



World Alcoholic Beverage Alliance
世界酒业联盟

2021

The Development Report of Global Alcohol Industry

Compilation Committee
for the Development Report of Global Alcohol Industry



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THE 2021 DEVELOPMENT REPORT OF GLOBAL ALCOHOL INDUSTRY

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Foreword

THE 2021 DEVELOPMENT REPORT OF GLOBAL ALCOHOL INDUSTRY (hereinafter referred to as *The Report*) was completed as changes arose in the industry's development, environment, resources, market, culture and consumption under the impact of the COVID-19 pandemic. We insist that *The Report* should be pertinent to the research on the urgent and new issues, be scientific in focusing on the industry's technique, technology, and marketing, and be foresighted in studying the industry's development potential. As *The Report* is featured by integrating the basic research with the applied practice, we add some basic research content to it every year.

It is worth mentioning that we emphasized meeting readers' needs for the contents of this report. Presently, both the industry and consumers are concerned about the impact of the pandemic and countermeasures against it. Accordingly, we enriched the research content in the following aspects: first, we studied the digital economy. The focus is the resource change of the alcohol industry the intensive development, and the digitalization of production, marketing, and cultural consumption. Second, we studied the global alcohol industry's integrated development path and model in the context of regular epidemic prevention and control. The WABA aims to promote the integrated development of the global alcohol industry, which is also the goal of *The Report*. However, the regular

epidemic prevention and control have posed a challenge for the global alcohol industry and presented a new research topic for the WABA. Hence *The Report* conducted research on brand, culture, facilitation of customs clearance and other aspects while putting forward some countermeasures against the pandemic. Third, we studied the strategies for China's alcohol industry to maintain growth under the pandemic and a new development model, as well as the paths and countermeasures for the dual circulation alcohol industry chain and the high-quality integrated development in the context of dual circulation.

The content mentioned above and the results of our research allow this report to retain the original research style. *The Report* not only reflects the status quo and development trends of the global alcohol industry's resources, production capacity, market conditions, consumption and culture but also uses theoretical and mathematical analysis tools to reveal the efficiency of alcohol output and the economic and social benefits. Additionally, we considered readers' practical needs within the research, which helped solve the intractable problem of integrating applied research into basic practice, and as such will guide future research.

The research and the compiling of *The Report* were supervised by experts of the World Alcohol Beverage Alliance Institute for Research, professors, entrepreneurs, and governmental officials. It was completed in cooperation with Dr. Cui Yun Dr. He Shan and Dr. Wang Chenxi. *The Report* 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, *The Report* continues to be published worldwide in Chinese and English.

The research team has continued to grow during the last seven consecutive years. We have maintained the original research style and characteristics while innovating to develop with the global alcohol industry. However, society is in an era where information is increasing in geometrical progression, communication

channels are constantly changing, and communication speed is accelerating. In the context of the knowledge explosion, no matter how hard we try, there are limitations in *The Report*. In particular, some content will inevitably be disputed due to the lack of analytical data. Therefore, please excuse us for any unclear parts in this report, for which we would love to be advised and thus make improvements accordingly.

The research was conducted by the WABA Institute of Research and the Moutai Institute, and it was supported by the Secretariat of the WABA and Guizhou Alcohol Drinks Association. China's Ministry of Commerce provided extensive data on the alcohol market operation. The compiling of *The Report* received considerable care and support from the China Commerce and Trade Press, and Mr. Shen Xudong, from 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 who made a contribution to *The Report*.

Chen Zeming
Chief Editor

Contents

Foreword / © Chen Zeming

The Main Report

1	Basic Information of Global Alcohol Industry	1
1.1	Basic Information of Global Wine Industry	1
1.2	Basic Information of Global Beer Industry	7
1.3	Basic Information of Global Spirits industry	14
2	Development Status and Trend of Global Alcohol Industry	21
2.1	Development Status and Trend of Foreign Alcohol Market	21
2.2	Development Status and Trend of Chinese Alcohol Industry	34
3	Status Quo of International Wine Trade	50
3.1	Current Status of US Wine in International Trade	51
3.2	Current Status of Australian Wine in International Trade	56
3.3	Wine Trade in Various Countries	58

4	Analysis of Productivity Benefit of China's Alcohol Industry Environment	69
4.1	Analysis of Environment of China's Alcohol Industry	69
4.2	Analysis of Capacity of China's Alcohol Industry	80
4.3	Financial Analysis of China's Alcohol Industry	99
5	Analysis of Import and Export of Chinese Alcohol Consumption	112
5.1	Analysis of Consumption of China's Alcohol Industry	112
5.2	Analysis of Import and Export of China's Alcohol Industry	123
6	Analysis of Market Competition of China's Alcohol Manufacturing Industry	136
6.1	Competition Pattern of China's Alcohol Manufacturing Enterprises	136
6.2	Competition of China's Alcohol Manufacturing Enterprises	141
6.3	Online Competition of China's Alcohol Manufacturing Industry	155
6.4	Analysis of Barriers to China's Alcohol Manufacturing Industry	163
7	Integrated Development of China's Alcohol Industry under Digital Economy	174
7.1	Transformation and Upgrading of Alcohol Industry under Digital Economy	174
7.2	Impact of Digital Economy on Alcohol Manufacturing Industry	180
7.3	Analysis of Alcohol Market Mode under Digital Economy	182
7.4	Development Trend of Alcohol Industry under Digital Economy	185
7.5	Development Strategy of China's Alcohol Industry under Digital Economy	188

8	High Quality Development of China's Alcohol Industry in the Context of Dual Circulation	192
8.1	Development Trend of China's Alcohol Industry in the Context of Dual Circulation	192
8.2	Effect of China's Alcohol Industry Development on the Dual Circulation Industry Chain	197
8.3	High-Quality Development Strategy of China's Alcohol Industry in the Context of Dual Circulation	201
8.4	Integrated Development of China's Alcohol Industry in the Context of Dual Circulation	208
9	Integrated Development of Global Alcohol Industry During the COVID-19 Pandemic	218
9.1	Integration Trends of Global Alcohol Industry During the COVID-19 Pandemic	218
9.2	International Promotion of Brands	221
9.3	Integration of Global Alcohol Cultures	228
9.4	Integration of Facilitation of Customs Clearance	232

Special Report

Development Report of China's Alcohol Market in 2020	238
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Appendix

Overview of WABA	239
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