

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Baijiu Market 2018, Forecast to 2023**

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## **Abstracts**

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.

## **SCOPE OF THE REPORT:**

This report focuses on the Baijiu in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Baijiu is strong distilled from grains, which is a traditional alcoholic beverage from China. The Baijiu industry in China is quite fragmented. In 2015, the top ten enterprises were estimated to account for about 10.25% production market share. The majority players in China Baijiu market are Kweichow Moutai Group, Wuliangye, YANGHE, Daohuaxiang, Luzhou Laojiao, Langjiu Group, Gujing Group, Shunxin Holdings, Xinghuacun Fen Chiew Group and Baiyunbian Group etc.

Baijiu can be similar in appearance to vodka, but it has a unique flavor that is not comparable to any other type of spirit. Baijiu is often classified based on three fragrances: Sauce, thick and light etc. in addition, thick-favor type is the major product with 73.16% production market share in 2015. The typical production enterprises of thick -favor baijiu are Wuliangye and Luzhou Laojiao. Kweichow Moutai Group is the

key manufacturers to produce sauce-favor types Baijiu.

As for the region consumption, the South West and East China remained the largest market for Baijiu in the China, with 25.08% and 19.89% market share consumption in 2015. Other major consuming regions include Central China, North China and North West, which account for 14.51%, 10.49% and 10.75% respectively.

The downstream consumption of Baijiu market is rigid. We tend to believe the consumption increasing degree will show a slowly rising curve. In the future, the market concentration is become increasingly. Besides, prices gap between different brands will go narrowing gradually. Also, there will be fluctuation in gross margin.

The worldwide market for Baijiu is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kweichow Moutai Group

Wuliangye

Yanghe Brewery

Daohuaxiang

Luzhou Laojiao

Langjiu Group

Gujing Group

Shunxin Holdings

Fen Chiew Group

Baiyunbian Group

Xifeng Liquor

Hetao Group

Yingjia Group

Kouzi Liquor

Guojing Group

King's Luck Brewery

Jingzhi Liquor

Red Star

Laobaigan

JNC Group

Golden Seed Winery

Yilite

Huzhu Highland Barley Liquor

Jinhui Liquor

Weiwei Group

Tuopai Shede

Xiangjiao Winery

Shanzhuang Group

Taishan Liquor

Gubeichun Group

Shuijingfang Group

Jiugui Liquor

Huangtai Liquor

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Thick-flavor

Sauce-flavor

Light-flavor

Others

Market Segment by Applications, can be divided into

Corporate Hospitality

Government Reception

Family Dinner

Other

There are 15 Chapters to deeply display the global Baijiu market.

Chapter 1, to describe Baijiu Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Baijiu, with sales, revenue, and price of Baijiu, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Baijiu, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Baijiu market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Baijiu sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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