

2023

The Development Report of Global Alcohol Industry

The Main Report

Compilation Committee for the Development Report of Global Alcohol Industry

Contents

The Main Report

1	Overview of the Global Alcohol Industry
1.1	Basic Situation of the Wine Industry
1.2	Basic Situation of the Beer Industry
1.3	Basic Situation of the Spirits Industry
2	Development Status and Trends of the Wine Industry 37
2.1	Current Status of the Global Wine Industry
2.2	Development Trends of the Wine Industry in the Post-Pandemic Era 41
2.3	Impact of Pandemic Control Policies on the Development Trends of the Wine
	Industry ····· 48
3	Development Status and Trends of the Beer Industry 53
3.1	Current Status of the Global Beer Industry
3.2	Development Trends of the Beer Industry in the Post–Pandemic Era 57
3.3	mpact of Pandemic Control Policies on the Development Trends of the Beer
	Industry 66
4	Development Status and Trends of the Spirits Industry 69
4.1	Current Status of the Global Spirits Industry



4.2	Development Trends of the Spirits Industry in the Post—Pandemic Era	76
4.3	Impact of Pandemic Control Policies on the Development Trends of the	
	Spirits Industry	83
5	Analysis of the Environmental Capacity of China's Alcohol Manufacturing	
	Industry ·····	88
5.1	Cultural and Geographical Environment	88
5.2	Economic Environment ·····	96
5.3	Economic Capacity Analysis ·····	124
6	Analysis of Consumption, Import, Export, and Investment in China's Alcol	
	Industry	
6.1	Analysis of China's Alcohol Consumption	149
6.2	Analysis of China's Alcohol Manufacturing Industry Import and Export · · ·	158
6.3	Analysis of Investment in China's Alcohol Manufacturing Industry	170
7	Analysis of the Market Competition of China's Alcohol Manufacturing	
	Industry	178
7.1	Competitive Landscape of China's Alcohol Manufacturing Industry	178
7.2	Competition among China's Alcohol Enterprises ·····	182
7.3	Analysis of the Capital Market in China's Alcohol Manufacturing Industry	
		201
7.4	Analysis of Investment and Financing in China's Alcohol Manufacturing	
	Industry ·····	215
0	Consumeration Description and the Transferment mand Development of Chi	
8	Consumption Recovery and the Transformation and Development of Chi	
	s Alcohol Industry	
8.1	Stimulus of Consumption Recovery on China's Alcohol Industry	238



8.2	Challenges of Consumption Recovery for Upgrading China's Alcohol	
	Industry ·····	244
8.3	Strategies for China's Alcohol Industry Transformation Amid Consumptio	n
	Recovery	249
9 H	High-Quality Integration and Development in China's Alcohol Industry	
		258
9.1	Green Practices Leading to a Healthier Alcohol Industry	258
9.2	Innovation-Driven High-Quality Development in China's Alcohol Industry	try
		265
9.3	Digitalization-Driven Sustainable Development in China's Alcohol Industr	У
		273
10	Sustainable Development of the Global Alcohol Industry······	282
10.1	Recovery of the Global Alcohol Industry	290
10.2	New E-commerce Business Model Empowering High-quality	
	Development of the Global Alcohol Industry	297
10.3	Enhancing Brand Value in the Global Alcohol Industry	282