

On-trade Alcoholic Drinks - China - June 2015

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“The market as a whole is showing signs of recovering, albeit in a volatile way. Levels of wine imports are recovering from the huge dip in 2013, baijiu brands are reporting rather positive figures in their first quarter reports in 2015, and beer, despite the disappointing 2014, is looking to a mild recovery.”

– David Zhang, Senior Drink Analyst

This report looks at the following areas:

- How to target young female drinkers in the on-trade channels
- How to cross-sell different types of alcoholic drinks in on-trade channels
- How can occasion-based campaigns work in different on-trade channels?
- How to appeal to consumers using flavour and taste as the key claim in on-trade channels

The market as a whole is showing signs of recovering, albeit in a volatile way. The import level of wine is recovering from the huge dip in 2013, baijiu brands are reporting rather positive figures in their first quarter reports in 2015, and beer, despite the disappointing year in 2014, is looking at a mild recovery. The positive outlook, however, cannot put brands' minds at peace.

The anti-extravagance campaign has certainly reshaped the competitive landscape of the on-trade alcoholic drink market. With brands from all categories returning to the drawing board in the hope of identifying the true demand of consumers, the mass market is getting increasingly crowded.

Consumers are not making their purchase decision in a linear way focusing on one product category when deciding which alcoholic beverages they drink. They tend to undergo a complex process, where brands, product types and occasions are influencing their decision-making simultaneously. This creates the dynamic of the on-trade alcoholic drink market. Brands are competing with the whole alcoholic drink market under a wide range of occasions and locations.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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