

Spirits - China - September 2013

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“High earners’ tendency to drink spirits during wider occasions, reflects the necessity for the high-end spirits brands to explore other occasions. Meanwhile, further premiumisation strategies could help Western spirits brands to tap into the high-end market, with the vast majority of high earners drinking Western spirits in the 12 months to July 2013.”

- David Zhang, Research Analyst

This report looks at the following areas:

- What is the current state of the baijiu and Western spirit segments in China and what are the trends, drivers of and the barriers to growth?
- What are consumers’ behaviour and attitudes towards both baijiu and Western spirits?
- Where are the opportunities for growth in the spirit market in China?
- What are the most important factors when Chinese consumers are buying spirits as gifts?
- What is the future of the gift-buying segment of the spirit market given the pressure on the premium segment?

In the past five years, the spirits market has more than doubled in volume terms. The strong growth has been fuelled by baijiu, which accounts for more than 98% of the market by volume. With the steady growth of Chinese consumers’ disposable income, spirits have become more affordable, resulting in higher per capita consumption. Strong demand in the high-end baijiu segment has resulted in baijiu operators expanding their production capacity. Consumers trading up and rising prices have seen value sales more than triple over the 2008-13 period.

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