

# 2018-2023 Global Baijiu Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Baijiu market for 2018-2023.

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.

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. Over the next five years, LPI(LP Information) projects that Baijiu will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Baijiu market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Thick-flavor

Sauce-flavor

Light-flavor

Others

Segmentation by application:

Corporate Hospitality

Government Reception

Family Dinner

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

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

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Baijiu consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Baijiu market by identifying its various subsegments.

Focuses on the key global Baijiu manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Baijiu with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Baijiu submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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