

Global Strong Aroma Baijiu Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Strong Aroma Baijiu market size was valued at US\$ 43670 million in 2025 and is forecast to a readjusted size of US\$ 53793 million by 2032 with a CAGR of 3.0% during review period.

Strong Aroma Baijiu is one of the major aroma categories of Chinese Baijiu, produced mainly from grain-based raw materials such as sorghum and wheat through traditional solid-state fermentation, distillation, aging, and blending processes. Its production typically relies on long-term fermentation using pit fermentation systems or similar fermentation environments, forming a flavor profile dominated by ester compounds such as ethyl hexanoate. Strong Aroma Baijiu is characterized by a rich aroma, soft and sweet taste, full-bodied texture, harmonious flavor structure, and long-lasting aftertaste. The production process involves multiple stages including raw material preparation, Daqu production, fermentation, distillation, storage, and blending, with complex microbial fermentation and flavor compound accumulation playing important roles. Strong Aroma Baijiu is widely consumed in premium liquor markets, business occasions, gifting scenarios, and traditional Chinese liquor culture markets.

Key Findings

Strong Aroma Baijiu is one of the largest and most influential Baijiu categories in China

Multi-grain and traditional pit-fermented products represent major premium market segments

Sichuan and Jianghuai regions are core production areas with distinct aroma characteristics

Premium Strong Aroma Baijiu continues to strengthen its position in high-value consumption scenarios

In 2025, global sales volume of strong aroma baijiu is projected to reach 1.29 billion liters, with a production capacity of approximately 1.8 billion liters, an average selling price of \$32.9 per liter, and an average gross profit margin of 55%–65%.

Market Trends

The Strong Aroma Baijiu industry is evolving from traditional production toward higher-quality, standardized and differentiated development. Producers are increasing investment in intelligent brewing systems, fermentation process optimization, quality traceability and aging management to improve product consistency. Consumer preferences are gradually shifting from basic consumption toward personalized taste experiences, premium products and cultural value, driving greater differentiation among traditional strong aroma styles, soft aroma styles and aged products.

Market Dynamics

Drivers

The development of Strong Aroma Baijiu is supported by continued demand for premium spirits, the expansion of branded liquor consumption, upgrading of consumer preferences and increasing recognition of high-quality traditional Chinese spirits. The integration of advanced production management systems and quality control technologies is also improving manufacturing efficiency and product stability.

Restraints

The market faces limitations from long production cycles, dependence on fermentation conditions, strict quality control requirements and increasing costs associated with raw

materials, aging storage and brand development. The traditional brewing process requires substantial accumulated experience and production resources, creating barriers for new market entrants.

Opportunities

Opportunities are emerging from premiumization, overseas market expansion, younger consumer engagement and the development of innovative product formats. Producers with strong brand assets, differentiated flavor profiles and advanced digital production capabilities are positioned to capture evolving consumer demand.

Challenges

The industry faces challenges from intensified competition, changing consumption patterns, regulatory requirements and the need to balance traditional craftsmanship with modern production efficiency. Maintaining consistent quality while expanding production capacity remains a key strategic issue for market participants.

Industry Chain Analysis

The Strong Aroma Baijiu industry chain covers upstream grain cultivation and supply, Daqu starter production, packaging materials and fermentation-related resources; midstream brewing enterprises responsible for fermentation, distillation, aging, blending and quality control; and downstream distribution channels including traditional retail, e-commerce platforms, catering channels and direct consumer sales. Value creation mainly occurs through fermentation technology, aging management, brand development and channel efficiency, with premium products relying heavily on long-term craftsmanship accumulation and brand recognition.

Segment Insights

Strong Aroma Baijiu can be segmented by raw material structure, fermentation method, product quality level and market positioning. Multi-grain Strong Aroma Baijiu has become an important premium segment due to its complex flavor structure and balanced taste characteristics, while traditional mud pit fermentation products maintain strong market recognition because of their distinctive cellar aroma and craftsmanship

value. From a positioning perspective, premium and high-end products represent the most valuable segments, supported by brand influence, aging capability and differentiated consumer demand.

Downstream Market Opportunities

The downstream market mainly covers household consumption, business dining, social occasions, gifting and premium spirits consumption scenarios. Demand is increasingly concentrated on products offering stronger brand identity, higher quality perception and cultural value. International market development also provides opportunities for Chinese Baijiu producers to expand awareness among overseas consumers and establish new consumption channels.

Regional Insights

China remains the core market and production base for Strong Aroma Baijiu, with Sichuan, Jiangsu, Anhui and other major liquor-producing regions forming important industrial clusters. Sichuan-style Strong Aroma Baijiu is recognized for rich cellar aroma and strong flavor intensity, while Jianghuai-style products are characterized by softer taste and greater balance. Regional differentiation in brewing microorganisms, fermentation environments and consumer preferences continues to shape market structure and product innovation.

Competitive Landscape Analysis

The Strong Aroma Baijiu market presents a diversified competitive structure combining traditional heritage producers, large-scale branded liquor enterprises and regional specialists. Leading companies generally compete through advantages in historic brewing resources, production technology, brand equity, distribution networks and premium product portfolios. Competitive differentiation is increasingly focused on fermentation capability, product innovation, consumer experience and international market development rather than simple production expansion.

Report Scope

This report is a detailed and comprehensive analysis for global Strong Aroma Baijiu market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Strong Aroma Baijiu market size and forecasts, in consumption value (\$ Million), sales quantity (Million Liters), and average selling prices (US\$/Liter), 2021-2032

Global Strong Aroma Baijiu market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Liters), and average selling prices (US\$/Liter), 2021-2032

Global Strong Aroma Baijiu market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Liters), and average selling prices (US\$/Liter), 2021-2032

Global Strong Aroma Baijiu market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Liters), and ASP (US\$/Liter), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Strong Aroma Baijiu
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Strong Aroma Baijiu market based on the following parameters - company overview, sales quantity, revenue, price, gross margin,

product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Wuliangye, Luzhou Laojiao, Yanghe, Jiannanchun, Shede, Gujing Group, Shuanggou Distillery, Shui Jing Fang, Yingjia, King's Luck, etc.

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

Strong Aroma Baijiu market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market Segmentation

Market segment by Type

Circulating Pit Method

Fixed Pit Method

Old Five-Still Method

Market segment by Raw Materials

Sorghum Liquor

Mixed-Grain Liquor

Market segment by Alcohol Content

>50%vol

40%-50%vol

<40%vol

Market segment by Application

Online Sales

Offline Sales

Major players covered

Wuliangye

Luzhou Laojiao

Yanghe

Jiannanchun

Shede

Gujing Group

Shuanggou Distillery

Shui Jing Fang

Yingjia

King's Luck

Yilite

Dukang Liquor Industry

Golden Seed Winery

Quanxing Distillery

Fenggu Distillery

Xuanjiu

Wenjun Distillery

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Strong Aroma Baijiu product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Strong Aroma Baijiu, with price, sales quantity, revenue, and global market share of Strong Aroma Baijiu from 2021 to 2026.

Chapter 3, the Strong Aroma Baijiu competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Strong Aroma Baijiu breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Strong Aroma Baijiu market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Strong Aroma Baijiu.

Chapter 14 and 15, to describe Strong Aroma Baijiu sales channel, distributors, customers, research findings and conclusion.

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