

On-premise Alcoholic Trends - China - 2023

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This report looks at the following areas:

- Current market overview of on-premise alcoholic drinks.
- Trend highlights in on-premise alcoholic drinks industry.
- Consumer insights on venue penetration and consumption occasion.
- Influential factors in venue and drink selection.
- Consumers' attitudes towards venue product offerings and services.

When looking for an on-premise venue, the alcoholic drink selection is key, with 52% selecting it as one of their top three most important factors. Additionally, atmosphere and décor are essential, being the second-highest priority (41%). Thus, operators should primarily focus on these two elements to meet modern consumers' expectations.

The COVID-19 crisis in 2022 caused a major disruption to the foodservice sector, with people fearful of eating out. But as the pandemic began to recede in early 2023, consumer spending on eating out rapidly picked up, showing a remarkable recovery in the foodservice sector. As the industry recovers, the demand for alcoholic drinks is expected to rise.

As identified in Mintel's 2023 Trend *Intentional Spending*, moving through uncertainty requires a wise use of resources. Consumers are refocusing on what value means to them, and spending more intentionally. It is essential for on-premise alcoholic venues to remain aware of their patrons' financial habits and offer products that provide good value in order to remain competitive.

As restaurants are the main destination for consumers to enjoy alcoholic drinks, restaurateurs have a great opportunity to provide diners with an enhanced experience by offering well-informed advice on drink and food pairings. Specialised on-premise venues (eg beer breweries, cocktail bars) could also offer unique bar food in addition to drinks to make it a standout product.



“Renewed enthusiasm for social gatherings is expected to drive a surge in on-premise alcohol consumption, giving the industry revitalisation. Driving the trend, on-premise operators could leverage consumers' interest in food pairing to elevate the visiting experience and incorporate social media as a tool to keep consumers connected.”

– **Marta Zhang, Senior Research Analyst**

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