

Global Baijiu Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Baijiu market size is expected to reach \$ 120210 million by 2029, rising at a market growth of 3.0% CAGR during the forecast period (2023-2029).

In China, Baijiu key players include Yanghe Brewery, Luzhou Laojiao, Shunxin Holdings, etc. The top three manufacturers hold a share over 3%.

South West is the largest production area, with a share about 30%, followed by East China, and Central China, both have a share over 30 percent.

In terms of product, Thick-flavor is the largest segment, with a share over 50%. And in terms of application, the largest application is Family dinner, followed by Government reception, etc.

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.

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 2022 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, 2018-2029, (K MT)

Global Baijiu total production value, 2018-2029, (USD Million)

Global Baijiu production by region & country, production, value, CAGR, 2018-2029, (USD Million) & (K MT)

Global Baijiu consumption by region & country, CAGR, 2018-2029 & (K MT)

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

Global Baijiu production by manufacturer, production, price, value and market share 2018-2023, (USD Million) & (K MT)

Global Baijiu production by Type, production, value, CAGR, 2018-2029, (USD Million) & (K MT)

Global Baijiu production by Application production, value, CAGR, 2018-2029, (USD Million) & (K MT).

This reports 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 and Shunxin Holdings, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

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) & (K MT) and average price (USD/MT) by manufacturer, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Baijiu Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Baijiu Market, Segmentation by Type

Thick-flavor

Sauce-flavor

Light-flavor

Others



Global Baijiu Market, Segmentation by Application

Family Dinner

Friends Gathering

Business Entertainment

Others

Companies Profiled:

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

Red Star

Laobaigan

JNC Group

Golden Seed Winery

Yilite

Huzhu Highland

Jinhui Liquor

Weiwei Group

Tuopai Shede

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 production and production value of the global Baijiu market?
- 5. Who are the key producers in the global Baijiu market?
- 6. What are the growth factors driving the market demand?



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