

## Chinese Spirits - China - June 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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"After more than one year adjustment of the Chinese spirits market since 2013, signs of gradual recovery has revealed in 2015. According to Mintel's estimates and forecast, retail value growth will be a positive 4.0% in 2015 after a negative -1.7% in 2014. A more affordable and steadier price will help volume consumption bounce back."

– Hao Qiu, Research Analyst

### This report looks at the following areas:

- Will customisability become a standard feature of baijiu in the future?
- How to market premium baijiu as a representation of good taste?
- How to commoditise baijiu beyond price incentives?

The impact of the government's anti-extravagance campaigns did not fade away in 2014. Both retail volume and value sales growth of the Chinese spirits market hit rock bottom during the year. The market is at a key stage of transformation with growing attention on the consumer market from baijiu producers. What is inspiring, however, is that there are signs of recovery in 2015.

A more affordable and steadier price overall has helped consumers' baijiu spending return to a more rational level in the Chinese market. Meanwhile, consumers are also demanding more personality from baijiu products.

This report goes into detail about understanding Chinese consumers' purchase and usage habits, as well as their attitudes towards baijiu, and derives from there areas of opportunities for companies to further drive category growth and gain share in the future.

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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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How to market premium baijiu as a representation of good taste?

How to commoditise baijiu beyond price incentives?

What we think

### Issues and Insights

Will customisability become a standard feature of baijiu in the future?

The facts

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## The implications

How to market premium baijiu as a representation of good taste?

## The facts

The implications

How to commoditise baijiu beyond price incentives?

## The facts

The implications

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Mood to Order

Experience Is All

Click and Connect

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## Who's Innovating?

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### Key points

- Baijiu with health positioning concept is trending
- Adding healthy ingredients to enhance the health perception
- Playing around with distillation techniques to enhance the health perception
- Mini-packed baijiu marketed with youthfulness, friendship and mood-positioning is fast emerging
- Jiannanchun has brought the "affordable luxury" concept with its new 779AD

### Companies & Brands

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  - Latest developments
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  - Latest developments
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  - Latest developments
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