Alcoholic Drinks in China

June 2025

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Rtds in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs enjoy modest volume growth amid shifting consumer preferences
Shanghai Bacchus Liquor Co Ltd holds dominant lead in RTDs
Hypermarkets and convenience retailers are important channel for RTDs

PROSPECTS AND OPPORTUNITIES

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Experiential marketing expected to support development of RTDs category
Flavour innovation will be used to drive sales among young adults

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Spirits in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume decline in spirits as consumers become more discerning in their purchases
Affordable Chinese spirits brand Niulanshan Er Guo Tou puts Niulanshan Distillery Co Ltd in the lead
Grocery retailers assert control as e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Chinese spirits leverage flavour innovation and lower-ABV offerings to maintain relevancy
Whisky sales decline amid changes in drinking trends

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