



# Demand of Baijiu in local and international market will drive the growth of Baijiu market

*As the Baijiu market is growing, the Chinese bottling industries are closely monitoring the changes and challenges in the market.*

HYDERABAD, TELANGANA, INDIA, August 31, 2018 /EINPresswire.com/ -- China's white liquor industry has rebounded in 2015 with its upward trend continuing in 2016 and 2017. The revenue from [Baijiu](#) has showed positive, healthy and steady growth. According to the National Bureau of Statistics, the sales revenue of Baijiu in 2017 had marked 14.4% increase year on year. The prime brands were the driving force for the growth of Baijiu industry.

The prominent players in Baijiu industry are Moutai group, Yanghe and Wuliangye. These players in total accounted for 83% of total profit in the year 2017. The availability of Baijiu in different flavors with fusions is increasing its demand in the international markets which is further helping the market to grow. E-commerce is also another factor behind increase in market adoption.

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As the Baijiu market is growing, the Chinese bottling industries are closely monitoring the changes and challenges in the market. Complex distribution system, high price, increase in health awareness and the fiery and funky taste of Baijiu are some of the challenges which are limiting the growth of Baijiu market.

Silver Base Group Holdings Ltd is a leading company of wine sales platform in China and overseas. The Group has strategically formulated new plans and deployments to respond to the rapid changes in market. The company launched a platform for value added services and began to deploy IoT for improving its management facility. To avoid the funky and fiery taste of Baijiu, most of the breweries are mixing it with cocktail. This is giving birth to a new form of Baijiu with different flavors in the market. Baijiu has been a blood line in Chinese tradition. It has been used as a token of gift since ages. Baijiu can be consumed in different forms and beverages, which are used for hospitality in family gatherings.

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In a 2017, the largest Baijiu manufacturing firm in China Moutai Group has reported that the company achieved the revenue of 582.18 billion Yuan (\$85.6 billion) i.e. up by 49.81% than the previous year. The company is planning to achieve \$12.8 billion more in the year 2018 than the previous year. From its series of wines, Moutai wine's revenue was higher than other wines. In 2017, Wuliangye Group has achieved a profit of 14.36 billion Yuan (\$2.11 billion) i.e. up by 43.2% year on year. The sales revenue reached at 80.2 billion Yuan (\$12.06 billion) which was 13.12% year on year, where the profit growth was recorded five times higher than the previous year. The investment and market growth of Baijiu is moving upscale year by year. As a result, Baijiu has continued to perform in the market is expected to witness high growth from near to long term.

Baijiu market report is segmented as indicated below:

1. Baijiu Market – By Alcohol Content
  - 1.1. Introduction
  - 1.2. High Alcohol Content (Above 50% v/v)
  - 1.3. Medium Alcohol Content (41 - 50% v/v)
  - 1.4. Low Alcohol Content (<40% v/v)

## 2. Baijiu Market - By Flavours

- 2.1. Introduction
- 2.2. Sauce
- 2.3. Strong
- 2.4. Light
- 2.5. Miscellaneous
- 2.6. Feng
- 2.7. Rice
- 2.8. Dong
- 2.9. Sesame
- 2.10. Te
- 2.11. Chi
- 2.12. Laobaigan
- 2.13. Fuyu

## 3. Baijiu Market – By Distribution Channel

- 3.1. Introduction
- 3.2. Online
- 3.3. Retail
  - 3.3.1. Local Retail Stores
  - 3.3.2. Supermarket
  - 3.3.3. Hypermarket
  - 3.3.4. Others

## 4. Baijiu Market By Entropy

## 5. Baijiu Market By Geography

### Companies Cited/Interviewed/Referenced

Moutai Co.  
Luzhou Laojiao  
XiFeng Jiu  
Shui Jing Fang  
Fenjiu  
Jian Nan Chun  
Lang Jiu  
Yanghe Da Qu  
Wu Liang Ye  
Gu jin g gong  
Company 10+

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#### A. Beverage Dispensers Market

<https://industryarc.com/Report/15112/beverage-dispensers-market.html>

#### B. Natural Detergent Alcohol Market

<https://industryarc.com/Report/18601/natural-detergent-alcohols-market.html>

What can you expect from the report?

The Baijiu Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis ( By Revenue & Volume )
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Baijiu Market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Baijiu Market (2018-2023)
2. South America Baijiu Market (2018-2023)
3. Europe Baijiu Market (2018-2023)
4. Asia Pacific Baijiu Market (2018-2023)
5. Middle East and Africa Baijiu Market (2018-2023)
6. Retail market for Baijiu Market (2018-2023)
7. Online Market for Baijiu Market (2018-2023)
8. Strong flavor market for Baijiu Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

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4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

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