

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

<https://marketpublishers.com/r/C5EBA37C2041EN.html>

Date: November 2025

Pages: 115

Price: US\$ 3,950.00 (Single User License)

ID: C5EBA37C2041EN

Abstracts

The China baijiu market size was estimated at USD 145.7 billion in 2024 and is expected to reach USD 204.2 billion by 2033, growing at a CAGR of 3.8% from 2025 to 2033. Rising disposable incomes primarily drive market growth, as well as the cultural significance of baijiu and increasing premiumization.

As China's middle and upper-middle classes expand, consumers are spending more on high-quality spirits for gifting and personal enjoyment, fueling demand for premium and ultra-premium baijiu. Deeply rooted in Chinese traditions, baijiu remains central to social gatherings, business banquets, and festivals, ensuring consistent consumption across demographics.

A major trend in the market is the strong shift toward premium and super-premium segments, driven by growing consumer affluence and a desire for exclusivity. Consumers increasingly associate high-end baijiu with social status and gifting prestige, prompting brands to focus on aged varieties, refined brewing techniques, and artistic packaging. For instance, Kweichow Moutai's premium lines, such as Moutai Bulao and Moutai Prince, have seen strong sales growth, reflecting the rising demand for collectible and luxury spirits among affluent consumers.

Another significant development is the changing consumer demographics and evolving taste preferences, particularly among younger generations. Millennials and Gen Z consumers are moving away from the strong traditional flavours and seeking lighter,

more approachable variants suitable for casual drinking or cocktails. In response, brands like Jiangxiaobai have introduced low-alcohol, fruit-infused baijiu, targeting younger drinkers and marketing it through social media, effectively modernizing the category's image and making it more appealing to new audiences.

China Baijiu Market Report Segmentation

This report forecasts revenue growth at country 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 China baijiu market by price point, distribution channel, and price point-distribution channel:

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

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