



Euromonitor  
International

# Spirits in China

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Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume decline in spirits as consumers become more discerning in their purchases

Affordable Chinese spirits brand Niulanshan Er Guo Tou puts Niulanshan Distillery Co Ltd in the lead

Grocery retailers assert control as e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

Chinese spirits leverage flavour innovation and lower-ABV offerings to maintain relevancy

Whisky sales decline amid changes in drinking trends

Small-sized bottles attract young adult drinkers in China

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2024

#### CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2019-2024

Table 2 - Sales of Spirits by Category: Total Value 2019-2024

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2019-2024

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2019-2024

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2019-2024

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024

Table 15 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 16 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 19 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in China - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

## TAXATION AND DUTY LEVIES

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024  
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024  
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024  
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024  
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024  
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024  
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024  
Table 30 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024  
Table 31 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024  
Table 32 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024  
Table 33 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029  
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029  
Table 35 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029  
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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