

Alcoholic Drinks in China

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Report description:

In 2021, alcoholic drinks saw a return to growth in China, starting its recovery after seeing decline in 2020 due to the effects of the pandemic. Total volume sales in some alcoholic drinks categories returned to the level seen before the pandemic, although this was not the case across the board, whilst value sales saw a better performance. On-trade channels, including clubs, bars and restaurants, and off-trade channels resumed their operations and provided services to consumers. Although occasi...

Euromonitor International's Alcoholic Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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