



World Alcoholic Beverage Alliance
世界酒业联盟

2022

The Development Report of Global Alcohol Industry

Compilation Committee
for the Development Report of Global Alcohol Industry



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THE 2022 DEVELOPMENT REPORT OF GLOBAL ALCOHOL INDUSTRY

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Compilation Committee for the Development Report of Global Alcohol Industry

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Foreword

It is challenging to write a foreword to *THE DEVELOPMENT REPORT OF GLOBAL ALCOHOL INDUSTRY* (hereinafter referred to as *The Report*) every year. The general style of *The Report* in terms of theme, content, style, rhetoric, tables, and graphics was set at the founding of WABA Institute for Research. However, information increases in geometric progression and innovation happens everywhere in this modern society, which imposed considerable difficulty to our research and report compilation.

In *The Report*, we not only analyzed the current situation and development trends as well as location, resource, market, and operation in the global alcohol industry, but applied tools and methods of applied economics and management to answer the questions of what, why, and how. We have been exposed to a heavy workload, particularly in the COVID-19 pandemic period, to collect data across the world to support our research. Though hard work as it was, we managed to accomplish the research as scheduled. In any case, we are always glad that the research has fully complied with materialist epistemology and methodology, and results are undoubtedly correct, concrete and historically unified, which can stand the test of practice.

The Report is basically the same as a master's thesis or a doctoral dissertation, except that there is less literature review. The PhDs and Postdocs who have been

familiar with the research and *The Report* compilation undertook most of the research task. This is the core competitiveness of *The Report* compared with other “reports.” The series of *The Report* have been published for seven consecutive years and well received by research experts, professionals, and students, leading to far-reaching impact on the global alcohol industry.

The research and the compiling of *THE 2022 DEVELOPMENT REPORT OF GLOBAL ALCOHOL INDUSTRY* were supervised by experts, professors, entrepreneurs, and governmental officials of the WABA Institute for Research. At the beginning of the year, the WABA Secretariat held a special meeting discussing the research direction and outline for this year’s report.

In general, *The Report* enriched contents on the basic situation of global alcohol industry, and highlighted the analysis of market operation and consumption structure for China’s alcohol industry. Particularly after we revealed effects of scale economy in the alcohol industry and the cultural connotation of alcohol products, more and more companies have initiated mergers and acquisitions to achieve rapid scale-up; meanwhile, they have started to focus on cultivating the culture value of alcohol and accelerated to create international alcohol brands. It should be noted that we added to this year’s report the development research on the alcohol industry, enterprises and products in the green economy, and supportive policies for environmental protection, technology, and energy. Another point to note is that dual circulation proposed by the Chinese government this year has gradually taken effect. In line with this, we studied the external circulation path driven by the internal circulation as well as measures and policy recommendations to promote the recovery of the alcohol industry in the post-pandemic era.

The Report was completed in cooperation with Dr. Cui Yun, Dr. He Shan, and Dr. Wang Chenxi. It was translated into English by Prof. Zhou Jie from the College

of Foreign Languages of Guizhou University and her team, joined by Dr. Wang Chenxi and other overseas returnee scholars, as well as Dr. Yang Yun from Moutai Institute. The research was supported by the WABA Secretariat and the Guizhou Alcoholic Drinks Association. The compiling of *The Report* received considerable care and support from the China Commerce and Trade Press, and the Editing Department of the press. On the occasion of the publication, we'd like to express our sincere gratitude and appreciation to the institutions and individuals mentioned or not for their contributions to *The Report*.

Finally, it should be especially noted that there are limitations in the whole research due to the pandemic's impact, the difficulty in data collecting, and the tight schedule. Therefore, please excuse us for any unclear parts in *The Report*, for which we would love to be advised and thus make improvements accordingly.

Chen Zeming
Chief Editor

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