

# Global Baijiu Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Baijiu market size was valued at US\$ 93140 million in 2023. With growing demand in downstream market, the Baijiu is forecast to a readjusted size of US\$ 116240 million by 2030 with a CAGR of 3.2% during review period.

The research report highlights the growth potential of the global Baijiu market. Baijiu are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Baijiu. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Baijiu market.

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.

In China, Baijiu key players include Yanghe Brewery, Luzhou Laojiao, Shunxin Holdings, etc. The top three manufacturers hold a share over 3%.

South West is the largest production area, with a share about 30%, followed by East

China, and Central China, both have a share over 30 percent.

In terms of product, Thick-flavor is the largest segment, with a share over 50%. And in terms of application, the largest application is Family dinner, followed by Government reception, etc.

#### Key Features:

The report on Baijiu market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Baijiu market. It may include historical data, market segmentation by Type (e.g., Thick-flavor, Sauce-flavor), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Baijiu market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Baijiu market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Baijiu industry. This include advancements in Baijiu technology, Baijiu new entrants, Baijiu new investment, and other innovations that are shaping the future of Baijiu.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Baijiu market. It includes factors influencing customer ' purchasing decisions, preferences for Baijiu product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Baijiu market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Baijiu market. The report also evaluates the effectiveness of these

policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Baijiu market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Baijiu industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Baijiu market.

#### Market Segmentation:

Baijiu market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Segmentation by type

Thick-flavor

Sauce-flavor

Light-flavor

Others

#### Segmentation by application

Family Dinner

Friends Gathering

Business Entertainment

Others

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Moutai

Wuliangye

Yanghe

Fenjiu

Luzhou Laojiao

Daohuaxiang

Langjiu Group

Gujing Group

Shunxin Holdings

Baiyunbian Group

Xifeng Liquor

Hetao Group

Yingjia Group

Kouzi Liquor

Guojing Group

King's Luck

Jingzhi Liquor

Red Star

Laobaigan

JNC Group

Golden Seed Winery

Yilite

Huzhu Highland

Jinhui Liquor

Weiwei Group

Tuopai Shede

Xiangjiao Winery

Shanzhuang Group

Taishan Liquor

## Gubeichun Group

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Baijiu market?

What factors are driving Baijiu market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Baijiu market opportunities vary by end market size?

How does Baijiu break out type, application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Baijiu Annual Sales 2019-2030
  - 2.1.2 World Current & Future Analysis for Baijiu by Geographic Region, 2019, 2023 & 2030
  - 2.1.3 World Current & Future Analysis for Baijiu by Country/Region, 2019, 2023 & 2030
- 2.2 Baijiu Segment by Type
  - 2.2.1 Thick-flavor
  - 2.2.2 Sauce-flavor
  - 2.2.3 Light-flavor
  - 2.2.4 Others
- 2.3 Baijiu Sales by Type
  - 2.3.1 Global Baijiu Sales Market Share by Type (2019-2024)
  - 2.3.2 Global Baijiu Revenue and Market Share by Type (2019-2024)
  - 2.3.3 Global Baijiu Sale Price by Type (2019-2024)
- 2.4 Baijiu Segment by Application
  - 2.4.1 Family Dinner
  - 2.4.2 Friends Gathering
  - 2.4.3 Business Entertainment
  - 2.4.4 Others
- 2.5 Baijiu Sales by Application
  - 2.5.1 Global Baijiu Sale Market Share by Application (2019-2024)
  - 2.5.2 Global Baijiu Revenue and Market Share by Application (2019-2024)
  - 2.5.3 Global Baijiu Sale Price by Application (2019-2024)



### **3 GLOBAL BAIJIU BY COMPANY**

#### 3.1 Global Baijiu Breakdown Data by Company

3.1.1 Global Baijiu Annual Sales by Company (2019-2024)

3.1.2 Global Baijiu Sales Market Share by Company (2019-2024)

#### 3.2 Global Baijiu Annual Revenue by Company (2019-2024)

3.2.1 Global Baijiu Revenue by Company (2019-2024)

3.2.2 Global Baijiu Revenue Market Share by Company (2019-2024)

#### 3.3 Global Baijiu Sale Price by Company

#### 3.4 Key Manufacturers Baijiu Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Baijiu Product Location Distribution

3.4.2 Players Baijiu Products Offered

#### 3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)

#### 3.6 New Products and Potential Entrants

#### 3.7 Mergers & Acquisitions, Expansion

### **4 WORLD HISTORIC REVIEW FOR BAIJIU BY GEOGRAPHIC REGION**

#### 4.1 World Historic Baijiu Market Size by Geographic Region (2019-2024)

4.1.1 Global Baijiu Annual Sales by Geographic Region (2019-2024)

4.1.2 Global Baijiu Annual Revenue by Geographic Region (2019-2024)

#### 4.2 World Historic Baijiu Market Size by Country/Region (2019-2024)

4.2.1 Global Baijiu Annual Sales by Country/Region (2019-2024)

4.2.2 Global Baijiu Annual Revenue by Country/Region (2019-2024)

#### 4.3 Americas Baijiu Sales Growth

#### 4.4 APAC Baijiu Sales Growth

#### 4.5 Europe Baijiu Sales Growth

#### 4.6 Middle East & Africa Baijiu Sales Growth

### **5 AMERICAS**

#### 5.1 Americas Baijiu Sales by Country

5.1.1 Americas Baijiu Sales by Country (2019-2024)

5.1.2 Americas Baijiu Revenue by Country (2019-2024)

#### 5.2 Americas Baijiu Sales by Type

#### 5.3 Americas Baijiu Sales by Application

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## **6 APAC**

6.1 APAC Baijiu Sales by Region

6.1.1 APAC Baijiu Sales by Region (2019-2024)

6.1.2 APAC Baijiu Revenue by Region (2019-2024)

6.2 APAC Baijiu Sales by Type

6.3 APAC Baijiu Sales by Application

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

## **7 EUROPE**

7.1 Europe Baijiu by Country

7.1.1 Europe Baijiu Sales by Country (2019-2024)

7.1.2 Europe Baijiu Revenue by Country (2019-2024)

7.2 Europe Baijiu Sales by Type

7.3 Europe Baijiu Sales by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Baijiu by Country

8.1.1 Middle East & Africa Baijiu Sales by Country (2019-2024)

8.1.2 Middle East & Africa Baijiu Revenue by Country (2019-2024)

8.2 Middle East & Africa Baijiu Sales by Type

8.3 Middle East & Africa Baijiu Sales by Application

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Baijiu

10.3 Manufacturing Process Analysis of Baijiu

10.4 Industry Chain Structure of Baijiu

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Baijiu Distributors

11.3 Baijiu Customer

## **12 WORLD FORECAST REVIEW FOR BAIJIU BY GEOGRAPHIC REGION**

12.1 Global Baijiu Market Size Forecast by Region

12.1.1 Global Baijiu Forecast by Region (2025-2030)

12.1.2 Global Baijiu Annual Revenue Forecast by Region (2025-2030)

12.2 Americas Forecast by Country

12.3 APAC Forecast by Region

12.4 Europe Forecast by Country

12.5 Middle East & Africa Forecast by Country

12.6 Global Baijiu Forecast by Type

12.7 Global Baijiu Forecast by Application

## 13 KEY PLAYERS ANALYSIS

### 13.1 Moutai

- 13.1.1 Moutai Company Information
- 13.1.2 Moutai Baijiu Product Portfolios and Specifications
- 13.1.3 Moutai Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.1.4 Moutai Main Business Overview
- 13.1.5 Moutai Latest Developments

### 13.2 Wuliangye

- 13.2.1 Wuliangye Company Information
- 13.2.2 Wuliangye Baijiu Product Portfolios and Specifications
- 13.2.3 Wuliangye Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.2.4 Wuliangye Main Business Overview
- 13.2.5 Wuliangye Latest Developments

### 13.3 Yanghe

- 13.3.1 Yanghe Company Information
- 13.3.2 Yanghe Baijiu Product Portfolios and Specifications
- 13.3.3 Yanghe Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.3.4 Yanghe Main Business Overview
- 13.3.5 Yanghe Latest Developments

### 13.4 Fenjiu

- 13.4.1 Fenjiu Company Information
- 13.4.2 Fenjiu Baijiu Product Portfolios and Specifications
- 13.4.3 Fenjiu Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.4.4 Fenjiu Main Business Overview
- 13.4.5 Fenjiu Latest Developments

### 13.5 Luzhou Laojiao

- 13.5.1 Luzhou Laojiao Company Information
- 13.5.2 Luzhou Laojiao Baijiu Product Portfolios and Specifications
- 13.5.3 Luzhou Laojiao Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.5.4 Luzhou Laojiao Main Business Overview
- 13.5.5 Luzhou Laojiao Latest Developments

### 13.6 Daohuaxiang

- 13.6.1 Daohuaxiang Company Information
- 13.6.2 Daohuaxiang Baijiu Product Portfolios and Specifications
- 13.6.3 Daohuaxiang Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.6.4 Daohuaxiang Main Business Overview
- 13.6.5 Daohuaxiang Latest Developments

### 13.7 Langjiu Group

#### 13.7.1 Langjiu Group Company Information

#### 13.7.2 Langjiu Group Baijiu Product Portfolios and Specifications

#### 13.7.3 Langjiu Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.7.4 Langjiu Group Main Business Overview

#### 13.7.5 Langjiu Group Latest Developments

### 13.8 Gujing Group

#### 13.8.1 Gujing Group Company Information

#### 13.8.2 Gujing Group Baijiu Product Portfolios and Specifications

#### 13.8.3 Gujing Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.8.4 Gujing Group Main Business Overview

#### 13.8.5 Gujing Group Latest Developments

### 13.9 Shunxin Holdings

#### 13.9.1 Shunxin Holdings Company Information

#### 13.9.2 Shunxin Holdings Baijiu Product Portfolios and Specifications

#### 13.9.3 Shunxin Holdings Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.9.4 Shunxin Holdings Main Business Overview

#### 13.9.5 Shunxin Holdings Latest Developments

### 13.10 Baiyunbian Group

#### 13.10.1 Baiyunbian Group Company Information

#### 13.10.2 Baiyunbian Group Baijiu Product Portfolios and Specifications

#### 13.10.3 Baiyunbian Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.10.4 Baiyunbian Group Main Business Overview

#### 13.10.5 Baiyunbian Group Latest Developments

### 13.11 Xifeng Liquor

#### 13.11.1 Xifeng Liquor Company Information

#### 13.11.2 Xifeng Liquor Baijiu Product Portfolios and Specifications

#### 13.11.3 Xifeng Liquor Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.11.4 Xifeng Liquor Main Business Overview

#### 13.11.5 Xifeng Liquor Latest Developments

### 13.12 Hetao Group

#### 13.12.1 Hetao Group Company Information

#### 13.12.2 Hetao Group Baijiu Product Portfolios and Specifications

#### 13.12.3 Hetao Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)

#### 13.12.4 Hetao Group Main Business Overview

#### 13.12.5 Hetao Group Latest Developments

### 13.13 Yingjia Group

#### 13.13.1 Yingjia Group Company Information

- 13.13.2 Yingjia Group Baijiu Product Portfolios and Specifications
- 13.13.3 Yingjia Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.13.4 Yingjia Group Main Business Overview
- 13.13.5 Yingjia Group Latest Developments
- 13.14 Kouzi Liquor
  - 13.14.1 Kouzi Liquor Company Information
  - 13.14.2 Kouzi Liquor Baijiu Product Portfolios and Specifications
  - 13.14.3 Kouzi Liquor Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.14.4 Kouzi Liquor Main Business Overview
  - 13.14.5 Kouzi Liquor Latest Developments
- 13.15 Guojing Group
  - 13.15.1 Guojing Group Company Information
  - 13.15.2 Guojing Group Baijiu Product Portfolios and Specifications
  - 13.15.3 Guojing Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.15.4 Guojing Group Main Business Overview
  - 13.15.5 Guojing Group Latest Developments
- 13.16 King's Luck
  - 13.16.1 King's Luck Company Information
  - 13.16.2 King's Luck Baijiu Product Portfolios and Specifications
  - 13.16.3 King's Luck Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.16.4 King's Luck Main Business Overview
  - 13.16.5 King's Luck Latest Developments
- 13.17 Jingzhi Liquor
  - 13.17.1 Jingzhi Liquor Company Information
  - 13.17.2 Jingzhi Liquor Baijiu Product Portfolios and Specifications
  - 13.17.3 Jingzhi Liquor Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.17.4 Jingzhi Liquor Main Business Overview
  - 13.17.5 Jingzhi Liquor Latest Developments
- 13.18 Red Star
  - 13.18.1 Red Star Company Information
  - 13.18.2 Red Star Baijiu Product Portfolios and Specifications
  - 13.18.3 Red Star Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.18.4 Red Star Main Business Overview
  - 13.18.5 Red Star Latest Developments
- 13.19 Laobaigan
  - 13.19.1 Laobaigan Company Information
  - 13.19.2 Laobaigan Baijiu Product Portfolios and Specifications
  - 13.19.3 Laobaigan Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.19.4 Laobaigan Main Business Overview

- 13.19.5 Laobaigan Latest Developments
- 13.20 JNC Group
  - 13.20.1 JNC Group Company Information
  - 13.20.2 JNC Group Baijiu Product Portfolios and Specifications
  - 13.20.3 JNC Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.20.4 JNC Group Main Business Overview
  - 13.20.5 JNC Group Latest Developments
- 13.21 Golden Seed Winery
  - 13.21.1 Golden Seed Winery Company Information
  - 13.21.2 Golden Seed Winery Baijiu Product Portfolios and Specifications
  - 13.21.3 Golden Seed Winery Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.21.4 Golden Seed Winery Main Business Overview
  - 13.21.5 Golden Seed Winery Latest Developments
- 13.22 Yilite
  - 13.22.1 Yilite Company Information
  - 13.22.2 Yilite Baijiu Product Portfolios and Specifications
  - 13.22.3 Yilite Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.22.4 Yilite Main Business Overview
  - 13.22.5 Yilite Latest Developments
- 13.23 Huzhu Highland
  - 13.23.1 Huzhu Highland Company Information
  - 13.23.2 Huzhu Highland Baijiu Product Portfolios and Specifications
  - 13.23.3 Huzhu Highland Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.23.4 Huzhu Highland Main Business Overview
  - 13.23.5 Huzhu Highland Latest Developments
- 13.24 Jinhui Liquor
  - 13.24.1 Jinhui Liquor Company Information
  - 13.24.2 Jinhui Liquor Baijiu Product Portfolios and Specifications
  - 13.24.3 Jinhui Liquor Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.24.4 Jinhui Liquor Main Business Overview
  - 13.24.5 Jinhui Liquor Latest Developments
- 13.25 Weiwei Group
  - 13.25.1 Weiwei Group Company Information
  - 13.25.2 Weiwei Group Baijiu Product Portfolios and Specifications
  - 13.25.3 Weiwei Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.25.4 Weiwei Group Main Business Overview
  - 13.25.5 Weiwei Group Latest Developments
- 13.26 Tuopai Shede



- 13.26.1 Tuopai Shede Company Information
- 13.26.2 Tuopai Shede Baijiu Product Portfolios and Specifications
- 13.26.3 Tuopai Shede Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.26.4 Tuopai Shede Main Business Overview
- 13.26.5 Tuopai Shede Latest Developments
- 13.27 Xiangjiao Winery
  - 13.27.1 Xiangjiao Winery Company Information
  - 13.27.2 Xiangjiao Winery Baijiu Product Portfolios and Specifications
  - 13.27.3 Xiangjiao Winery Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.27.4 Xiangjiao Winery Main Business Overview
  - 13.27.5 Xiangjiao Winery Latest Developments
- 13.28 Shanzhuang Group
  - 13.28.1 Shanzhuang Group Company Information
  - 13.28.2 Shanzhuang Group Baijiu Product Portfolios and Specifications
  - 13.28.3 Shanzhuang Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.28.4 Shanzhuang Group Main Business Overview
  - 13.28.5 Shanzhuang Group Latest Developments
- 13.29 Taishan Liquor
  - 13.29.1 Taishan Liquor Company Information
  - 13.29.2 Taishan Liquor Baijiu Product Portfolios and Specifications
  - 13.29.3 Taishan Liquor Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.29.4 Taishan Liquor Main Business Overview
  - 13.29.5 Taishan Liquor Latest Developments
- 13.30 Gubeichun Group
  - 13.30.1 Gubeichun Group Company Information
  - 13.30.2 Gubeichun Group Baijiu Product Portfolios and Specifications
  - 13.30.3 Gubeichun Group Baijiu Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.30.4 Gubeichun Group Main Business Overview
  - 13.30.5 Gubeichun Group Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**



## List Of Tables

### LIST OF TABLES

Table 1. Baijiu Annual Sales CAGR by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Table 2. Baijiu Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Thick-flavor

Table 4. Major Players of Sauce-flavor

Table 5. Major Players of Light-flavor

Table 6. Major Players of Others

Table 7. Global Baijiu Sales by Type (2019-2024) & (K MT)

Table 8. Global Baijiu Sales Market Share by Type (2019-2024)

Table 9. Global Baijiu Revenue by Type (2019-2024) & (\$ million)

Table 10. Global Baijiu Revenue Market Share by Type (2019-2024)

Table 11. Global Baijiu Sale Price by Type (2019-2024) & (USD/MT)

Table 12. Global Baijiu Sales by Application (2019-2024) & (K MT)

Table 13. Global Baijiu Sales Market Share by Application (2019-2024)

Table 14. Global Baijiu Revenue by Application (2019-2024)

Table 15. Global Baijiu Revenue Market Share by Application (2019-2024)

Table 16. Global Baijiu Sale Price by Application (2019-2024) & (USD/MT)

Table 17. Global Baijiu Sales by Company (2019-2024) & (K MT)

Table 18. Global Baijiu Sales Market Share by Company (2019-2024)

Table 19. Global Baijiu Revenue by Company (2019-2024) (\$ Millions)

Table 20. Global Baijiu Revenue Market Share by Company (2019-2024)

Table 21. Global Baijiu Sale Price by Company (2019-2024) & (USD/MT)

Table 22. Key Manufacturers Baijiu Producing Area Distribution and Sales Area

Table 23. Players Baijiu Products Offered

Table 24. Baijiu Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)

Table 25. New Products and Potential Entrants

Table 26. Mergers & Acquisitions, Expansion

Table 27. Global Baijiu Sales by Geographic Region (2019-2024) & (K MT)

Table 28. Global Baijiu Sales Market Share Geographic Region (2019-2024)

Table 29. Global Baijiu Revenue by Geographic Region (2019-2024) & (\$ millions)

Table 30. Global Baijiu Revenue Market Share by Geographic Region (2019-2024)

Table 31. Global Baijiu Sales by Country/Region (2019-2024) & (K MT)

Table 32. Global Baijiu Sales Market Share by Country/Region (2019-2024)

Table 33. Global Baijiu Revenue by Country/Region (2019-2024) & (\$ millions)

Table 34. Global Baijiu Revenue Market Share by Country/Region (2019-2024)
Table 35. Americas Baijiu Sales by Country (2019-2024) & (K MT)
Table 36. Americas Baijiu Sales Market Share by Country (2019-2024)
Table 37. Americas Baijiu Revenue by Country (2019-2024) & (\$ Millions)
Table 38. Americas Baijiu Revenue Market Share by Country (2019-2024)
Table 39. Americas Baijiu Sales by Type (2019-2024) & (K MT)
Table 40. Americas Baijiu Sales by Application (2019-2024) & (K MT)
Table 41. APAC Baijiu Sales by Region (2019-2024) & (K MT)
Table 42. APAC Baijiu Sales Market Share by Region (2019-2024)
Table 43. APAC Baijiu Revenue by Region (2019-2024) & (\$ Millions)
Table 44. APAC Baijiu Revenue Market Share by Region (2019-2024)
Table 45. APAC Baijiu Sales by Type (2019-2024) & (K MT)
Table 46. APAC Baijiu Sales by Application (2019-2024) & (K MT)
Table 47. Europe Baijiu Sales by Country (2019-2024) & (K MT)
Table 48. Europe Baijiu Sales Market Share by Country (2019-2024)
Table 49. Europe Baijiu Revenue by Country (2019-2024) & (\$ Millions)
Table 50. Europe Baijiu Revenue Market Share by Country (2019-2024)
Table 51. Europe Baijiu Sales by Type (2019-2024) & (K MT)
Table 52. Europe Baijiu Sales by Application (2019-2024) & (K MT)
Table 53. Middle East & Africa Baijiu Sales by Country (2019-2024) & (K MT)
Table 54. Middle East & Africa Baijiu Sales Market Share by Country (2019-2024)
Table 55. Middle East & Africa Baijiu Revenue by Country (2019-2024) & (\$ Millions)
Table 56. Middle East & Africa Baijiu Revenue Market Share by Country (2019-2024)
Table 57. Middle East & Africa Baijiu Sales by Type (2019-2024) & (K MT)
Table 58. Middle East & Africa Baijiu Sales by Application (2019-2024) & (K MT)
Table 59. Key Market Drivers & Growth Opportunities of Baijiu
Table 60. Key Market Challenges & Risks of Baijiu
Table 61. Key Industry Trends of Baijiu
Table 62. Baijiu Raw Material
Table 63. Key Suppliers of Raw Materials
Table 64. Baijiu Distributors List
Table 65. Baijiu Customer List
Table 66. Global Baijiu Sales Forecast by Region (2025-2030) & (K MT)
Table 67. Global Baijiu Revenue Forecast by Region (2025-2030) & (\$ millions)
Table 68. Americas Baijiu Sales Forecast by Country (2025-2030) & (K MT)
Table 69. Americas Baijiu Revenue Forecast by Country (2025-2030) & (\$ millions)
Table 70. APAC Baijiu Sales Forecast by Region (2025-2030) & (K MT)
Table 71. APAC Baijiu Revenue Forecast by Region (2025-2030) & (\$ millions)
Table 72. Europe Baijiu Sales Forecast by Country (2025-2030) & (K MT)

Table 73. Europe Baijiu Revenue Forecast by Country (2025-2030) & (\$ millions)
Table 74. Middle East & Africa Baijiu Sales Forecast by Country (2025-2030) & (K MT)
Table 75. Middle East & Africa Baijiu Revenue Forecast by Country (2025-2030) & (\$ millions)
Table 76. Global Baijiu Sales Forecast by Type (2025-2030) & (K MT)
Table 77. Global Baijiu Revenue Forecast by Type (2025-2030) & (\$ Millions)
Table 78. Global Baijiu Sales Forecast by Application (2025-2030) & (K MT)
Table 79. Global Baijiu Revenue Forecast by Application (2025-2030) & (\$ Millions)
Table 80. Moutai Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors
Table 81. Moutai Baijiu Product Portfolios and Specifications
Table 82. Moutai Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
Table 83. Moutai Main Business
Table 84. Moutai Latest Developments
Table 85. Wuliangye Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors
Table 86. Wuliangye Baijiu Product Portfolios and Specifications
Table 87. Wuliangye Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
Table 88. Wuliangye Main Business
Table 89. Wuliangye Latest Developments
Table 90. Yanghe Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors
Table 91. Yanghe Baijiu Product Portfolios and Specifications
Table 92. Yanghe Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
Table 93. Yanghe Main Business
Table 94. Yanghe Latest Developments
Table 95. Fenjiu Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors
Table 96. Fenjiu Baijiu Product Portfolios and Specifications
Table 97. Fenjiu Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
Table 98. Fenjiu Main Business
Table 99. Fenjiu Latest Developments
Table 100. Luzhou Laojiao Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors
Table 101. Luzhou Laojiao Baijiu Product Portfolios and Specifications

Table 102. Luzhou Laojiao Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 103. Luzhou Laojiao Main Business

Table 104. Luzhou Laojiao Latest Developments

Table 105. Daohuaxiang Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 106. Daohuaxiang Baijiu Product Portfolios and Specifications

Table 107. Daohuaxiang Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 108. Daohuaxiang Main Business

Table 109. Daohuaxiang Latest Developments

Table 110. Langjiu Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 111. Langjiu Group Baijiu Product Portfolios and Specifications

Table 112. Langjiu Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 113. Langjiu Group Main Business

Table 114. Langjiu Group Latest Developments

Table 115. Gujing Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 116. Gujing Group Baijiu Product Portfolios and Specifications

Table 117. Gujing Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 118. Gujing Group Main Business

Table 119. Gujing Group Latest Developments

Table 120. Shunxin Holdings Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 121. Shunxin Holdings Baijiu Product Portfolios and Specifications

Table 122. Shunxin Holdings Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 123. Shunxin Holdings Main Business

Table 124. Shunxin Holdings Latest Developments

Table 125. Baiyunbian Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 126. Baiyunbian Group Baijiu Product Portfolios and Specifications

Table 127. Baiyunbian Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 128. Baiyunbian Group Main Business

Table 129. Baiyunbian Group Latest Developments

Table 130. Xifeng Liquor Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 131. Xifeng Liquor Baijiu Product Portfolios and Specifications

Table 132. Xifeng Liquor Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 133. Xifeng Liquor Main Business

Table 134. Xifeng Liquor Latest Developments

Table 135. Hetao Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 136. Hetao Group Baijiu Product Portfolios and Specifications

Table 137. Hetao Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 138. Hetao Group Main Business

Table 139. Hetao Group Latest Developments

Table 140. Yingjia Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 141. Yingjia Group Baijiu Product Portfolios and Specifications

Table 142. Yingjia Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 143. Yingjia Group Main Business

Table 144. Yingjia Group Latest Developments

Table 145. Kouzi Liquor Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 146. Kouzi Liquor Baijiu Product Portfolios and Specifications

Table 147. Kouzi Liquor Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 148. Kouzi Liquor Main Business

Table 149. Kouzi Liquor Latest Developments

Table 150. Guojing Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 151. Guojing Group Baijiu Product Portfolios and Specifications

Table 152. Guojing Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 153. Guojing Group Main Business

Table 154. Guojing Group Latest Developments

Table 155. King's Luck Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 156. King's Luck Baijiu Product Portfolios and Specifications

Table 157. King's Luck Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and



Gross Margin (2019-2024)

Table 158. King's Luck Main Business

Table 159. King's Luck Latest Developments

Table 160. Jingzhi Liquor Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 161. Jingzhi Liquor Baijiu Product Portfolios and Specifications

Table 162. Jingzhi Liquor Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 163. Jingzhi Liquor Main Business

Table 164. Jingzhi Liquor Latest Developments

Table 165. Red Star Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 166. Red Star Baijiu Product Portfolios and Specifications

Table 167. Red Star Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 168. Red Star Main Business

Table 169. Red Star Latest Developments

Table 170. Laobaigan Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 171. Laobaigan Baijiu Product Portfolios and Specifications

Table 172. Laobaigan Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 173. Laobaigan Main Business

Table 174. Laobaigan Latest Developments

Table 175. JNC Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 176. JNC Group Baijiu Product Portfolios and Specifications

Table 177. JNC Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 178. JNC Group Main Business

Table 179. JNC Group Latest Developments

Table 180. Golden Seed Winery Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 181. Golden Seed Winery Baijiu Product Portfolios and Specifications

Table 182. Golden Seed Winery Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 183. Golden Seed Winery Main Business

Table 184. Golden Seed Winery Latest Developments

Table 185. Yilite Basic Information, Baijiu Manufacturing Base, Sales Area and Its

## Competitors

Table 186. Yilite Baijiu Product Portfolios and Specifications

Table 187. Yilite Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 188. Yilite Main Business

Table 189. Yilite Latest Developments

Table 190. Huzhu Highland Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 191. Huzhu Highland Baijiu Product Portfolios and Specifications

Table 192. Huzhu Highland Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 193. Huzhu Highland Main Business

Table 194. Huzhu Highland Latest Developments

Table 195. Jinhui Liquor Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 196. Jinhui Liquor Baijiu Product Portfolios and Specifications

Table 197. Jinhui Liquor Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 198. Jinhui Liquor Main Business

Table 199. Jinhui Liquor Latest Developments

Table 200. Weiwei Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 201. Weiwei Group Baijiu Product Portfolios and Specifications

Table 202. Weiwei Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 203. Weiwei Group Main Business

Table 204. Weiwei Group Latest Developments

Table 205. Tuopai Shede Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 206. Tuopai Shede Baijiu Product Portfolios and Specifications

Table 207. Tuopai Shede Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 208. Tuopai Shede Main Business

Table 209. Tuopai Shede Latest Developments

Table 210. Xiangjiao Winery Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 211. Xiangjiao Winery Baijiu Product Portfolios and Specifications

Table 212. Xiangjiao Winery Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 213. Xiangjiao Winery Main Business

Table 214. Xiangjiao Winery Latest Developments

Table 215. Shanzhuang Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 216. Shanzhuang Group Baijiu Product Portfolios and Specifications

Table 217. Shanzhuang Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 218. Shanzhuang Group Main Business

Table 219. Shanzhuang Group Latest Developments

Table 220. Taishan Liquor Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 221. Taishan Liquor Baijiu Product Portfolios and Specifications

Table 222. Taishan Liquor Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 223. Taishan Liquor Main Business

Table 224. Taishan Liquor Latest Developments

Table 225. Gubeichun Group Basic Information, Baijiu Manufacturing Base, Sales Area and Its Competitors

Table 226. Gubeichun Group Baijiu Product Portfolios and Specifications

Table 227. Gubeichun Group Baijiu Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 228. Gubeichun Group Main Business

Table 229. Gubeichun Group Latest Developments



## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Baijiu
- Figure 2. Baijiu Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Baijiu Sales Growth Rate 2019-2030 (K MT)
- Figure 7. Global Baijiu Revenue Growth Rate 2019-2030 (\$ Millions)
- Figure 8. Baijiu Sales by Region (2019, 2023 & 2030) & (\$ Millions)
- Figure 9. Product Picture of Thick-flavor
- Figure 10. Product Picture of Sauce-flavor
- Figure 11. Product Picture of Light-flavor
- Figure 12. Product Picture of Others
- Figure 13. Global Baijiu Sales Market Share by Type in 2023
- Figure 14. Global Baijiu Revenue Market Share by Type (2019-2024)
- Figure 15. Baijiu Consumed in Family Dinner
- Figure 16. Global Baijiu Market: Family Dinner (2019-2024) & (K MT)
- Figure 17. Baijiu Consumed in Friends Gathering
- Figure 18. Global Baijiu Market: Friends Gathering (2019-2024) & (K MT)
- Figure 19. Baijiu Consumed in Business Entertainment
- Figure 20. Global Baijiu Market: Business Entertainment (2019-2024) & (K MT)
- Figure 21. Baijiu Consumed in Others
- Figure 22. Global Baijiu Market: Others (2019-2024) & (K MT)
- Figure 23. Global Baijiu Sales Market Share by Application (2023)
- Figure 24. Global Baijiu Revenue Market Share by Application in 2023
- Figure 25. Baijiu Sales Market by Company in 2023 (K MT)
- Figure 26. Global Baijiu Sales Market Share by Company in 2023
- Figure 27. Baijiu Revenue Market by Company in 2023 (\$ Million)
- Figure 28. Global Baijiu Revenue Market Share by Company in 2023
- Figure 29. Global Baijiu Sales Market Share by Geographic Region (2019-2024)
- Figure 30. Global Baijiu Revenue Market Share by Geographic Region in 2023
- Figure 31. Americas Baijiu Sales 2019-2024 (K MT)
- Figure 32. Americas Baijiu Revenue 2019-2024 (\$ Millions)
- Figure 33. APAC Baijiu Sales 2019-2024 (K MT)
- Figure 34. APAC Baijiu Revenue 2019-2024 (\$ Millions)
- Figure 35. Europe Baijiu Sales 2019-2024 (K MT)

- Figure 36. Europe Baijiu Revenue 2019-2024 (\$ Millions)
- Figure 37. Middle East & Africa Baijiu Sales 2019-2024 (K MT)
- Figure 38. Middle East & Africa Baijiu Revenue 2019-2024 (\$ Millions)
- Figure 39. Americas Baijiu Sales Market Share by Country in 2023
- Figure 40. Americas Baijiu Revenue Market Share by Country in 2023
- Figure 41. Americas Baijiu Sales Market Share by Type (2019-2024)
- Figure 42. Americas Baijiu Sales Market Share by Application (2019-2024)
- Figure 43. United States Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 44. Canada Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 45. Mexico Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 46. Brazil Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 47. APAC Baijiu Sales Market Share by Region in 2023
- Figure 48. APAC Baijiu Revenue Market Share by Regions in 2023
- Figure 49. APAC Baijiu Sales Market Share by Type (2019-2024)
- Figure 50. APAC Baijiu Sales Market Share by Application (2019-2024)
- Figure 51. China Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 52. Japan Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 53. South Korea Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 54. Southeast Asia Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 55. India Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 56. Australia Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 57. China Taiwan Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 58. Europe Baijiu Sales Market Share by Country in 2023
- Figure 59. Europe Baijiu Revenue Market Share by Country in 2023
- Figure 60. Europe Baijiu Sales Market Share by Type (2019-2024)
- Figure 61. Europe Baijiu Sales Market Share by Application (2019-2024)
- Figure 62. Germany Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 63. France Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 64. UK Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 65. Italy Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 66. Russia Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 67. Middle East & Africa Baijiu Sales Market Share by Country in 2023
- Figure 68. Middle East & Africa Baijiu Revenue Market Share by Country in 2023
- Figure 69. Middle East & Africa Baijiu Sales Market Share by Type (2019-2024)
- Figure 70. Middle East & Africa Baijiu Sales Market Share by Application (2019-2024)
- Figure 71. Egypt Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 72. South Africa Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 73. Israel Baijiu Revenue Growth 2019-2024 (\$ Millions)
- Figure 74. Turkey Baijiu Revenue Growth 2019-2024 (\$ Millions)

Figure 75. GCC Country Baijiu Revenue Growth 2019-2024 (\$ Millions)

Figure 76. Manufacturing Cost Structure Analysis of Baijiu in 2023

Figure 77. Manufacturing Process Analysis of Baijiu

Figure 78. Industry Chain Structure of Baijiu

Figure 79. Channels of Distribution

Figure 80. Global Baijiu Sales Market Forecast by Region (2025-2030)

Figure 81. Global Baijiu Revenue Market Share Forecast by Region (2025-2030)

Figure 82. Global Baijiu Sales Market Share Forecast by Type (2025-2030)

Figure 83. Global Baijiu Revenue Market Share Forecast by Type (2025-2030)

Figure 84. Global Baijiu Sales Market Share Forecast by Application (2025-2030)

Figure 85. Global Baijiu Revenue Market Share Forecast by Application (2025-2030)

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