

Global Baijiu Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Baijiu market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Baijiu market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Baijiu is a Chinese style of distilled liquor made from grains such as sorghum, wheat, rice, and barley. It has a high alcohol content ranging from 40% to 60% and has been produced in China for over 5000 years. It is often consumed during formal or celebratory events and is a popular gift to give to business partners and friends. Baijiu is also used in traditional Chinese medicine.

The major global manufacturers of Baijiu include Moutai, Wuliangye, Yanghe, Fenjiu, Luzhou Laojiao, Daohuaxiang, Langjiu Group, Gujing Group, Shunxin Holdings, Baiyunbian Group, Xifeng Liquor, Hetao Group, Yingjia Group, Kouzi Liquor, Guojing Group, King's Luck, Jingzhi Liquor, Laobaigan, Red Star, Golden Seed Winery, JNC Group, Yilite, Huzhu Highland, Jinhui Liquor, Weiwei Group, Tuopai Shede, Shanzhuang Group, Xiangjiao Winery, Taishan Liquor, Gubeichun Group, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market

presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Baijiu. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Baijiu market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Baijiu market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Baijiu industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Baijiu Include:

Moutai

Wuliangye

Yanghe

Fenjiu

Luzhou Laojiao

Daohuaxiang

Langjiu Group

Gujing Group

Shunxin Holdings

Baiyunbian Group

Xifeng Liquor

Hetao Group

Yingjia Group

Kouzi Liquor

Guojing Group

King's Luck

Jingzhi Liquor

Laobaigan

Red Star

Golden Seed Winery

JNC Group

Yilite

Huzhu Highland

Jinhui Liquor

Weiwei Group

Tuopai Shede

Shanzhuang Group

Xiangjiao Winery

Taishan Liquor

Gubeichun Group

Baijiu Product Segment Include:

Jiang Aroma

Strong Aroma

Light Aroma

Others

Baijiu Product Application Include:

Online Sales

Offline Sales

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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