



Euromonitor  
International

# Fine Wines/Champagne and Spirits in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales supported by taste for luxury and expanding premiumisation, as Champagne partners with Marriott Hotels  
Premiumisation trends benefit baijiu  
Younger generations seek to drink less but better as health conscious-drinking takes greater hold, while players work on appealing through culture

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Luxury Goods in China - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fine-wines-champagne-and-spirits-in-china/report](http://www.euromonitor.com/fine-wines-champagne-and-spirits-in-china/report).