



Euromonitor
International

Spirits in China

June 2025

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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

Small-sized bottles attract young adult drinkers in China

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On-trade vs off-trade split

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Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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