

# Fine Wines/Champagne and Spirits in China

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## Abstracts

Value sales of fine wines/champagne and spirits grew by 9% to total CNY829.6 billion in 2023, boosted by consumers' appetite for experiences and enjoyment after the pandemic. Socialising over a drink with friends remains a priority for many, following the compulsory lockdowns in place in 2020-2022. Demand for fine wines/champagne and spirits has also increased due to a return to celebrating events such as weddings, christenings and birthdays.

Euromonitor International's Fine Wines/Champagne and Spirits in China report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury Spirits.

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

Why buy this report?

Get a detailed picture of the Fine Wines/Champagne and Spirits 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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