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Global New Flavor Yellow Wine Market Growth 2025-2031

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Abstracts

The global New Flavor Yellow Wine market size is predicted to grow from US$ 509 million in 2025 to US$ 753 million in 2031; it is expected to grow at a CAGR of 6.7% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Huangjiu (Chinese yellow wine) is a Chinese rice wine that is most popular in the Jiangnan region. Huangjiu is brewed by mixing steamed grains (such as rice, glutinous rice or millet) with koji, and then saccharifying and fermenting at a temperature of about 13-18°C (55-64°F) for two weeks. Its alcohol content is usually 8% to 20%. Huangjiu is usually pasteurized, aged and filtered before being bottled and sold to consumers. The aging process can be complicated but is essential to develop layers of flavor and aroma. Some brands of high-quality Huangjiu can be aged for up to 20 years. With the development of the times, the Huangjiu industry is also facing new challenges and opportunities. Traditional Huangjiu is often considered to have a heavy taste and limited drinking occasions, making it difficult to attract the younger generation of consumers. As Huangjiu brewers seek new markets, Huangjiu is now often mixed with soda water or juice and chilled with ice cubes to create a refreshing low-alcohol cocktail. In summary, the new rice wine is a rice wine that bids farewell to the traditional rice wine form in terms of product, brand and space, and is targeted at young consumer groups, such as sparkling rice wine, low-alcohol rice wine, iced rice wine, fruit-flavored pre-mixed rice wine and other categories.

United States market for New Flavor Yellow Wine is estimated to increase from US$

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million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for New Flavor Yellow Wine is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for New Flavor Yellow Wine is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key New Flavor Yellow Wine players cover Kuaijishan Shaoxing Wine Co., Ltd., Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd., Shanghai Jinfeng Wine Company Limited, Tsingtao Brewery Company Limited, Tapaijiu, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “New Flavor Yellow Wine Industry Forecast” looks at past sales and reviews total world New Flavor Yellow Wine sales in 2024, providing a comprehensive analysis by region and market sector of projected New Flavor Yellow Wine sales for 2025 through 2031. With New Flavor Yellow Wine sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world New Flavor Yellow Wine industry.

This Insight Report provides a comprehensive analysis of the global New Flavor Yellow Wine 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 New Flavor Yellow Wine portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global New Flavor Yellow Wine market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for New Flavor Yellow Wine 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 New Flavor Yellow Wine.

This report presents a comprehensive overview, market shares, and growth opportunities of New Flavor Yellow Wine market by product type, application, key

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manufacturers and key regions and countries.

Segmentation by Type:

Sparkling Yellow Wine

Low-alcohol Yellow Wine

Fruit-flavored Yellow Wine

Healthy Yellow Wine

Segmentation by Application:

Online Channels

Supermarkets & Shopping Malls

Convenience Stores

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

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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.

Kuaijishan Shaoxing Wine Co., Ltd.

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Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd.

Shanghai Jinfeng Wine Company Limited

Tsingtao Brewery Company Limited

Tapaijiu

Tsingtao Brewery Co., Ltd.

Baita Brewery

Key Questions Addressed in this Report

What is the 10-year outlook for the global New Flavor Yellow Wine market?
What factors are driving New Flavor Yellow Wine market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do New Flavor Yellow Wine market opportunities vary by end market size?
How does New Flavor Yellow Wine break out by Type, by Application?

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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 New Flavor Yellow Wine Annual Sales 2020-2031
  2.1.2 World Current & Future Analysis for New Flavor Yellow Wine by Geographic Region, 2020, 2024 & 2031
  2.1.3 World Current & Future Analysis for New Flavor Yellow Wine by Country/Region, 2020, 2024 & 2031
2.2 New Flavor Yellow Wine Segment by Type
  2.2.1 Sparkling Yellow Wine
  2.2.2 Low-alcohol Yellow Wine
  2.2.3 Fruit-flavored Yellow Wine
  2.2.4 Healthy Yellow Wine
2.3 New Flavor Yellow Wine Sales by Type
  2.3.1 Global New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
  2.3.2 Global New Flavor Yellow Wine Revenue and Market Share by Type (2020-2025)
  2.3.3 Global New Flavor Yellow Wine Sale Price by Type (2020-2025)
2.4 New Flavor Yellow Wine Segment by Application
  2.4.1 Online Channels
  2.4.2 Supermarkets & Shopping Malls
  2.4.3 Convenience Stores
2.5 New Flavor Yellow Wine Sales by Application
  2.5.1 Global New Flavor Yellow Wine Sale Market Share by Application (2020-2025)
  2.5.2 Global New Flavor Yellow Wine Revenue and Market Share by Application (2020-2025)

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2.5.3 Global New Flavor Yellow Wine Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

3.1 Global New Flavor Yellow Wine Breakdown Data by Company
3.1.1 Global New Flavor Yellow Wine Annual Sales by Company (2020-2025)
3.1.2 Global New Flavor Yellow Wine Sales Market Share by Company (2020-2025)
3.2 Global New Flavor Yellow Wine Annual Revenue by Company (2020-2025)
3.2.1 Global New Flavor Yellow Wine Revenue by Company (2020-2025)
3.2.2 Global New Flavor Yellow Wine Revenue Market Share by Company (2020-2025)
3.3 Global New Flavor Yellow Wine Sale Price by Company
3.4 Key Manufacturers New Flavor Yellow Wine Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers New Flavor Yellow Wine Product Location Distribution
3.4.2 Players New Flavor Yellow Wine Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR NEW FLAVOR YELLOW WINE BY GEOGRAPHIC REGION

4.1 World Historic New Flavor Yellow Wine Market Size by Geographic Region (2020-2025)
4.1.1 Global New Flavor Yellow Wine Annual Sales by Geographic Region (2020-2025)
4.1.2 Global New Flavor Yellow Wine Annual Revenue by Geographic Region (2020-2025)
4.2 World Historic New Flavor Yellow Wine Market Size by Country/Region (2020-2025)
4.2.1 Global New Flavor Yellow Wine Annual Sales by Country/Region (2020-2025)
4.2.2 Global New Flavor Yellow Wine Annual Revenue by Country/Region (2020-2025)
4.3 Americas New Flavor Yellow Wine Sales Growth
4.4 APAC New Flavor Yellow Wine Sales Growth
4.5 Europe New Flavor Yellow Wine Sales Growth
4.6 Middle East & Africa New Flavor Yellow Wine Sales Growth

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5 AMERICAS

5.1 Americas New Flavor Yellow Wine Sales by Country
5.1.1 Americas New Flavor Yellow Wine Sales by Country (2020-2025)
5.1.2 Americas New Flavor Yellow Wine Revenue by Country (2020-2025)
5.2 Americas New Flavor Yellow Wine Sales by Type (2020-2025)
5.3 Americas New Flavor Yellow Wine Sales by Application (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC New Flavor Yellow Wine Sales by Region
6.1.1 APAC New Flavor Yellow Wine Sales by Region (2020-2025)
6.1.2 APAC New Flavor Yellow Wine Revenue by Region (2020-2025)
6.2 APAC New Flavor Yellow Wine Sales by Type (2020-2025)
6.3 APAC New Flavor Yellow Wine Sales by Application (2020-2025)
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 New Flavor Yellow Wine by Country
7.1.1 Europe New Flavor Yellow Wine Sales by Country (2020-2025)
7.1.2 Europe New Flavor Yellow Wine Revenue by Country (2020-2025)
7.2 Europe New Flavor Yellow Wine Sales by Type (2020-2025)
7.3 Europe New Flavor Yellow Wine Sales by Application (2020-2025)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy

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7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa New Flavor Yellow Wine by Country
  8.1.1 Middle East & Africa New Flavor Yellow Wine Sales by Country (2020-2025)
  8.1.2 Middle East & Africa New Flavor Yellow Wine Revenue by Country (2020-2025)
8.2 Middle East & Africa New Flavor Yellow Wine Sales by Type (2020-2025)
8.3 Middle East & Africa New Flavor Yellow Wine Sales by Application (2020-2025)
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 New Flavor Yellow Wine
10.3 Manufacturing Process Analysis of New Flavor Yellow Wine
10.4 Industry Chain Structure of New Flavor Yellow Wine

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 New Flavor Yellow Wine Distributors
11.3 New Flavor Yellow Wine Customer

12 WORLD FORECAST REVIEW FOR NEW FLAVOR YELLOW WINE BY GEOGRAPHIC REGION

+357 96 030922
info@marketpublishers.com

12.1 Global New Flavor Yellow Wine Market Size Forecast by Region
12.1.1 Global New Flavor Yellow Wine Forecast by Region (2026-2031)
12.1.2 Global New Flavor Yellow Wine Annual Revenue Forecast by Region (2026-2031)
12.2 Americas Forecast by Country (2026-2031)
12.3 APAC Forecast by Region (2026-2031)
12.4 Europe Forecast by Country (2026-2031)
12.5 Middle East & Africa Forecast by Country (2026-2031)
12.6 Global New Flavor Yellow Wine Forecast by Type (2026-2031)
12.7 Global New Flavor Yellow Wine Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 Kuaijishan Shaoxing Wine Co., Ltd.
13.1.1 Kuaijishan Shaoxing Wine Co., Ltd. Company Information
13.1.2 Kuaijishan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
13.1.3 Kuaijishan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.1.4 Kuaijishan Shaoxing Wine Co., Ltd. Main Business Overview
13.1.5 Kuaijishan Shaoxing Wine Co., Ltd. Latest Developments
13.2 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd.
13.2.1 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Company Information
13.2.2 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
13.2.3 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.2.4 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Main Business Overview
13.2.5 Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Latest Developments
13.3 Shanghai Jinfeng Wine Company Limited
13.3.1 Shanghai Jinfeng Wine Company Limited Company Information
13.3.2 Shanghai Jinfeng Wine Company Limited New Flavor Yellow Wine Product Portfolios and Specifications
13.3.3 Shanghai Jinfeng Wine Company Limited New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.3.4 Shanghai Jinfeng Wine Company Limited Main Business Overview
13.3.5 Shanghai Jinfeng Wine Company Limited Latest Developments
13.4 Tsingtao Brewery Company Limited
13.4.1 Tsingtao Brewery Company Limited Company Information

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13.4.2 Tsingtao Brewery Company Limited New Flavor Yellow Wine Product Portfolios and Specifications
13.4.3 Tsingtao Brewery Company Limited New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.4.4 Tsingtao Brewery Company Limited Main Business Overview
13.4.5 Tsingtao Brewery Company Limited Latest Developments
13.5 Tapaijiu
13.5.1 Tapaijiu Company Information
13.5.2 Tapaijiu New Flavor Yellow Wine Product Portfolios and Specifications
13.5.3 Tapaijiu New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.5.4 Tapaijiu Main Business Overview
13.5.5 Tapaijiu Latest Developments
13.6 Tsingtao Brewery Co., Ltd.
13.6.1 Tsingtao Brewery Co., Ltd. Company Information
13.6.2 Tsingtao Brewery Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
13.6.3 Tsingtao Brewery Co., Ltd. New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.6.4 Tsingtao Brewery Co., Ltd. Main Business Overview
13.6.5 Tsingtao Brewery Co., Ltd. Latest Developments
13.7 Baita Brewery
13.7.1 Baita Brewery Company Information
13.7.2 Baita Brewery New Flavor Yellow Wine Product Portfolios and Specifications
13.7.3 Baita Brewery New Flavor Yellow Wine Sales, Revenue, Price and Gross Margin (2020-2025)
13.7.4 Baita Brewery Main Business Overview
13.7.5 Baita Brewery Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. New Flavor Yellow Wine Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & ($ millions)
Table 2. New Flavor Yellow Wine Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of Sparkling Yellow Wine
Table 4. Major Players of Low-alcohol Yellow Wine
Table 5. Major Players of Fruit-flavored Yellow Wine
Table 6. Major Players of Healthy Yellow Wine
Table 7. Global New Flavor Yellow Wine Sales by Type (2020-2025) & (Tons)
Table 8. Global New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
Table 9. Global New Flavor Yellow Wine Revenue by Type (2020-2025) & ($ million)
Table 10. Global New Flavor Yellow Wine Revenue Market Share by Type (2020-2025)
Table 11. Global New Flavor Yellow Wine Sale Price by Type (2020-2025) & (US$/kg)
Table 12. Global New Flavor Yellow Wine Sale by Application (2020-2025) & (Tons)
Table 13. Global New Flavor Yellow Wine Sale Market Share by Application (2020-2025)
Table 14. Global New Flavor Yellow Wine Revenue by Application (2020-2025) & ($ million)
Table 15. Global New Flavor Yellow Wine Revenue Market Share by Application (2020-2025)
Table 16. Global New Flavor Yellow Wine Sale Price by Application (2020-2025) & (US$/kg)
Table 17. Global New Flavor Yellow Wine Sales by Company (2020-2025) & (Tons)
Table 18. Global New Flavor Yellow Wine Sales Market Share by Company (2020-2025)
Table 19. Global New Flavor Yellow Wine Revenue by Company (2020-2025) & ($ millions)
Table 20. Global New Flavor Yellow Wine Revenue Market Share by Company (2020-2025)
Table 21. Global New Flavor Yellow Wine Sale Price by Company (2020-2025) & (US$/kg)
Table 22. Key Manufacturers New Flavor Yellow Wine Producing Area Distribution and Sales Area
Table 23. Players New Flavor Yellow Wine Products Offered
Table 24. New Flavor Yellow Wine Concentration Ratio (CR3, CR5 and CR10) &

+357 96 030922
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(2023-2025)
Table 25. New Products and Potential Entrants
Table 26. Market M&A Activity & Strategy
Table 27. Global New Flavor Yellow Wine Sales by Geographic Region (2020-2025) & (Tons)
Table 28. Global New Flavor Yellow Wine Sales Market Share Geographic Region (2020-2025)
Table 29. Global New Flavor Yellow Wine Revenue by Geographic Region (2020-2025) & ($ millions)
Table 30. Global New Flavor Yellow Wine Revenue Market Share by Geographic Region (2020-2025)
Table 31. Global New Flavor Yellow Wine Sales by Country/Region (2020-2025) & (Tons)
Table 32. Global New Flavor Yellow Wine Sales Market Share by Country/Region (2020-2025)
Table 33. Global New Flavor Yellow Wine Revenue by Country/Region (2020-2025) & ($ millions)
Table 34. Global New Flavor Yellow Wine Revenue Market Share by Country/Region (2020-2025)
Table 35. Americas New Flavor Yellow Wine Sales by Country (2020-2025) & (Tons)
Table 36. Americas New Flavor Yellow Wine Sales Market Share by Country (2020-2025)
Table 37. Americas New Flavor Yellow Wine Revenue by Country (2020-2025) & ($ millions)
Table 38. Americas New Flavor Yellow Wine Sales by Type (2020-2025) & (Tons)
Table 39. Americas New Flavor Yellow Wine Sales by Application (2020-2025) & (Tons)
Table 40. APAC New Flavor Yellow Wine Sales by Region (2020-2025) & (Tons)
Table 41. APAC New Flavor Yellow Wine Sales Market Share by Region (2020-2025)
Table 42. APAC New Flavor Yellow Wine Revenue by Region (2020-2025) & ($ millions)
Table 43. APAC New Flavor Yellow Wine Sales by Type (2020-2025) & (Tons)
Table 44. APAC New Flavor Yellow Wine Sales by Application (2020-2025) & (Tons)
Table 45. Europe New Flavor Yellow Wine Sales by Country (2020-2025) & (Tons)
Table 46. Europe New Flavor Yellow Wine Revenue by Country (2020-2025) & ($ millions)
Table 47. Europe New Flavor Yellow Wine Sales by Type (2020-2025) & (Tons)
Table 48. Europe New Flavor Yellow Wine Sales by Application (2020-2025) & (Tons)
Table 49. Middle East & Africa New Flavor Yellow Wine Sales by Country (2020-2025) & (Tons)

+357 96 030922
info@marketpublishers.com

Table 50. Middle East & Africa New Flavor Yellow Wine Revenue Market Share by Country (2020-2025)
Table 51. Middle East & Africa New Flavor Yellow Wine Sales by Type (2020-2025) & (Tons)
Table 52. Middle East & Africa New Flavor Yellow Wine Sales by Application (2020-2025) & (Tons)
Table 53. Key Market Drivers & Growth Opportunities of New Flavor Yellow Wine
Table 54. Key Market Challenges & Risks of New Flavor Yellow Wine
Table 55. Key Industry Trends of New Flavor Yellow Wine
Table 56. New Flavor Yellow Wine Raw Material
Table 57. Key Suppliers of Raw Materials
Table 58. New Flavor Yellow Wine Distributors List
Table 59. New Flavor Yellow Wine Customer List
Table 60. Global New Flavor Yellow Wine Sales Forecast by Region (2026-2031) & (Tons)
Table 61. Global New Flavor Yellow Wine Revenue Forecast by Region (2026-2031) & ($ millions)
Table 62. Americas New Flavor Yellow Wine Sales Forecast by Country (2026-2031) & (Tons)
Table 63. Americas New Flavor Yellow Wine Annual Revenue Forecast by Country (2026-2031) & ($ millions)
Table 64. APAC New Flavor Yellow Wine Sales Forecast by Region (2026-2031) & (Tons)
Table 65. APAC New Flavor Yellow Wine Annual Revenue Forecast by Region (2026-2031) & ($ millions)
Table 66. Europe New Flavor Yellow Wine Sales Forecast by Country (2026-2031) & (Tons)
Table 67. Europe New Flavor Yellow Wine Revenue Forecast by Country (2026-2031) & ($ millions)
Table 68. Middle East & Africa New Flavor Yellow Wine Sales Forecast by Country (2026-2031) & (Tons)
Table 69. Middle East & Africa New Flavor Yellow Wine Revenue Forecast by Country (2026-2031) & ($ millions)
Table 70. Global New Flavor Yellow Wine Sales Forecast by Type (2026-2031) & (Tons)
Table 71. Global New Flavor Yellow Wine Revenue Forecast by Type (2026-2031) & ($ millions)
Table 72. Global New Flavor Yellow Wine Sales Forecast by Application (2026-2031) & (Tons)

+357 96 030922
info@marketpublishers.com

Table 73. Global New Flavor Yellow Wine Revenue Forecast by Application (2026-2031) & ($ millions)
Table 74. Kuaijishan Shaoxing Wine Co., Ltd. Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 75. Kuaijishan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
Table 76. Kuaijishan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 77. Kuaijishan Shaoxing Wine Co., Ltd. Main Business
Table 78. Kuaijishan Shaoxing Wine Co., Ltd. Latest Developments
Table 79. Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 80. Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
Table 81. Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 82. Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Main Business
Table 83. Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. Latest Developments
Table 84. Shanghai Jinfeng Wine Company Limited Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 85. Shanghai Jinfeng Wine Company Limited New Flavor Yellow Wine Product Portfolios and Specifications
Table 86. Shanghai Jinfeng Wine Company Limited New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 87. Shanghai Jinfeng Wine Company Limited Main Business
Table 88. Shanghai Jinfeng Wine Company Limited Latest Developments
Table 89. Tsingtao Brewery Company Limited Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 90. Tsingtao Brewery Company Limited New Flavor Yellow Wine Product Portfolios and Specifications
Table 91. Tsingtao Brewery Company Limited New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 92. Tsingtao Brewery Company Limited Main Business
Table 93. Tsingtao Brewery Company Limited Latest Developments
Table 94. Tapaijiu Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 95. Tapaijiu New Flavor Yellow Wine Product Portfolios and Specifications
Table 96. Tapaijiu New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

Table 97. Tapaijiu Main Business
Table 98. Tapaijiu Latest Developments
Table 99. Tsingtao Brewery Co., Ltd. Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 100. Tsingtao Brewery Co., Ltd. New Flavor Yellow Wine Product Portfolios and Specifications
Table 101. Tsingtao Brewery Co., Ltd. New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 102. Tsingtao Brewery Co., Ltd. Main Business
Table 103. Tsingtao Brewery Co., Ltd. Latest Developments
Table 104. Baita Brewery Basic Information, New Flavor Yellow Wine Manufacturing Base, Sales Area and Its Competitors
Table 105. Baita Brewery New Flavor Yellow Wine Product Portfolios and Specifications
Table 106. Baita Brewery New Flavor Yellow Wine Sales (Tons), Revenue ($ Million), Price (US$/kg) and Gross Margin (2020-2025)
Table 107. Baita Brewery Main Business
Table 108. Baita Brewery Latest Developments

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info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1. Picture of New Flavor Yellow Wine
Figure 2. New Flavor Yellow Wine Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global New Flavor Yellow Wine Sales Growth Rate 2020-2031 (Tons)
Figure 7. Global New Flavor Yellow Wine Revenue Growth Rate 2020-2031 ($ millions)
Figure 8. New Flavor Yellow Wine Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 9. New Flavor Yellow Wine Sales Market Share by Country/Region (2024)
Figure 10. New Flavor Yellow Wine Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 11. Product Picture of Sparkling Yellow Wine
Figure 12. Product Picture of Low-alcohol Yellow Wine
Figure 13. Product Picture of Fruit-flavored Yellow Wine
Figure 14. Product Picture of Healthy Yellow Wine
Figure 15. Global New Flavor Yellow Wine Sales Market Share by Type in 2025
Figure 16. Global New Flavor Yellow Wine Revenue Market Share by Type (2020-2025)
Figure 17. New Flavor Yellow Wine Consumed in Online Channels
Figure 18. Global New Flavor Yellow Wine Market: Online Channels (2020-2025) & (Tons)
Figure 19. New Flavor Yellow Wine Consumed in Supermarkets & Shopping Malls
Figure 20. Global New Flavor Yellow Wine Market: Supermarkets & Shopping Malls (2020-2025) & (Tons)
Figure 21. New Flavor Yellow Wine Consumed in Convenience Stores
Figure 22. Global New Flavor Yellow Wine Market: Convenience Stores (2020-2025) & (Tons)
Figure 23. Global New Flavor Yellow Wine Sale Market Share by Application (2024)
Figure 24. Global New Flavor Yellow Wine Revenue Market Share by Application in 2025
Figure 25. New Flavor Yellow Wine Sales by Company in 2025 (Tons)
Figure 26. Global New Flavor Yellow Wine Sales Market Share by Company in 2025
Figure 27. New Flavor Yellow Wine Revenue by Company in 2025 ($ millions)
Figure 28. Global New Flavor Yellow Wine Revenue Market Share by Company in 2025
Figure 29. Global New Flavor Yellow Wine Sales Market Share by Geographic Region

+357 96 030922
info@marketpublishers.com

(2020-2025)
Figure 30. Global New Flavor Yellow Wine Revenue Market Share by Geographic Region in 2025
Figure 31. Americas New Flavor Yellow Wine Sales 2020-2025 (Tons)
Figure 32. Americas New Flavor Yellow Wine Revenue 2020-2025 ($ millions)
Figure 33. APAC New Flavor Yellow Wine Sales 2020-2025 (Tons)
Figure 34. APAC New Flavor Yellow Wine Revenue 2020-2025 ($ millions)
Figure 35. Europe New Flavor Yellow Wine Sales 2020-2025 (Tons)
Figure 36. Europe New Flavor Yellow Wine Revenue 2020-2025 ($ millions)
Figure 37. Middle East & Africa New Flavor Yellow Wine Sales 2020-2025 (Tons)
Figure 38. Middle East & Africa New Flavor Yellow Wine Revenue 2020-2025 ($ millions)
Figure 39. Americas New Flavor Yellow Wine Sales Market Share by Country in 2025
Figure 40. Americas New Flavor Yellow Wine Revenue Market Share by Country (2020-2025)
Figure 41. Americas New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
Figure 42. Americas New Flavor Yellow Wine Sales Market Share by Application (2020-2025)
Figure 43. United States New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 44. Canada New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 45. Mexico New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 46. Brazil New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 47. APAC New Flavor Yellow Wine Sales Market Share by Region in 2025
Figure 48. APAC New Flavor Yellow Wine Revenue Market Share by Region (2020-2025)
Figure 49. APAC New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
Figure 50. APAC New Flavor Yellow Wine Sales Market Share by Application (2020-2025)
Figure 51. China New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 52. Japan New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 53. South Korea New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 54. Southeast Asia New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 55. India New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 56. Australia New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 57. China Taiwan New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)

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Figure 58. Europe New Flavor Yellow Wine Sales Market Share by Country in 2025
Figure 59. Europe New Flavor Yellow Wine Revenue Market Share by Country (2020-2025)
Figure 60. Europe New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
Figure 61. Europe New Flavor Yellow Wine Sales Market Share by Application (2020-2025)
Figure 62. Germany New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 63. France New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 64. UK New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 65. Italy New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 66. Russia New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 67. Middle East & Africa New Flavor Yellow Wine Sales Market Share by Country (2020-2025)
Figure 68. Middle East & Africa New Flavor Yellow Wine Sales Market Share by Type (2020-2025)
Figure 69. Middle East & Africa New Flavor Yellow Wine Sales Market Share by Application (2020-2025)
Figure 70. Egypt New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 71. South Africa New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 72. Israel New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 73. Turkey New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 74. GCC Countries New Flavor Yellow Wine Revenue Growth 2020-2025 ($ millions)
Figure 75. Manufacturing Cost Structure Analysis of New Flavor Yellow Wine in 2025
Figure 76. Manufacturing Process Analysis of New Flavor Yellow Wine
Figure 77. Industry Chain Structure of New Flavor Yellow Wine
Figure 78. Channels of Distribution
Figure 79. Global New Flavor Yellow Wine Sales Market Forecast by Region (2026-2031)
Figure 80. Global New Flavor Yellow Wine Revenue Market Share Forecast by Region (2026-2031)
Figure 81. Global New Flavor Yellow Wine Sales Market Share Forecast by Type (2026-2031)
Figure 82. Global New Flavor Yellow Wine Revenue Market Share Forecast by Type (2026-2031)
Figure 83. Global New Flavor Yellow Wine Sales Market Share Forecast by Application (2026-2031)
Figure 84. Global New Flavor Yellow Wine Revenue Market Share Forecast by

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