

## On-trade Alcoholic Drinks - China - June 2014

**Report Price:** £2463.80 | \$3990.00 | €3129.79

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"When it comes to alcoholic drinks, women's spending is significantly less compared with men and female consumers are widely considered 'hard to reach'. Highlighting food pairing and partnering with Asia restaurants in online-based campaigns should be able to help brands stand out when targeting women."  
— David Zhang, Research Analyst

### This report looks at the following areas:

- How can brands target female consumers at on-trade channels?
- How can brands utilise food pairing to improve awareness of their drinks?
- How to break the affordability barrier?
- How can premium drinks effectively reposition themselves under the anti-extravagance campaign?

As the dominating power of the on-trade channel, the beer segment has become more mature, with the growth rate slowing. This has led to annual growth in the overall on-trade market falling from more than 10% to only 1.2% in 2013.

In the high-end segment, the wine and spirits categories have been hit, and the market has become more consumer-centric instead of business-purpose driven. In the past few years, there have been a number of shifts, with the wine segment seeing its volume decrease by 11.2% in 2013 and the growth rate of spirits decreasing from 25.2% in 2010 to 6.0% in 2013.

Looking ahead, sales in the on-trade alcoholic beverage market are likely to grow by a modest CAGR of 3.8%. While high-end premium wines and spirits are losing ground, mid-range product lines are expanding fast to fill the gap. The strong performance in the mid-range wine and spirits categories and the trend of premiumisation in the beer category are the key drivers supporting growth in the on-trade alcoholic drink market.

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## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

The market

Figure 1: Fan chart of on-trade alcoholic drinks in China, 2009-19

Market drivers

Government anti-extravagance campaign forcing a market reshuffle

The outlook for premium ranges remains strong

Health concerns pose a threat to the baijiu market but are a boost to wine

The ageing population poses a threat to the alcoholic drinks market

Organic growth remains strong as urbanisation continues apace

Supreme Court judicial interpretation on BYO drinks

Companies, brands and innovation

Brewpubs and microbrew/craft beer gain momentum

The emerging trend of food pairing

Innovation without boundaries: beer cocktails

The consumer

There is potential to expand the user base of on-trade channels

Figure 2: Usage of alcoholic drinks at home and out of home, March 2014

Consumers are drinking more frequently and spending more

Figure 3: Change of consumption level in alcoholic drinks, March 2014

Beer, wine and baijiu dominate both in-home and on-trade channels

Figure 4: Different types of alcoholic drinks had at home and out of home, March 2014

Chinese restaurants remain the most popular place for drinking

Figure 5: Places visited when drinking alcoholic drinks out of home, March 2014

Personal consumption outweighs business occasions

Figure 6: Occasions for drinking alcoholic drinks out of home, March 2014

Word of mouth becomes an important information channel

Figure 7: Attitudes towards information channels, March 2014

Impulsive purchase highlights the importance of campaigns at PoP

Figure 8: Attitudes towards out-of-home drink selection, March 2014

Trying new drinks is important but high earners remain brand loyal

Figure 9: General attitudes towards innovation, March 2014

Premium drinks show potential

Figure 10: General attitudes towards premiumisation

Wine has a healthy image

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Figure 11: General attitudes towards health implication of drinking

What we think

## Insights and Issues

How can brands target female consumers at on-trade channels?

The facts

Implications

How can brands utilise food pairing to improve awareness of their drinks?

The facts

Implications

Figure 12: Agreement with the statement "The type of alcoholic drink served with food is important to me when dining out of home", by demographics, March 2014

How to break the affordability barrier?

The facts

Implications

Figure 13: Number of different types of alcoholic drinks had out of home, by income, March 2014

How can premium drinks effectively reposition themselves under the anti-extravagance campaign?

The facts

Implications

## Trend Application

Trend: Influentials

Trend: Life Hacking

Mintel Future: Brand Intervention

## Market Drivers

Key points

Government anti-extravagance campaign forcing a market reshuffle

The outlook for premium ranges remains strong

Figure 14: Urban per capita household consumption expenditure in cash (RMB) 2005-13

Health concerns pose a threat to the baijiu market but boost wine

The ageing population poses a threat to the alcoholic drinks market

Figure 15: The population in China, by age groups, 2002-12

Organic growth remains strong as urbanisation continues apace

Figure 16: Urbanisation in China, 2000-12

Supreme Court judicial interpretation on BYO drinks

## Who's Innovating?

Key points

Brewpubs and microbreweries/craft beer gain momentum

Figure 17: Cider from Shanghai Brewery

Figure 18: Great leap Beijing

The emerging trend of food pairing

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Figure 19: Microbrew white beer from Paulaner

Innovation without boundaries: beer cocktails

Figure 20: Beer cocktails from Shanghai Brewery

## Market Size, Forecast and Segment Performance

### Key points

Spirits are expanding market share

Figure 21: On trade volume sales of alcoholic drinks, 2011-13

The slow growth of beer segment stalls the on-trade alcoholic drink market

Figure 22: On trade volume sales of alcoholic drinks in China, 2009-19

The growing demand for spirits leads future recovery

Figure 23: Fan chart of on-trade alcoholic drinks in China, 2009-19

Forecast methodology

## The Consumer – The Consumption of Alcoholic Drinks

### Key points

There is potential to expand the user base of on-trade channels

Figure 24: Usage of alcoholic drinks at home and out of home, March 2014

Men dominate both on-trade and retail channels

Figure 25: Usage of alcoholic drinks at home and out of home, by gender, March 2014

Parents in their thirties from tier one cities are more likely to drink at home

Figure 26: Usage of alcoholic drinks at home, by selected demographics, March 2014

## The Consumer – Changing Consumption Levels

### Key points

Consumers are drinking more frequently and spending more

Figure 27: Change of consumption level in alcoholic drinks, March 2014

Women are more likely to increase their in-home drinking frequency

Figure 28: Change of consumption level of in home alcoholic drinks, by gender, March 2014

In home as a potential occasion for premium alcoholic drinks

Figure 29: In home alcoholic drink consumption changes, by household income, March 2014

On trade channels tend to be more attractive to the young

Figure 30: Out of home alcoholic drink consumption changes, by age, March 2014

Lower tier cities shows great potential for premium drinks offered via on-trade channels

Figure 31: Out of home alcoholic drink consumption changes, by age, March 2014

## The Consumer – Types of Alcoholic Drinks Consumed

### Key points

Beer, wine and baijiu dominate both in-home and on-trade channels

Figure 32: Different types of alcoholic drinks had at home and out of home, March 2014

Wine is largely an at-home drink...

...and Western spirits tend to be suitable as out-of-home drinks

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People tend to explore different types of drinks at on-trade channels...

Figure 33: Repertoire of different types of alcoholic drinks had at home and out of home, March 2014

... but affordability remains the key barrier

Figure 34: Number of different types of alcoholic drinks had out of home, by income, March 2014

Wine has a high-end image while beer attracts low to mid earners

Figure 35: Selected types of drinks consumed out of home, by personal income, March 2014

Wine, Champagne and cocktails more attractive to women

Figure 36: Selected types of alcoholic drinks consumed out of home, by gender, March 2014

Wine and baijiu are seen as drinks for business purposes

Figure 37: Type of drink consumed out of home, by occasions, March 2014

## The Consumer – Places Visited When Drinking

Key points

Chinese restaurants remain the most popular place for drinking

Figure 38: Places visited when drinking alcoholic drinks out of home, March 2014

Asian restaurants show potential for targeting the female segment

Figure 39: Light users of Asian restaurants, by demographics, March 2014

## The Consumer – Occasions of Drinking Alcoholic Drinks Out of Home

Key points

Personal consumption outweighs business occasions

Figure 40: Occasions for drinking alcoholic drinks out of home, March 2014

Special events and festivals are important reasons for consumers to drink out of home...

... and they tend to be an important channel to attract female consumers

Figure 41: Having drunk alcoholic beverages in specific events, by gender, March 2014

Western spirits could benefit from highlighting food pairing

Figure 42: Occasions of drinking alcoholic beverages out of home, by types of drinks, March 2014

## The Consumer – Attitudes Towards Information Channels

Key points

Word of mouth becomes an important information channel

Figure 43: Attitudes towards information channels, March 2014

Online channels works better to attract women

Figure 44: Most popular attitudes towards drinking alcoholic drinks out of home, by demographics, March 2014

Barmen: an important information source for premium drinks

Figure 45: Agreement of the statement "I would like to try the alcoholic drinks recommended by barmen", by income, March 2014

## The Consumer – Attitudes Towards Drink Selection

Key points

Impulsive purchase highlights the importance of campaigns at PoP

Figure 46: Attitudes towards out-of-home drink selection, March 2014

More options make choices difficult to come by

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Figure 47: Agreement with the statement "I only decide what to drink when I am in the outlet", by region, March 2014

Drink origins tend to be more important in tier three cities

Figure 48: Agreement with the statement "The origin of the alcohol is an important consideration factor when drinking out of home"

## The Consumer – Attitudes towards Prices and Promotions

Key points

People tend to buy more expensive drinks in on-trade channels

Figure 49: Attitudes towards pricing and promotions, March 2014

## The Consumer – General Attitudes Towards Innovation

Key points

Trying new drinks is more relevant...

Figure 50: General attitudes towards innovation, March 2014

Figure 51: The selection of beers to try, Jackie's Beer Nest Shanghai

...but high earners tend to show a high level of brand loyalty

Food pairing appeals to high earners and women

Figure 52: Agreement with the statement "The type of alcoholic drink served with food is important to me when dining out of home", by demographics, March 2014

Food pairing: an important way of reaching women

Food pairing: A useful means of premiumising

Food pairing: Uncharted water for baijiu brands

Regional differences on local drinks

Figure 53: Agreement with the statement "Local drinks cater better to my taste than imported ones", by demographics, March 2014

## The Consumer – General Attitudes Towards Premiumisation

Key points

Premium drinks shows potential

Figure 54: General attitudes towards premiumisation

Premium packaging is more appealing to women

Figure 55: Agreement with the statement "Alcohol drinks with premium packaging are worth paying more for when drinking out of home", by gender, March 2014

Figure 56: Absolut Vodka Mode Edition, 2011

Figure 57: Media Vodka and Only premium gin with appealing packaging

Figure 58: Baileys Chocolate Luxe, Q1 2014

## The Consumer – General Attitudes towards Health Implications of Drinking Alcohol

Key point

Wine has a healthy image

Figure 59: General attitudes towards health implication of drinking

## The Consumer – Cluster Analysis

Key points

Four groups identified

Figure 60: Four groups identified, March 2014

Health Disdainers

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## Who are they?

Figure 61: Health disdainers, by selected demographics, March 2014

## What do they think?

How have their drinking habits changed over the past 12 months?

Which types of drinks do they prefer?

Where do they drink?

Marketing implications

Price Sensitive Consumers

## Who are they?

What do they think?

How have their drinking habits changed over the past 12 months?

Figure 62: The drinking habits of price sensitive segment, March 2014

Which types of drinks do they prefer?

Where do they drink?

Marketing implications

Domestic Premium Lovers

## Who are they?

Figure 63: Domestic premium lover, by selected demographics, March 2014

What do they think?

How have their drinking habits changed over the past 12 months?

Figure 64: The drinking habits of domestic premium lover segment, March 2014

Which types of drinks do they prefer?

Where do they drink?

Marketing implications

International Premium Seekers

## Who are they?

Figure 65: International premium seeker, by selected demographics, March 2014

What do they think?

How have their drinking habits changed over the past 12 months?

Figure 66: The drinking habits of international premium seeker segment, March 2014

Which types of drinks do they prefer?

Where do they drink?

## Appendix – Consumption of Alcoholic Drinks in the Past 12 months

Figure 67: Consumption of alcoholic drinks in the past 12 months, March 2014

Figure 68: Consumption of alcoholic drinks in the past 12 months, by demographics, March 2014

## Appendix – Change of Consumption Level in Alcoholic Drinks in the Past 12 Months

Figure 69: Change of consumption level in alcoholic drinks in the past 12 months, March 2014

Figure 70: Change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink in home compared to 12 months ago has, by demographics, March 2014

Figure 71: Change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking in home compared to 12 months ago has, by demographics, March 2014

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# On-trade Alcoholic Drinks - China - June 2014

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Figure 72: Change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink out of home compared to 12 months ago has, by demographics, March 2014

Figure 73: Change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking out of home compared to 12 months ago has, by demographics, March 2014

## Appendix – Different Types of Alcoholic Drinks Had in the Past 12 Months

Figure 74: Different types of alcoholic drinks had at home in the past 12 months, March 2014

Figure 75: Most popular different types of alcoholic drinks had at home in the past 12 months – In-home, by demographics, March 2014

Figure 76: Next most popular different types of alcoholic drinks had at home in the past 12 months, by demographics, March 2014

Figure 77: Other different types of alcoholic drinks had at home in the past 12 months, by demographics, March 2014

Figure 78: Different types of alcoholic drinks had out of home in the past 12 months, March 2014

Figure 79: Most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, by demographics, March 2014

Figure 80: Next most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, by demographics, March 2014

Figure 81: Other different types of alcoholic drinks had out of home in the past 12 months – Out of home, by demographics, March 2014

Figure 82: Different types of alcoholic drinks had at home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Chinese full-service restaurants, March 2014

Figure 83: Different types of alcoholic drinks had at home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Other Asian full-service restaurants, March 2014

Figure 84: Different types of alcoholic drinks had at home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, March 2014

Figure 85: Different types of alcoholic drinks had at home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014

Figure 86: Different types of alcoholic drinks had at home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014

Figure 87: Different types of alcoholic drinks had at home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Night clubs, March 2014

Figure 88: Different types of alcoholic drinks had at home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, March 2014

Figure 89: Different types of alcoholic drinks had out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Chinese full-service restaurants, March 2014

Figure 90: Different types of alcoholic drinks had out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Other Asian full-service restaurants, March 2014

Figure 91: Different types of alcoholic drinks had out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, March 2014

Figure 92: Different types of alcoholic drinks had out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, March 2014

Figure 93: Different types of alcoholic drinks had out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014

Figure 94: Different types of alcoholic drinks had out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014

Figure 95: Different types of alcoholic drinks had out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Night clubs, March 2014

Figure 96: Different types of alcoholic drinks had out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, March 2014

Figure 97: Different types of alcoholic drinks had out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, March 2014

## Appendix – Places Visited when Drinking Alcoholic Drinks Out of Home in the Past 12 Months

Figure 98: Places visited when drinking alcoholic drinks out of home in the past 12 months, March 2014

Figure 99: Places visited when drinking alcoholic drinks out of home in the past 12 months, March 2014

Figure 100: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Chinese full-service restaurants, by demographics, March 2014

Figure 101: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Chinese full-service restaurants, by demographics, March 2014

Figure 102: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Other Asian full-service restaurants, by demographics, March 2014

Figure 103: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Other Asian full-service restaurants, by demographics, March 2014

Figure 104: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, by demographics, March 2014

Figure 105: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, by demographics, March 2014

Figure 106: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, by demographics, March 2014

Figure 107: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, by demographics, March 2014

Figure 108: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Night clubs, by demographics, March 2014

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Figure 109: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Night clubs, by demographics, March 2014  
 Figure 110: Most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, by demographics, March 2014  
 Figure 111: Next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, by demographics, March 2014

## Appendix – Drinking Occasions Out of Home in the Past 12 Months

Figure 112: Occasions for drinking alcoholic drinks out of home in the past 12 months, March 2014  
 Figure 113: Most popular occasions for drinking alcoholic drinks out of home in the past 12 months, by demographics, March 2014  
 Figure 114: Next most popular occasions for drinking alcoholic drinks out of home in the past 12 months, by demographics, March 2014  
 Figure 115: Occasions for drinking alcoholic drinks out of home in the past 12 months, by the change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink in home compared to 12 months ago has, March 2014  
 Figure 116: Occasions for drinking alcoholic drinks out of home in the past 12 months, by the change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking in home compared to 12 months ago has, March 2014  
 Figure 117: Occasions for drinking alcoholic drinks out of home in the past 12 months, by the change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink out of home compared to 12 months ago has, March 2014  
 Figure 118: Occasions for drinking alcoholic drinks out of home in the past 12 months, by the change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking out of home compared to 12 months ago has, March 2014  
 Figure 119: Occasions for drinking alcoholic drinks out of home in the past 12 months, by most popular different types of alcoholic drinks had at home in the past 12 months – In-home, March 2014  
 Figure 120: Occasions for drinking alcoholic drinks out of home in the past 12 months, by next most popular different types of alcoholic drinks had at home in the past 12 months – In-home, March 2014  
 Figure 121: Occasions for drinking alcoholic drinks out of home in the past 12 months, by other different types of alcoholic drinks had at home in the past 12 months – In-home, March 2014  
 Figure 122: Occasions for drinking alcoholic drinks out of home in the past 12 months, by most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014  
 Figure 123: Occasions for drinking alcoholic drinks out of home in the past 12 months, by next most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014  
 Figure 124: Occasions for drinking alcoholic drinks out of home in the past 12 months, by other different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014  
 Figure 125: Occasions for drinking alcoholic drinks out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Chinese full-service restaurants, March 2014  
 Figure 126: Occasions for drinking alcoholic drinks out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Other Asian full-service restaurants, March 2014  
 Figure 127: Occasions for drinking alcoholic drinks out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, March 2014  
 Figure 128: Occasions for drinking alcoholic drinks out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Western full-service restaurants, March 2014  
 Figure 129: Occasions for drinking alcoholic drinks out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014  
 Figure 130: Occasions for drinking alcoholic drinks out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Karaoke/KTV, March 2014  
 Figure 131: Occasions for drinking alcoholic drinks out of home in the past 12 months, by places visited when drinking alcoholic drinks out of home in the past 12 months – Night clubs, March 2014  
 Figure 132: Occasions for drinking alcoholic drinks out of home in the past 12 months, by most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, March 2014  
 Figure 133: Occasions for drinking alcoholic drinks out of home in the past 12 months, by next most popular places visited when drinking alcoholic drinks out of home in the past 12 months – Bars and pubs, March 2014

## Appendix – Attitude Towards Drinking Alcoholic Drinks Out of Home

Figure 134: Attitude towards drinking alcoholic drinks out of home, March 2014  
 Figure 135: Most popular attitude towards drinking alcoholic drinks out of home, by demographics, March 2014  
 Figure 136: Next most popular attitude towards drinking alcoholic drinks out of home, by demographics, March 2014  
 Figure 137: Other attitude towards drinking alcoholic drinks out of home, by demographics, March 2014  
 Figure 138: Attitude towards drinking alcoholic drinks out of home, by most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014  
 Figure 139: Attitude towards drinking alcoholic drinks out of home, by next most popular different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014  
 Figure 140: Attitude towards drinking alcoholic drinks out of home, by other different types of alcoholic drinks had out of home in the past 12 months – Out of home, March 2014

## Appendix – General Attitudes Towards Drinking Alcoholic Drinks Out of Home

Figure 141: General attitudes towards drinking alcoholic drinks out of home, March 2014  
 Figure 142: Agreement with the statement 'The type of alcoholic drink served with food is important to me when dining out of home', by demographics, March 2014  
 Figure 143: Agreement with the statement 'It's difficult for me to choose which western alcohol to drink due to my limited knowledge about them', by demographics, March 2014

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Figure 144: Agreement with the statement 'I tend to stick to the same brand when drinking out of home', by demographics, March 2014  
 Figure 145: Agreement with the statement 'I am interested in trying various alcoholic drinks when drinking out of home', by demographics, March 2014  
 Figure 146: Agreement with the statement 'Local drinks cater better to my taste than imported ones', by demographics, March 2014  
 Figure 147: Agreement with the statement 'The alcoholic drinks a person drink out of home can reflect his social status', by demographics, March 2014  
 Figure 148: Agreement with the statement 'Serving premium drinks is a way to show respect to others', by demographics, March 2014  
 Figure 149: Agreement with the statement 'I am more willing to try a premium brand out of home than at home', by demographics, March 2014  
 Figure 150: Agreement with the statement 'Alcohol drinks with premium packaging are worth paying more for when drinking out of home', by demographics, March 2014  
 Figure 151: Agreement with the statement 'The traditional Chinese way of toasting is not good for maintaining health', by demographics, March 2014  
 Figure 152: Agreement with the statement 'Alcoholic drinks of lower alcohol content do less harm to health', by demographics, March 2014  
 Figure 153: Agreement with the statement 'Wine is better for the health compared with other types of western alcoholics', by demographics, March 2014  
 Figure 154: General attitudes towards drinking alcoholic drinks out of home, by the change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink in home compared to 12 months ago has, March 2014  
 Figure 155: General attitudes towards drinking alcoholic drinks out of home, by the change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking in home compared to 12 months ago has, March 2014  
 Figure 156: General attitudes towards drinking alcoholic drinks out of home, by the change of consumption level in alcoholic drinks in the past 12 months – The number of times I drink out of home compared to 12 months ago has, March 2014  
 Figure 157: General attitudes towards drinking alcoholic drinks out of home, by the change of consumption level in alcoholic drinks in the past 12 months – The amount I typically spend each time when drinking out of home compared to 12 months ago has, March 2014

## Appendix – Cluster Analysis

Figure 158: Target groups, March 2014  
 Figure 159: Target groups, by demographics, March 2014  
 Figure 160: Change of consumption level in alcoholic drinks in the past 12 months, by target groups, March 2014  
 Figure 161: Change of consumption level in alcoholic drinks in the past 12 months, by target groups, March 2014  
 Figure 162: Different types of alcoholic drinks had at home in the past 12 months, by target groups, March 2014  
 Figure 163: Different types of alcoholic drinks had out of home in the past 12 months, by target groups, March 2014  
 Figure 164: Places visited when drinking alcoholic drinks out of home in the past 12 months, by target groups, March 2014  
 Figure 165: Attitude towards drinking alcoholic drinks out of home, by target groups, March 2014

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