



The Impact of Cross-Border E-Commerce on the Export of Yellow Wine Industry

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Abstract. This research paper mainly discussed about the situation of the international yellow wine market and how the cross border e-commerce will effect the whole yellow wine market. Currently, while it have great benefit to health and good favor, the yellow wine have little popularity and selling over the world. In order to solve this issue, the cross-country e-commerce become very important while leaving both advantages and disadvantages. This trading way helps more people in different countries to be aware of it and promote the spread of traditional Chinese culture. However, it will also make buyers face many goods with large difference in quality, and face the huge excessive price for some popular brands of yellow wines.

Keywords: Yellow wine, Cross-border E-commerce, international popularity, market size, transportation tariff, selling amount.

1 Introduction

Yellow wine, as one of the world's three major brewed wines, has a history that can be traced back to the Shang and Zhou Dynasties over three thousand years ago. It originated in China and is widely popular in the Jiangnan area. Yellow wine is not only a drink but also often used as cooking ingredients and traditional Chinese medicine. The amino acids, vitamins and other abundant nutrients in it are very rich and traditionally been believed to have the effects of promoting blood circulation, keep warm and promote digestion. However, this type of alcohol that has a quite long history and multiple of benefits for the body are currently lacks of international attention, selling market and enthusiasts. Comparing with Baijiu, the market size of the yellow wine industry is obviously smaller. To be specific, according to the data, the scale of the entire yellow wine industry is approximately 20 billion yuan, which is only about one seventh of the annual revenue of the leading Baijiu enterprise "Moutai". Meanwhile, in most foreign countries, yellow wine is regarded as a tool for cooking rather than a type of alcohol that can be tasted and appreciated. These major problems are regarded as being caused by the lack of publicity and innovation, and cross-border e-commerce is a way to significantly enhance the popularity of yellow wine overseas. Therefore, the analysis of this paper focuses on the improvement of the popularity of yellow wine

through cross-border e-commerce, the export volume of yellow wine from China to various countries, and the preferences of those countries for yellow wine.

2 Literature Review

To study the positive and negative impacts of cross-border e-commerce on yellow wine, this paper examines the factors influencing the price of yellow wine, the factors affecting its export, and the direct influence of cross-border e-commerce on yellow wine. First of all, people's stereotypical impression of yellow wine has established its purchasing power. Jian Huang et al. concluded in her research on the young consumer group that "The biggest problem with Shaoxing rice wine, which follows a youthful and fashionable model, is the lack of consumption scenarios. Especially among young people, the popularity of rice wine is very low. To win over the mouths of young people, yellow wine enterprises have made many attempts."^[1] At the same time, Dr. Jianli Qian pointed out that "the yellow wine market is mainly concentrated in the East China region. Consumers in other regional markets have insufficient awareness of yellow wine and have certain misunderstandings about yellow wine products and brands. For instance, they have already developed a stereotype that yellow wine is 'low-end' and 'outdated'."^[2] Meanwhile, Yixuan Wang stated, "In recent years, the rapidly developing 'foreign wines', as well as various common and functional beverages, have posed new threats to the development of Shaoxing rice wine due to their excellent quality control concepts and novel, fashionable and modern visual elements, especially when facing the middle-aged and young consumer groups."^[3] Shaoxing rice wine has demonstrated its obvious marketing weakness, having lost the huge consumer group of middle-aged and young people, which has seriously hindered the development of the entire industry. These three documents reflect that the stereotypical impression of yellow wine held by people at home and abroad has influenced its sales and pricing. In addition, the export of yellow wine also cannot do without policy support. In the major scientific and technological project of Shaoxing yellow wine under the provincial and local collaborative research, Hongcheng He, Ping Li et al. pointed out that it is necessary to "seize the opportunity of the Belt and Road Initiative construction, utilize cross-border e-commerce platforms to explore foreign markets, and promote yellow wine to go global and reach the world."^[4] The export of yellow wine requires the dissemination and accumulation of traditional culture even more. As Peixuan Wang from Jiangnan University mentioned, "The emphasis and in-depth exploration of yellow wine culture have always existed in the production and sales history of yellow wine in China, especially the functions and cultural connotations of yellow wine products have been given more attention and explored."^[5] However, there is an inherent conflict between the marketing of yellow wine and the dissemination of yellow wine culture. The former requires rapid achievement of business goals, while the latter demands long-term accumulation. This also fully demonstrates the necessity of the historical dissemination of yellow wine and the reasons for the spread of traditional culture. Finally, cross-border e-commerce also has some drawbacks for yellow wine. Chizhou Ma, the head of Zhejiang Zhoushan Deshunfang Wine Industry, believes that the

popularity of online sales and cross-border e-commerce has gradually expanded the sales range of yellow wine to the global market, and there has also been a significant price gap.^[6] In the investigation, we also learned that the premium of high-end brands such as Guyue Longshan, Kuaiji Mountain and Taipai, which is as high as 20% to 30%, has led to a significant increase in the cost for foreign wine enthusiasts to purchase yellow wine.

3 Current Situation of Yellow Wine Export

This study found that the popularity, preference and sales volume of yellow wine vary greatly in different countries. In Hong Kong, Japan, Southeast Asia and other places, influenced by the traditional Chinese custom of drinking yellow wine, some people are very fond of yellow wine. Meanwhile, on special shopping websites in various places, one can often see the sale of yellow wine and various reviews. Meanwhile, in Europe, the situation of yellow wine is quite different. Most European residents cannot accept the unique sweet taste of yellow wine, so they mostly think that yellow wine is just a seasoning for Chinese cuisine. At the same time, on their shopping websites, only yellow wine sold under the name of seasoning can be seen. These yellow wines are believed to be provided for local Chinese restaurants.

For a long time, Japan and Hong Kong, China have been the main export regions for yellow wine. In 2023, the export volume of yellow wine from China reached 11,800 kiloliters, with an export value of 21 million US dollars (As shown in Table 1). Among them, the proportion of yellow wine exports to Japan is as high as 35%, while the export volume to Hong Kong, China, is approximately 17% (As shown in Figure 1). In Japan, yellow wine is purchased in large quantities at extremely low prices and is widely available in Japanese izakayas. Compared with the average price of Japanese sake at \$15 per liter, the export price of yellow wine is as low as \$2.25 per liter. Therefore, it has gained a large number of enthusiasts and is more accepted by young consumers. In addition, the export of yellow wine only requires a tariff of 6.4%, thanks to its lower alcohol content, while the tariff on white wine is as high as 12%. The price of yellow wine in Hong Kong does not have a significant difference from that on the Chinese mainland. Its tariff policy only applies to alcoholic beverages with an alcohol content exceeding 30%, while yellow wine generally has an alcohol content of 10%. However, the relatively high prices in Hong Kong compared to the Chinese mainland and the small premiums of some well-known brands have led to the prices of some yellow wines being slightly higher than those on the mainland. The fact that yellow wine has fewer enthusiasts and a lower output is not entirely due to its promotional issues. In the early part of the last century, China suffered from severe food shortages, droughts and continuous natural disasters. As a result, the cost of yellow wine made from grains such as rice and wheat has soared. This has also led to a large number of white spirits that can be blended with edible alcohol coming into people's view. As Baijiu becomes increasingly familiar to more and more people, Huangjiu is gradually fading from people's view. Because yellow wine can be used as a seasoning in cooking, some people think that yellow wine is not for drinking but for cooking. As this awareness spreads,

more and more foreigners' first impression of yellow wine is actually that it is an ingredient used in Chinese cuisine. Even in China, the consumption of yellow wine is confined to the southern regions, mainly in Shaoxing and cities near the Yangtze River.

Table 1. Export Volume and Value of Chinese Yellow Wine (2019–2023)

Year	Export Volume (kiloliters)	Export Value (million USD)	Average Price (USD/kiloliter)
2019	9,600	15.5	1,614
2020	9,900	16.1	1,626
2021	10,300	16.9	1,641
2022	11,034	18.4	1,668
2023	11,800	21.0	1,779

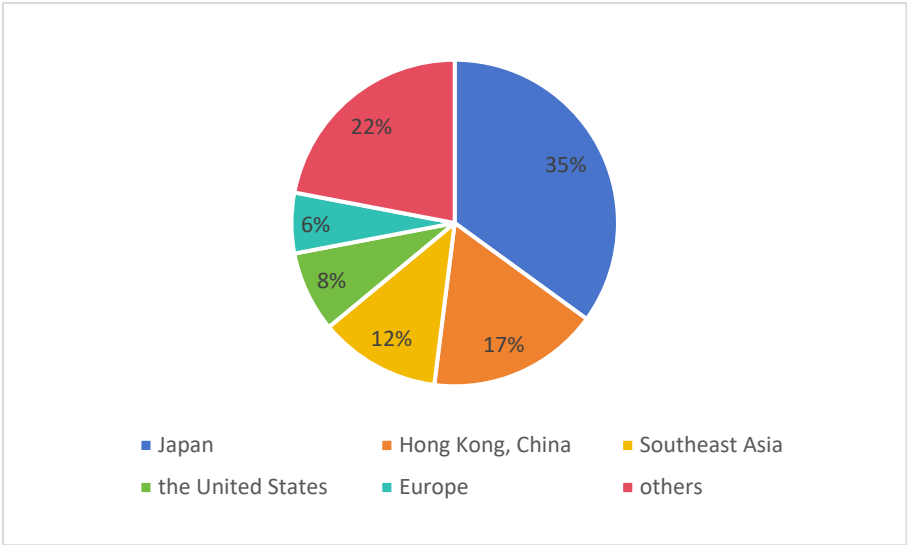


Fig. 1. Distribution of China's Yellow Wine Export Destinations (2023)

4 **Impacts of Cross-border E-commerce on Yellow Wine**

To change this limited thinking and stereotype, cross-border e-commerce is achieving this goal in its own way. Whether this method really works and whether using it will

bring any negative impressions are what we need to consider. Cross-border e-commerce has undoubtedly promoted the export of yellow wine. Data from the General Administration of Customs shows that in 2022, domestic yellow wine exports were approximately 11,800 kiloliters, representing a year-on-year growth of 6.92%. The export volume was 151 million yuan, increasing by 18.31% year-on-year. E-commerce platforms that export yellow wine to China usually list their products on suitable cross-border e-commerce platforms such as Amazon, Rakuten, Alibaba, etc. At the same time, provide detailed product information, prices, specifications and other contents to attract international consumers. After the merchant completes the transaction through international payment, the logistics company ensures that the yellow wine can be smoothly delivered to the destination. In addition, in order to increase sales, merchants will carry out market promotion through social media and advertising and other means. E-commerce platforms can also provide opportunities for the international promotion and expansion of yellow wine through festival marketing. Platforms can take advantage of festivals to launch promotional activities or limited edition packaging, which can stimulate consumers' purchasing desire. Festivals are the peak period for people to exchange gifts. Yellow wine, as a drink with cultural background and significant benefits, is obviously the best choice to give to elders who drink alcohol. In this way, e-commerce platforms have not only promoted the growth of yellow wine sales, but also gradually strengthened the connection between yellow wine and Chinese culture. These promotions undoubtedly enhanced the global popularity of Chinese yellow wine and also attracted more overseas yellow wine enthusiasts. On major e-commerce platforms such as Alibaba, Tmall Global and Rakuten in Japan, countless foreigners have shared through comments how they discovered yellow wine and were extremely shocked after tasting it. Amidst the overwhelming praise, more and more people are learning about and tasting traditional Chinese yellow wine through these platforms. On the Rakuten website in Japan, among the 51 types of yellow wine, only 7 have a rating of less than 4 stars. Meanwhile, among the 264 kinds of yellow wines in HKTV mall, 79 kinds have reviews, and as many as 66 kinds of yellow wines have reviews higher than 4 stars.

At the same time, e-commerce platforms have also brought about some negative impressions to a certain extent, such as uneven quality and excessive premium pricing of high-end brands. On e-commerce platforms, there are some low-priced and low-quality yellow wines. However, after consumers taste these unpalatable wines for the first time, they will no longer be interested in yellow wines. In the stores specializing in selling yellow wine, most of the wine comes from leading brands such as Kuaiji Mountain, Guyue Longshan, and Taipai. This also makes it rare for people to find poor-quality bulk yellow wine in shops. Unlike those low-priced yellow wines, high-end yellow wines have also become more expensive due to the influence of e-commerce platforms and tariffs. On the Taobao app in China, the price of a 15-year-old bottle of Taipai yellow wine is less than 300 yuan. On the Rakuten platform in Japan, the price of this bottle of wine exceeds 8,000 yen, which is over 400 yuan. This premium of nearly 40% also reflects that foreigners have to pay more to obtain the same yellow wine. Therefore, many people give up trying the more expensive yellow wine due to the price issue. This also leads to more low-quality yellow wine

being purchased and has more negative impacts. In addition, on cross-border e-commerce platforms, the brand image of yellow wine is vulnerable to the challenge of being weakened. On the platform, cross-border e-commerce platforms offer a wide variety of alcoholic products. Yellow wine often competes on the same stage with other internationally renowned types of wine. If yellow wine lacks differentiated promotion, it is likely to be submerged among numerous choices. Therefore, if its unique value is not accurately reflected in the promotion, yellow wine may be misunderstood as a low-end substitute for other types of alcohol. This not only fails to reflect the profound cultural heritage of yellow wine, but may also weaken the overall image of the brand.

5 Conclusion

This article focuses on the positive and negative impacts of the yellow wine industry's expansion into the international market through cross-border e-commerce. Although yellow wine has a long history and rich benefits, it faces problems such as low international recognition, often being mistakenly regarded as a cooking seasoning, and an aging consumer base. Research indicates that cross-border e-commerce has provided an important path for the export trade of yellow wine, effectively boosting its sales in regions such as Japan, Southeast Asia, and Hong Kong. User reviews on some e-commerce platforms also reflect that stereotypes are being broken. However, cross-border e-commerce has also brought about problems such as uneven quality and significant premium pricing for high-end brands. Overall, although the expansion of international trade in yellow wine mostly stems from the sales and promotion through cross-border e-commerce, cross-border e-commerce still needs to deal with the problems of premium and uneven quality.

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