



Fine Wines/Champagne and Spirits in China

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales supported by taste for luxury and expanding premiumisation, as Champagne partners with Marriott Hotels
Premiumisation trends benefit baijiu
Younger generations seek to drink less but better as health conscious-drinking takes greater hold, while players work on appealing through culture

PROSPECTS AND OPPORTUNITIES

Sales set to rise though players must pay attention to evolving trends and demand
Fine wines will lead growth as luxury spirits remains biggest segment
Baijiu still ripe for further growth as premiumisation trends persist

CATEGORY DATA

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Luxury Goods in China - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
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MARKET DATA

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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