

Global Baijiu Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G5A063DE5E18EN.html>

Date: September 2026

Pages: 224

Price: US\$ 4,480.00 (Single User License)

ID: G5A063DE5E18EN

Abstracts

The global Baijiu market size is expected to reach \$ 131525 million by 2032, rising at a market growth of 3.0% CAGR during the forecast period (2026-2032).

Baijiu, also known as shaojiu or archaically as sorghum wine, is a Chinese alcoholic beverage made from grain. Baijiu literally translated means white alcohol or liquor, and is a strong distilled spirit, generally between 40 and 60% alcohol by volume (ABV). Baijiu is a clear liquid usually distilled from fermented sorghum, although other grains may be used; southern China versions may employ glutinous rice, while northern Chinese varieties may use wheat, barley, millet, or even Job's tears instead of sorghum. The jiuqu starter culture used in the production of baijiu mash is usually made of pulverized wheat grains.

Key Findings

In 2025, global Baijiu sales volume is 3.549 billion liters, with a production capacity of approximately 5 billion liters, an average selling price of \$29.3 per liter, and an average gross profit margin of 55%–65%.

China remained the dominant production and consumption region for global Baijiu

Market Trends

The Baijiu industry is undergoing structural upgrading from volume-driven expansion

toward quality-oriented growth, with premium products, differentiated flavor profiles and brand-based consumption becoming increasingly important. Producers are improving fermentation control, aging management, production standardization and digital manufacturing capabilities to enhance product consistency and value creation. Consumer demand is gradually shifting toward higher-quality products, cultural experiences and personalized consumption scenarios, supporting the development of premium Baijiu, aged Baijiu and diversified product portfolios.

Market Dynamics

Drivers

The market is supported by long-term consumer recognition of Baijiu culture, demand for premium alcoholic beverages, expansion of branded products and continuous improvement of production technologies. The development of high-end consumption scenarios, business gatherings and cultural gifting applications continues to provide stable demand for quality Baijiu products.

Restraints

The industry faces challenges from changing consumer preferences, stricter regulatory requirements, raw material cost fluctuations and pressure on traditional consumption channels. Premium Baijiu production also requires long-term aging cycles, mature fermentation facilities and accumulated brand assets, creating limitations for rapid capacity expansion.

Opportunities

Growth opportunities are emerging from international market expansion, younger consumer engagement, digital sales channels and innovation in product formats. Producers with capabilities in brand building, supply chain optimization and differentiated product development may capture new opportunities in overseas markets and emerging consumption scenarios.

Challenges

The Baijiu industry continues to face challenges related to market segmentation, competition among established brands, balancing premium positioning with consumer affordability and maintaining product authenticity during large-scale commercialization. Companies need to strengthen quality management, channel efficiency and brand differentiation to remain competitive.

Industry Chain Analysis

The Baijiu industry chain consists of upstream agricultural raw materials, fermentation and production equipment, midstream Baijiu manufacturing and downstream distribution and consumption channels. Upstream activities mainly involve grain cultivation, packaging materials and production inputs, where raw material quality and supply stability influence product consistency and cost structure. The midstream sector creates value through fermentation techniques, distillation processes, aging management, blending technology and brand development. Downstream value creation is driven by distribution networks, retail channels, catering consumption, gifting demand and collection markets. Profitability is strongly influenced by product positioning, brand recognition, channel structure and production efficiency.

Segment Insights

Baijiu products are mainly segmented by aroma style, production process, alcohol concentration and price positioning. Strong aroma, sauce aroma and light aroma Baijiu represent the major product categories, with different regional traditions and consumer preferences shaping market structures. Premium and high-end Baijiu segments contribute a significant proportion of industry profitability due to stronger brand value and pricing capability, while mass-market products maintain larger consumption volumes. Future market opportunities are expected to concentrate on premiumization, differentiated flavor development and products targeting younger consumers.

Downstream Market Opportunities

Baijiu demand is primarily generated from household consumption, catering, business occasions, gifting and cultural consumption scenarios. Premium consumption, brand-oriented purchasing and experience-based consumption are becoming increasingly important, while digital commerce and overseas distribution channels provide additional opportunities for market expansion. Producers that successfully integrate brand

storytelling, quality assurance and modern marketing approaches are better positioned to access emerging demand.

Regional Insights

China represents the core regional market for global Baijiu production and consumption, supported by established production clusters, long-developed fermentation traditions and mature consumer recognition. Major production regions have formed differentiated competitive advantages based on local raw materials, fermentation environments and traditional manufacturing techniques. Overseas markets remain at an early development stage but provide expansion opportunities through Chinese communities, cultural promotion, premium alcoholic beverage demand and international distribution development.

Competitive Landscape Analysis

The Baijiu market demonstrates a competitive structure characterized by strong brand influence, regional differentiation and long-term production capability accumulation. Leading enterprises generally possess advantages in fermentation technology, brand equity, production resources, distribution networks and premium product development. Regional producers maintain competitive positions through local consumer relationships, specialized production techniques and differentiated product characteristics. Overall competition is shifting from capacity expansion toward brand value enhancement, product innovation and operational efficiency improvement.

Report Scope

This report studies the global Baijiu production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Baijiu and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Baijiu that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Baijiu total production and demand, 2021-2032, (Million Liters)

Global Baijiu total production value, 2021-2032, (USD Million)

Global Baijiu production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters), (based on production site)

Global Baijiu consumption by region & country, CAGR, 2021-2032 & (Million Liters)

U.S. VS China: Baijiu domestic production, consumption, key domestic manufacturers and share

Global Baijiu production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Liters)

Global Baijiu production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters)

Global Baijiu production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters)

This report profiles key players in the global Baijiu market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Moutai, Wuliangye, Yanghe, Fenjiu, Luzhou Laojiao, Daohuaxiang, Langjiu Group, Gujing Group, Shunxin Holdings, Baiyunbian Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Baijiu market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Liters) and average price (US\$/Liter) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Baijiu Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Baijiu Market, Segmentation by Type:

Thick-flavor

Sauce-flavor

Light-aroma

Others

Global Baijiu Market, Segmentation by Jiuqu (Fermentation Starter):

Daqu liquor

Xiaoqu liquor

Fuqu liquor

Global Baijiu Market, Segmentation by Alcohol Content:

Above 50%vol

40%-50%vol

25%-40%vol

Global Baijiu Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Moutai

Wuliangye

Yanghe

Fenjiu

Luzhou Laojiao

Daohuaxiang

Langjiu Group

Gujing Group

Shunxin Holdings

Baiyunbian Group

Xifeng Liquor

Kouzi Distillery

Jiannanchun

Shui Jing Fang

Shede

Xijiu

Hetao

Yingjia

Guojing Group

King's Luck

Jingzhi Liquor

Red Star

Laobaigan

Golden Seed Winery

Yilite

Huzhu Highland

Jinhui Liquor

Xiangjiao Winery

Shanzhuang Group

Taishan Liquor

Gubeichun Group

Key Questions Answered

1. How big is the global Baijiu market?
2. What is the demand of the global Baijiu market?
3. What is the year over year growth of the global Baijiu market?
4. What is the total value of the global Baijiu market?
5. Who are the Major Players in the global Baijiu market?
6. What are the growth factors driving the market demand?

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