

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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