

Global Liquor Market Growth 2025-2031

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Abstracts

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The global Liquor market size is predicted to grow from US\$ 98960 million in 2025 to US\$ 119650 million in 2031; it is expected to grow at a CAGR of 3.2% from 2025 to 2031.

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.

LP Information, Inc. (LPI) ' newest research report, the "Liquor Industry Forecast" looks at past sales and reviews total world Liquor sales in 2024, providing a comprehensive

analysis by region and market sector of projected Liquor sales for 2025 through 2031. With Liquor sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Liquor industry.

This Insight Report provides a comprehensive analysis of the global Liquor landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Liquor portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Liquor market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Liquor and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Liquor.

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

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 analysing 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 Liquor market?

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

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

How do Liquor market opportunities vary by end market size?

How does Liquor break out by Type, by Application?

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