

## **Fine Wines/Champagne and Spirits in China**

Market Direction | 2024-10-23 | 22 pages | Euromonitor

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### **Report description:**

Current value sales of fine wines/champagne and spirits are rising by 3% to total CNY853.3 billion in China in 2024, boosted by consumers' renewed and growing appetite for luxurious experiences and enjoyment. Socialising over a drink with friends remains a priority for many and demand for fine wines/champagne and spirits is further supported by celebrating events such as weddings, christenings and birthdays.

Euromonitor International's Fine Wines/Champagne and Spirits in China report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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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Premiumisation trends benefit baijiu

Younger generations seek to drink less but better as health conscious-drinking takes greater hold, while players work on appealing through culture

#### PROSPECTS AND OPPORTUNITIES

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