

# Alcoholic Drinks in China

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## Abstracts

Total volume of alcoholic drinks in China saw a marginal rebound in 2023, shifting from decline in 2022 to a slight single-digit increase in 2023. However, the off-trade channel experienced a slight decrease in volume sales, while the on-trade channel saw a low single-digit volume increase. The growth trend was mainly driven by consumers venturing out of their homes as pandemic control measures ended in China, leading to a resurgence of consumption in venues such as restaurants and bars. Looking...

Euromonitor International's Alcoholic Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Alcoholic Drinks in China  
Euromonitor International  
June 2024

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## **PROSPECTS AND OPPORTUNITIES**

Chinese whisky distilleries are beginning to emerge, with an increasing number of

locally produced brands set to make their debut

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