

Baijiu Market Size, Share & Trends Analysis Report By Price Point (Economy, Mid-Premium, Super-Premium, Ultra-Premium), By Distribution Channel (On-Trade, Off-Trade), By Price Point – Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global baijiu market size was estimated at USD 157.78 billion in 2024 and is projected to reach USD 225.41 billion by 2033, growing at a CAGR of 4.0% from 2025 to 2033. The market is deeply rooted in China's cultural and traditional heritage, where it remains an integral part of festivals, weddings, and business banquets.

The category is also witnessing a clear shift toward premiumization, with consumers increasingly favoring high-end and collectible brands, such as Moutai and Wuliangye, driven by rising incomes and traditional gifting practices. Also, strong regional brand heritage and local loyalty reinforce consumer attachment, as many distilleries hold long-standing reputations and dominate their respective provincial markets.

Baijiu manufacturers are increasingly expanding into global markets by catering to overseas Chinese communities, who already have a cultural familiarity with the spirit, and gradually introducing it to mainstream Western drinkers through cocktail bars, mixologists, and trendy hotel menus. For example, brands like Ming River have positioned themselves in the U.S. and Europe by promoting Baijiu in cocktails and educating consumers about how to drink it. Meanwhile, major Chinese distilleries are entering distribution channeling partnerships with global distributors and hotel chains to place baijiu in duty-free shops and high-end venues, thereby boosting awareness and availability abroad.

Global Baijiu Market Report Segmentation

This report forecasts revenue growth at regional levels and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the global baijiu market report based on the price point, distribution channel, price point-distribution channel, and region.

Price Point Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

Economy

Mid-Premium

Super-Premium

Ultra-Premium

Distribution Channel Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

On-trade

Off-trade

Price Point – Distribution Channel Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Regional Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Latin America

Brazil

Middle East and Africa (MEA)

South Africa

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