



Rtds in China

June 2025

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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

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RTDs to recover well in 2025
Experiential marketing expected to support development of RTDs category
Flavour innovation will be used to drive sales among young adults

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Alcoholic Drinks in China - Industry Overview

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2024 key trends
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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

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