

Spirits in China - Market Summary, Competitive Analysis and Forecast, 2016-2025

<https://marketpublishers.com/r/S14FC6C7BCBEEN.html>

Date: February 2022

Pages: 33

Price: US\$ 350.00 (Single User License)

ID: S14FC6C7BCBEEN

Abstracts

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SUMMARY

Spirits in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The spirits market consists of the sale of brandy, gin and genever, liqueurs, rum, specialty spirits, tequila and mezcal, vodka and whiskey. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2020 exchange rates.

The Chinese spirits market had total revenues of \$224.5bn in 2020, representing a compound annual rate of change (CARC) of -2.6% between 2016 and 2020.

Market consumption volumes declined with a CARC of -3.1% between 2016-2020, to reach a total of 9,332.5 million litres in 2020.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 8.8% for the five-year period 2020 - 2025, which is expected to drive the market to a value of \$341.7bn by the end of 2025.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the spirits market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the spirits market in China

Leading company profiles reveal details of key spirits market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China spirits market with five year forecasts

REASONS TO BUY

What was the size of the China spirits market by value in 2020?

What will be the size of the China spirits market in 2025?

What factors are affecting the strength of competition in the China spirits market?

How has the market performed over the last five years?

What are the main segments that make up China's spirits market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese spirits market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years (2016-20)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Shanxi Xinghuacun Fen Wine Factory Co Ltd
- 8.2. Jiangsu Yanghe Group Co Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China spirits market value: \$ billion, 2016-20
- Table 2: China spirits market volume: million liters, 2016-20
- Table 3: China spirits market category segmentation: \$ billion, 2020
- Table 4: China spirits market geography segmentation: \$ billion, 2020
- Table 5: China spirits market distribution: % share, by volume, 2020
- Table 6: China spirits market value forecast: \$ billion, 2020-25
- Table 7: China spirits market volume forecast: million liters, 2020-25
- Table 8: China spirits market share: % share, by volume, 2020
- Table 9: Shanxi Xinghuacun Fen Wine Factory Co Ltd: key facts
- Table 10: Shanxi Xinghuacun Fen Wine Factory Co Ltd: Annual Financial Ratios
- Table 11: Shanxi Xinghuacun Fen Wine Factory Co Ltd: Key Employees
- Table 12: Jiangsu Yanghe Group Co Ltd: key facts
- Table 13: Jiangsu Yanghe Group Co Ltd: Key Employees
- Table 14: China size of population (million), 2016-20
- Table 15: China gdp (constant 2005 prices, \$ billion), 2016-20
- Table 16: China gdp (current prices, \$ billion), 2016-20
- Table 17: China inflation, 2016-20
- Table 18: China consumer price index (absolute), 2016-20
- Table 19: China exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

- Figure 1: China spirits market value: \$ billion, 2016-20
- Figure 2: China spirits market volume: million liters, 2016-20
- Figure 3: China spirits market category segmentation: % share, by value, 2020
- Figure 4: China spirits market geography segmentation: % share, by value, 2020
- Figure 5: China spirits market distribution: % share, by volume, 2020
- Figure 6: China spirits market value forecast: \$ billion, 2020-25
- Figure 7: China spirits market volume forecast: million liters, 2020-25
- Figure 8: Forces driving competition in the spirits market in China, 2020
- Figure 9: Drivers of buyer power in the spirits market in China, 2020
- Figure 10: Drivers of supplier power in the spirits market in China, 2020
- Figure 11: Factors influencing the likelihood of new entrants in the spirits market in China, 2020
- Figure 12: Factors influencing the threat of substitutes in the spirits market in China, 2020
- Figure 13: Drivers of degree of rivalry in the spirits market in China, 2020
- Figure 14: China spirits market share: % share, by volume, 2020

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