

# Global Baijiu Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

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 instead of sorghum. The jiuqu starter culture used in the production of baijiu mash is usually made of pulverized wheat grains.

Based on the Baijiu market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Baijiu market covered in Chapter 5:

Xiangjiao Winery  
Yanghe Brewery  
Wuliangye  
Gujing Group  
Yingjia Group  
Golden Seed Winery  
Yilite  
Daohuaxiang  
Huangtai Liquor  
Shuijingfang Group  
Red Star  
Kweichow Moutai Group  
Langjiu Group  
Jingzhi Liquor  
Jiugui Liquor  
Xifeng Liquor  
Shunxin Holdings  
King's Luck Brewery  
Tuopai Shede  
Baiyunbian Group  
Huzhu Highland Barley Liquor  
Fen Chiew Group  
Gubeichun Group  
Hetao Group  
JNC Group  
Taishan Liquor  
Kouzi Liquor  
Laobaigan  
Shanzhuang Group  
Guojing Group  
Jinhui Liquor  
Luzhou Laojiao  
Weiwei Group

In Chapter 6, on the basis of types, the Baijiu market from 2015 to 2025 is primarily split into:

Thick-flavor  
Sauce-flavor  
Light-flavor  
Others

In Chapter 7, on the basis of applications, the Baijiu market from 2015 to 2025 covers:

Corporate Hospitality  
Government Reception  
Family Dinner  
Other

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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