

Western Spirits - China - December 2020

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“Chinese consumers’ interest in Western spirits is increasing driven by fast developing economic status and aspirations for a trendy lifestyle. This brings opportunities for companies and brands to encourage consumption by making Western spirits less mysterious and more easily approachable, especially among the younger generation who are curious and ready to try them.”

– **Amy Jin, Research Analyst**

This report looks at the following areas:

- **Pairing Western spirits with Chinese meals**
- **Create memorable events and sense of ritual to interest female consumers**
- **Create a feeling of relaxation and indulgence for one**

Despite the disruption of COVID-19 on Western spirits, especially on-trade sales, certain segments such as rum, gin and liqueurs have achieved double-digit volume growth in the retail channel. The category is forecast to recover growth in 2021, driven by Chinese consumers’ increasing interest in Western spirits, which enjoy a fashionable image, and more diverse consumption occasions. In the near future, Western spirits are not going to shake Chinese spirits, beer or wine’s leading position in the alcoholic drinks market due to the huge gap in consumption volume. However, now is a good time for brands to increase their investment in the China market to reap returns in the long term.

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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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Abbreviations

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