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Wuliangye Puwu fell below 800 yuan, deepening doubts about a baijiu price recovery in China.

A 0.13% rise in the 12-bottle basket reflected strength in regional labels, not stabilization in flagship benchmarks.

Wednesday, September 30, 2026



Retail baijiu prices in China edged higher in the 24 hours ended Sept. 30, but two of the market’s main benchmark products continued to weaken, pointing to a shift in buying interest rather than a broad-based recovery in the sector.

According to daily price data published by Sina Finance’s “Jiujia Neican,” a basket made up of 12 major baijiu references reached 10,751 yuan on Sept. 30. That was 14 yuan higher than the previous day, a gain of 0.13%. The basket represents the combined retail transaction price of one bottle of each tracked product.

The increase partly reversed the prior day’s decline. On Sept. 29, the same basket had fallen by 23 yuan, and the Sept. 30 rebound recovered 60.9% of that drop. Even so, the index remained below recent levels. It was still 9 yuan, or 0.08%, lower than the 10,760 yuan recorded on Sept. 28. Compared with Sept. 24, however, it was up 22 yuan, or 0.21%.

The daily move was driven by gains in a majority of the tracked products. Eight of the 12 references rose, while four fell. Xijiu Junpin posted the biggest increase, rising by 10 yuan to 641 yuan per bottle, a gain of 1.58%. Gujing Gong Gu 20 climbed by 6 yuan to 530 yuan, up 1.15%.

Those gains helped lift the aggregate basket, but the market’s best-known national benchmarks kept sliding. Feitian Moutai, widely watched as a key pricing signal for the premium baijiu market, fell by 3 yuan to 1,801 yuan per bottle, a decline of 0.17%. It was the product’s fourth straight daily drop. Wuliangye Puwu also fell by 3 yuan, slipping to 797 yuan, down 0.38%. That move took it below the 800-yuan level, a threshold closely monitored by traders and distributors.

The divergence matters because Feitian Moutai and Wuliangye Puwu are often treated as the clearest national price gauges for high-end baijiu. Their continued weakness, even as the broader 12-product basket moved up, suggests that the day’s improvement came from rotation into other labels rather than a firm stabilization of headline prices across the market.

That pattern also points to stronger support in regional brands and in the mid-to-upper segment than in the two most prominent national references. The gains in products such as Xijiu Junpin and Gujing Gong Gu 20 were enough to offset continued pressure on the leading premium names in the combined basket, but they did not change the fact that the flagship products remained under strain.

The Sina Finance series tracks average retail transaction prices in China over a rolling 24-hour period ending on the publication date. Prices are quoted in yuan per bottle, and the basket value is the sum of one bottle from each of the 12 references. The Sept. 30 figures reflect transactions recorded during the 24 hours leading up to that date.

The data are based on a pricing index compiled from about 200 distributors, online platforms, and retail outlets. That gives the series broad market visibility, but it also comes with limits. The index mixes 12 different products and bottle formats, and it does not measure sales volume, revenue, or inventory levels. Daily changes can also be influenced by where transactions took place geographically, since the composition of reported deals may shift from one day to the next.

For that reason, the 0.13% rise in the basket is best read as a sign of selective resilience rather than a clear market turning point. The day’s numbers showed that enough labels moved higher to lift the aggregate reading, but they also showed that the two products most often used as national reference points continued to lose ground. The split between a higher basket and weaker benchmark labels leaves the market without clear evidence yet that baijiu prices have broadly stabilized.