

Spirits in China

Market Direction | 2024-06-12 | 30 pages | Euromonitor

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Report description:

Spirits in China showed different trends in total volume and total current value terms in 2023. Total volume sales declined both off-trade and on-trade, primarily due to the continued decrease in sales of Chinese spirits. Although the lifting of restrictions post-pandemic positively influenced the frequency of alcoholic drinks consumption, changes in consumer habits and concerns about health led to reduced interest in traditional Chinese spirits amongst Chinese consumers.

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 (2019-2023), 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 2028 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.

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SPIRITS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increases in unit prices of spirits drive up total value sales, but total volumes see continued decline

The sales performance of Chinese spirits is poor, with the main pressure coming from significant inventory build-up amongst distributors

Growth of Japanese whisky begins to slow in China, with the previously enthusiastic market gradually cooling off

PROSPECTS AND OPPORTUNITIES

Chinese whisky distilleries are beginning to emerge, with an increasing number of locally produced brands set to make their debut

Premiumisation may become a more common phenomenon in spirits in the future

Sales of international spirits in the on-trade channel resume growth, and this channel will remain significant for international spirits

CATEGORY BACKGROUND

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

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ALCOHOLIC DRINKS IN CHINA

EXECUTIVE SUMMARY

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Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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