

## Western Spirits - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“The rising middle-class is fuelling the accelerating recovery of Western spirits in China. With fast adoption of e-channels and growing Western cultural influence, both opportunities and challenges are presented to market players; operators need to find a way to make Western spirits fit into modern Chinese lifestyles.”

– **Wenxin Xu, Senior Research Analyst, Food & Drink**

This report looks at the following areas:

- Shine under the right spotlight
- Convey the right information
- Alleviate growing health concern

After the slump in sales revenue between 2013 and 2015, the market for Western spirits in China has finally seen promising growth rate between 2017 and 2018. Consumers have regained their interest in alcoholic drinks because of increasing income levels, more exposure through e-commerce and the increasing focus on life quality. However, consumers still lack knowledge about certain types of Western spirits such as gin. Even some sub-categories like brandy or cognac, which enjoy relatively higher usage rates, are not fully understood by consumers in terms of ingredients used. Chinese consumers are still undergoing a learning process when it comes to Western spirits consumption. Increasing consumer knowledge and understanding in the category and of products in addition to usage occasions will contribute to future business growth.

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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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## Table of Contents

### Overview

What you need to know  
Covered in this Report  
Excluded

### Executive Summary

The market  
Both value and volume are expected to gain momentum from recovery  
Figure 1: Best-and Worst-case forecast of total Western spirits market value, China, 2013-23  
Figure 2: Best-and Worst-case forecast of total Western spirits market volume, China, 2013-23  
Brandy/cognac and whisky/bourbon secure leading positions  
Companies and brands  
Consolidating market under top players rebuilding confidence  
Figure 3: Market share of leading Western spirits players, by value, China, 2016 and 2017  
Optimised portfolio by the top player fuels competition  
Reimagined sales channels and campaigns through technology  
Innovation based on local needs  
The consumer  
Western spirits intrigue consumers  
Figure 4: Usage of Western spirits, September 2018  
Consumers are inclined to home-meals and Chinese-style places  
Figure 5: Consumption occasions of spirits, September 2018  
New middle-class are ready for new drinking experience  
Figure 6: Price preference, September 2018  
Inadequate knowledge leads to other endorsement  
Figure 7: Purchase consideration, September 2018  
Sophisticated drinkers as endorsers  
Figure 8: Knowledge about spirits – know that tequila is made from a type of plant, by gender and top five employment categories, September 2018  
Barrier derives from unfamiliarity and health concerns  
Figure 9: Barriers of drinking, September 2018  
What we think

### Issues and Insights

Shine under the right spotlight  
The facts  
The implications  
Convey the right information  
The facts

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The implications

Alleviate growing health concern

The facts

The implications

Figure 10: Diageo's CSR campaign

### The Market – What You Need to Know

A recovering market

Balance between positive and negative factors

Brandy/cognac and whisky are dominating segmentation

### Market Size and Forecast

Strong rebound continues in 2018

Positive outlook for the following years

Figure 11: Best-and Worst-case forecast of total Western spirits market value, China, 2013-23

Figure 12: Best-and Worst-case forecast of total Western spirits market volume, China, 2013-23

### Market Factors

More exposure to foreign culture

Figure 13: Outbound tourism from China, 2013-18

Figure 14: Chinese students study abroad and returning, 2013-17

Consumers' willingness to pay more for spirits

Concerns about a healthy diet

### Market Segmentation

Stable across all segments in value and volume

Figure 15: Total value segmentation of Western spirits, China, 2013-17

Figure 16: Total volume segmentation of Western spirits, China, 2013-17

Brandy/cognac shows resilience

### Key Players – What You Need to Know

Market consolidation fuelled by top players

Popular Western spirits companies see sales boost

Technology-enriched campaigns flourished

### Market Share

Pernod Ricard still leads the market with both volume and value growth

Diageo lags behind front runners

Rémy Cointreau

LVMH keeps up with the race

Figure 17: Market share of leading Western spirits players, by volume, China, 2016 and 2017

Figure 18: Market share of leading Western spirits players, by value, China, 2016 and 2017

### Market Highlights

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China: Pernod Ricard's Absolut Vodka targets young consumers  
Figure 19: Absolut Nights campaign 2017

China: Rémy Cointreau's Rémy Martin leverages technology  
Figure 20: VR showcase at Chengdu la maison Rémy Martin

China: Moët & Chandon woos consumers with mini size  
Figure 21: Moët & Chandon mini's debut across 80 countries

China: Domestic companies introduce variety pack  
Figure 22: Xiaozhi assorted wine giftbox

## The Consumer – What You Need to Know

Curious consumers eager to dabble  
Local style places are favoured more  
Moderate knowledge differentiates purchasing preference

## Usage of Western spirits

Curiosity towards the unfamiliar  
Figure 23: Usage of Western spirits, September 2018  
  
Young consumers in their early 20s are more adventurous  
Females in 20s drinks more Western spirits  
Figure 24: Usage of Western spirits – I have drunk it, by gender and age, September 2018

## Consumption Occasion

Socialising with families or friends at home meal is the main occasion  
Figure 25: Consumption occasions of spirits, September 2018  
  
Chinese-styled places are more popular than international-style places  
Different gender and age groups have preferred occasions  
Figure 26: Consumption occasions of spirits, by gender and age, September 2018  
  
Gin drinkers indulge on specific occasions

## Price Preference

Premium perception opens door for premium pricing  
Figure 27: Price preference, September 2018  
  
Value for money can be another effective direction

## Purchase Consideration

Appealing branding is the key to all consumers  
One fit for all does not work anymore  
Figure 28: Purchase consideration, September 2018  
Figure 29: Usage of Western spirits – I have drunk it, by age, September 2018  
  
Influencers and social media play a bigger role for gin  
Married consumers in tier one cities value more factors  
Figure 30: Purchase consideration by city tiers and marriage status, September 2018

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### Knowledge about Spirits

Moderate knowledge about brandy/cognac

Figure 31: Knowledge about spirits, September 2018

Figure 32: Knowledge about spirits, September 2018

Single-malt whisky brands can be relieved

Figure 33: Knowledge about spirits, September 2018

Liqueur needs to broaden its audience

Figure 34: Knowledge about spirits, September 2018

Male managers and female white collars are more knowledgeable

Figure 35: Knowledge about spirits – agree with tequila is made from a type of plant, by gender and top five employment categories, September 2018

### Reasons for Not Drinking

Cluelessness leads to avoidance

Figure 36: Barriers of drinking, September 2018

### Meet the Mintropolitans

Greater exposure to Western spirits

Figure 37: Usage of Western spirits, by consumer classification, China, September 2018

Figure 38: Usage of Western spirits – I have drunk it, by consumer classification, China, September 2018

More knowledgeable about niche spirits

Figure 39: Knowledge about spirits – agree with 'VSOP in Hennessy VSOP and XO in Remy Martin Xo are only part of the brand name without special meaning', by consumer classification, September 2018

Figure 40: Knowledge about spirits – agree with 'Tequila is made from a type of plant', by consumer classification, September 2018

Figure 41: Knowledge about spirits, disagree with 'Rum only has light colour (eg white)', by consumer classification, September 2018

Figure 42: Knowledge about spirits, agree with 'Rum is made from sugar cane', by consumer classification, September 2018

Higher requirements to trigger purchase

Figure 43: Purchase consideration, by consumer classification, September 2018

### Appendix – Market Size and Forecast

Figure 44: total market value of Western spirits, China, 2013-23

Figure 45: total market volume of Western spirits, China, 2013-23

### Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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