

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?

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