters)	4	0.1	224.7	3	*	-26.4	5	*	83	16	*	228.9
3	22042192	White wine (thousands of containers less than 2 liter.)	742	15.1	13	764	15.7	2.9	747	17	-2	613	15.2	-18
4	22085000	Gin and juniper brandy (thousands of liters)	*	0.1	..	29	5.8	..	4	0.7	-85	40	6.1	842.4
1	22084000	Rum and other spirits obtained from the distillation of sugar cane fermentation products (thousands of liter.)	*	0.1	-89.9	2	0.8	393.4	1	0.4	-38	52	21.1	4649
1	22041090	Sparkling wine of fresh grapes (excluding champagne) (thousands of liters)	328	36.7	-6.1	351	34.5	7	330	44.8	-6	386	52.5	17
1	22051010	Vermouth (thousands of containers less than 2 liter.)	14	62.8	-35.4	20	75.5	49.5	3	40.8	-86	4.9	53.6	75

(Insignificant)   (..Over 1000% increase)*

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020

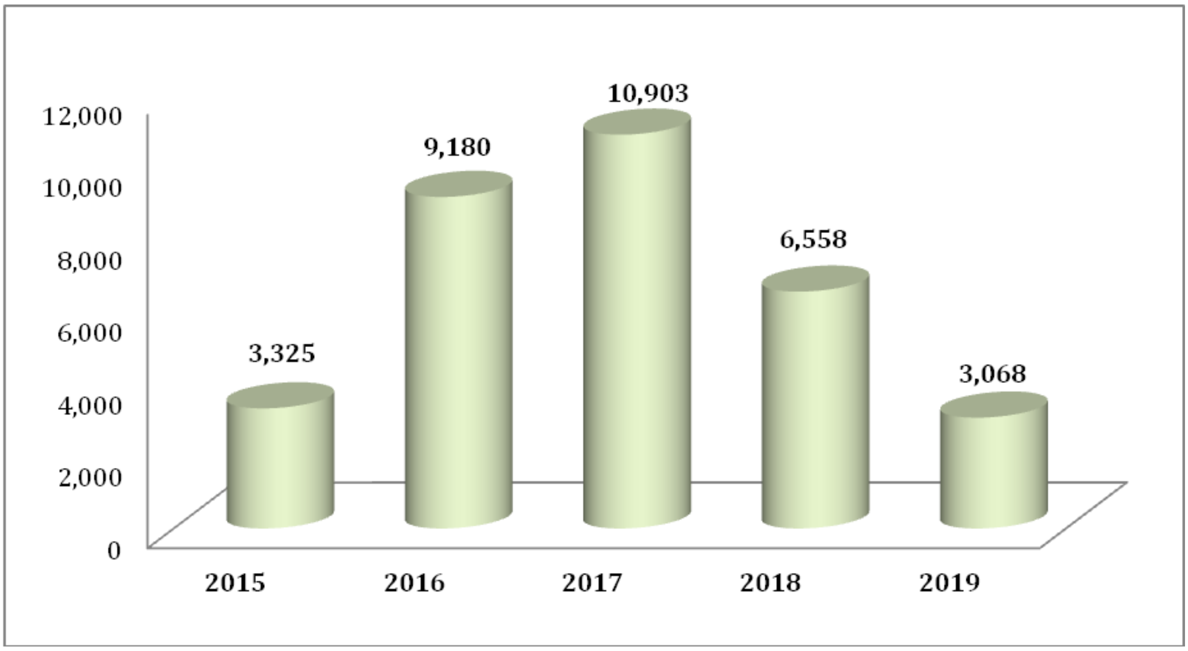
ITALIAN TRADE AGENCY

Imports of Hong Kong red wine from Italy (in value)



Source: Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR June, 2020 Value: thousands of US dollars

Imports of Hong Kong white wine from Italy (in value)



Source: Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR June, 2020 - Value: thousands of US dollars

ITALIAN TRADE AGENCY

HISTORICAL SINCE 2008

IMPORT OF RED AND WHITE WINE FROM ITALY TO HONG KONG
(HS 22042191, 22042192)

	Red wine					White wine				
Year	***World***	**Change %**	***Italy***	**Change%**	**Share % (Italy/ World)**	***World***	**Change %**	***Italy***	**Change%**	**Share % (Italy/ World)**
2008	315,237	88.7	8,649	54.5	2.7	24,227	42	1,815	6.1	7.5
2009	460,517	46.1	11,100	28.3	2.4	25,188	4	1,960	8	7.8
2010	822,401	78.6	16,687	50.3	2	29,037	15.3	2,355	20.2	8.1
2011	1,162,331	41.3	23,590	41.4	2	36,383	25.3	2,929	24.4	8.1
2012	923,685	-20.5	27,600	17	3	45,901	26.2	3,242	10.7	7.1
2013	914,211	-1	25,338	-8.2	2.8	43,118	-6.1	3,668	13.1	8.5
2014	969,743	6.1	28,626	13	3	42,177	-2.2	3,806	3.8	9
2015	1,259,001	29.8	26,278	2.1	2.1	48,763	15.6	3,325	-12.6	6.8
2016	1,413,848	12.3	22,999	1.6	1.6	55,705	14.2	9,180	176.1	16.5
2017	1,401,128	-0.9	30,049	30.7	2.1	61,512	10.4	10,903	18.8	17.7
2018	1,395,052	-0.4	27,394	-8.8	2	61,830	-0.5	6,558	-39.8	11
2019	**1,012,032**	**-27.5**	**24,079**	**-12.1**	**2.4**	**47,079**	**-23.9**	**3,068**	**-53.2**	**6.5**

Source:
Hong Kong Trade Statistics, Census & Statistics Dept., HKSAR JUNE 2020 - Value: thousands of US dollars