

Consumption Habits Of Alcoholic Drinks - China - December 2019

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This report looks at the following areas:

- Soft drink-like, low-alcohol choice for young women
- Rising Jägermeister becomes a challenger
- Alcohol served in small portions – the next mood food?

The premium sector drives the growth of different alcohol categories, including baijiu, beer, and Western spirits, and going premium is a way to avoid further lapsing of current users. Consumers who are drinking less alcohol have mostly moved over to soft drinks which have a healthier image. With the number of young people set to shrink in future, brands will need to think deeply about how they can draw young consumers' attention to the alcoholic drink category.



"The unshakable leading position of baijiu does not mean the alcohol category has remained unchanged. The growth of Western spirits and the shift in purchase channels remind current players to stay vigilant. As the young generation become more important to the category, innovation answering their needs may serve as inspiration for further growth."

- Loris Li, Category Director

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