

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.

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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Table of Contents:

Fine Wines/Champagne and Spirits in China
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List Of Contents And Tables

FINE WINES/CHAMPAGNE AND SPIRITS IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales supported by taste for luxury and expanding premiumisation, as Champagne partners with Marriott Hotels

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

Sales set to rise though players must pay attention to evolving trends and demand

Fine wines will lead growth as luxury spirits remains biggest segment

Baijiu still ripe for further growth as premiumisation trends persist

CATEGORY DATA

Table 1 Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 2 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 4 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 5 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 6 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 7 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

LUXURY GOODS IN CHINA

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2019-2024

Table 9 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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