

Spirits in China

July 2023

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2022 DEVELOPMENTS

Home drinking during lockdowns propels off-trade growth for some categories

Pandemic results in a decline in volume sales and high inventory level for Chinese spirits

Challenge from the deceleration of growth for single malt Scotch whisky

PROSPECTS AND OPPORTUNITIES

Japanese whisky set to become a core category contributing to growth in spirits

Economy Chinese spirits expected to shrink in volume terms, while the premium segment will grow

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