

Western Spirits - China - July 2017

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"Western spirits in China generally have very low usage frequency compared to beer and Chinese spirits (ie Baijiu).

However, the penetration of different types of Western spirits are actually not very low. This finding suggests companies and brands' education should focus on telling consumers the various occasions that Western spirits can fit in."

- Lei Li, Research Analyst

This report looks at the following areas:

- How companies and brands can optimise their portfolios?
- What opportunities are there for female drinkers?
- What brands could do to encourage higher consumption frequency?

In China, Western spirits companies and brands should pay attention to expanding alcohol consumption occasions and frequency by educating and engaging more with mass consumers. Greater understanding of brand heritage, story and product knowledge would also be beneficial in helping consumers trading up into this category and raising consumption frequency.

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DID YOU KNOW?

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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