

Spirits in China

Market Direction | 2022-06-24 | 32 pages | Euromonitor

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Report description:

In 2021, sales of baijiu (Chinese spirits) continued to see a strong decline. Five years of continuous decrease in volume sales were partly due to a transition in consumers' perceptions of baijiu consumption. In the face of COVID-19, consumers paid more attention to their health and the potential risks of alcohol consumption; thus, they drank less baijiu than before. The notion of "drink better not more" is also gaining popularity, which motivated baijiu distillers to improve their product quali...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SPIRITS IN CHINA

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Baijiu volumes continue to decline in 2021 due to health awareness

Little Lang Liquor takes some of Jiangxiaobai's consumers due to its good taste

International spirits witness growth momentum in 2021

PROSPECTS AND OPPORTUNITIES

Premium Chinese spirits expected to grow in volume terms

Product, pricing and brand strategies expected to upgrade to achieve premiumisation

Japanese whiskies to benefit from tariff cut

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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