

Spirits in China

Market Direction | 2023-07-05 | 32 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The impact of the COVID-19 pandemic on spirits in China was profound in 2022, as the closure of on-trade establishments during lockdowns had a detrimental effect on sales in the category. However, amidst these challenging circumstances, there was a noteworthy surge in home mixology with spirits, fostering an increase in off-trade value sales of spirits such as whiskies and rum. The underlying catalyst for the growth of off-trade sales in these categories lies in the cultivation of spirits consum...

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 (2018-2022), 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 2027 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Spirits in China
Euromonitor International
July 2023

List Of Contents And Tables

SPIRITS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home drinking during lockdowns propels off-trade growth for some categories

Pandemic results in a decline in volume sales and high inventory level for Chinese spirits

Challenge from the deceleration of growth for single malt Scotch whisky

PROSPECTS AND OPPORTUNITIES

Japanese whisky set to become a core category contributing to growth in spirits

Economy Chinese spirits expected to shrink in volume terms, while the premium segment will grow

Expanding opportunities and promising prospects for brandy and cognac

CATEGORY BACKGROUND

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

Summary 1 Benchmark Brands 2022

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 □GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN CHINA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spirits in China

Market Direction | 2023-07-05 | 32 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-04
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com