

On-trade Alcoholic Drinks - China - July 2016

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“Now is a transformative phrase for the alcoholic drinks market. Growth rate will be low but stable over the next five years to 2021. With the rise of an experiential consumption culture and stronger influence from Western lifestyle and purchasing value, Chinese consumers are eager to seek out innovations in products and on-trade experiences.”

– Alina Ma, Senior Research Analyst

This report looks at the following areas:

- Shifting from products to experiences
- Fruit-flavoured alcoholic drinks to fit a healthy lifestyle
- Looking to max effects
- Marketing around occasions and emotions

With an increasing number of new and innovative alcoholic drinks imported and locally manufactured, consumers are no longer happy with mainstream choices and keen to try unique, exotic, premium variants, eg flavour, packaging as well as functional benefits.

Although consumers have become more health-conscious in recent years, unfamiliar or less heard-of claims may be considered far-fetched and dubious, and thus push people away from the brand.

Apart from that, consumers' core need of having alcoholic drinks in on-trade channels is evolving from getting hammered to having an inspirational drinking out experience. So consumers' choice of alcoholic drinks is largely influenced by product sensorials, brand meaning and emotional bonds, as well as a fit with consumption occasion.

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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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