

## Western Spirits - China - September 2015

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“Given the complexity of the drinking culture in China and the wide range of products within the Western spirits market, one-for-all marketing communication and product design are no longer fit for purpose. Further segmentation based on regional differences at city level is needed to triumph in the market.”

David Zhang, Senior Drink Analyst

### This report looks at the following areas:

- How to utilise the evolving regional differences
- How to target the fast-changing female segment

### Definition

This report covers all Western spirits (distilled beverages) and liqueurs (flavoured with fruit and herbs) in both retail and on-trade (HoReCa) channels, as follows:

- Anis/absinthe includes absinthe, arak and similar spirits.
- Brandies and Brandy type. This includes spirits derived from grapes/grape skins and includes Cognac, Armagnac, fruit-based and traditional brandies and related spirits.
- Rum/sugar cane-based spirits. This includes white and dark rum, aguardiente and other, local, sugar cane-based spirits.
- Tequila includes tequila of all ages.
- Vodka-based spirits include premium, standard and economy vodkas, aquavit and Scandinavian schnapps.
- Whiskies include Scotch (whisky), Irish whiskey, bourbon and other (local) whiskies.

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What do they think in general?

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