



Spirits in China

June 2024

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Spirits in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increases in unit prices of spirits drive up total value sales, but total volumes see continued decline

The sales performance of Chinese spirits is poor, with the main pressure coming from significant inventory build-up amongst distributors

Growth of Japanese whisky begins to slow in China, with the previously enthusiastic market gradually cooling off

PROSPECTS AND OPPORTUNITIES

Chinese whisky distilleries are beginning to emerge, with an increasing number of locally produced brands set to make their debut

Premiumisation may become a more common phenomenon in spirits in the future

Sales of international spirits in the on-trade channel resume growth, and this channel will remain significant for international spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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