

## March 2021

## 西方烈酒 - China

“中国消费者经济状况的快速提升及其对时尚生活方式的追求，促使其对西方烈酒产生日益浓厚的兴趣。因此，企业和品牌有机会增进人们对西方烈酒的了解，拉近与消费者之间的距离，尤其是喜欢猎奇、乐于尝鲜的年轻一代，从而鼓励消费。此外，迎合消费者就餐习惯，为其带来放松和享受等额外乐趣，也是赢得消费者青睐的两个关键点。”

— 靳尧婷，研究分析师

## 啤酒 - China

“新冠疫情蔓延，居家饮酒习惯应运而生，啤酒零售量小幅上升。不过，市场长期增长要靠高端化推动。好消息是消费者愿意为采用优质麦芽和酒花酿造的啤酒支付更高价格。除了产品升级，硬苏打水全新推出，亦会吸引年轻用户并且聚拢注重健康的消费群体。另外，消费者饮酒解压属于首要目的，品牌必须精准施策，调整营销重点、凸显陪伴理念。”

— 俞文，研究分析师

## January 2021

## Western Spirits - China

“Chinese consumers’ interest in Western spirits is increasing driven by fast developing economic status and aspirations for a trendy lifestyle. This brings opportunities for companies and brands to encourage consumption by making Western spirits less mysterious and more easily approachable, especially among the younger generation who are curious and ready ...

## Beer - China

“A slight pickup in retail volume is attributed to COVID-19, which has bred in-home beer drinking. However, the market’s long-term growth will be driven by premiumisation and the good news is that consumers are willing to splurge on beer made from quality malt and hops. In addition to product upgrades ...