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Renhuai’s 76 baijiu traders posted 22.6% revenue growth through September

The increase lifted sales to 198.75 billion yuan, though the figures cover only large local companies with no volume data disclosed

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Sales revenue at 76 baijiu trading companies in Renhuai, a city in southwest China’s Guizhou province, rose 22.6% from a year earlier in the first nine months of 2026, reaching 198.75 billion yuan, according to figures presented at a local business

meeting and reported Monday by Nanfang Metropolis Daily through financial news platform Eastmoney.

The data cover January through September and refer to companies included in China’s official statistics for enterprises above the designated size threshold. The report said the figures were disclosed at an enterprise meeting held in Renhuai on Oct. 18.

Renhuai is administered by the city of Zunyi and is one of China’s best known baijiu-producing areas. Baijiu is a broad category of Chinese distilled spirits. The published figures refer to a group of local baijiu trading companies in Renhuai, not to a single brand and not to China’s national spirits market.

The 198.75 billion yuan total points to strong revenue growth in a city that plays an important role in the domestic baijiu business. Even so, the number should be read as a local indicator rather than a nationwide consumption signal. The report does not show how much of the increase came from higher sales volumes, higher prices, a shift toward more expensive products, or changes in distribution channels.

The source also did not provide the comparable sales amount for the same period a year earlier, a monthly breakdown, or any physical volume data. Without those details, it is not possible to determine whether the rise reflects faster product turnover, premiumization, inventory changes, or stronger wholesale activity in a concentrated period.

That matters because revenue trends in the baijiu industry can differ sharply from volume trends. A region can post strong sales growth even if bottles shipped or consumed rise at a slower pace, especially when high-end products carry a much larger value per unit. In the absence of volume data, the Renhuai figures mainly show that the reported value of sales for the covered companies increased significantly through September.

The scope of the data is also limited. The report applies only to 76 companies counted in a specific official statistical category and only within Renhuai. It does not include the full range of businesses tied to baijiu in the area, and it cannot be used on its own to describe demand across Guizhou or across China. The original note also did not

separate out other broader alcohol and tobacco aggregates mentioned in the same article, making it important to focus only on the baijiu trading company figure.

Still, the update is notable because Renhuai is closely watched as a local center of the Chinese spirits trade. Regional sales data from such hubs can offer clues about how growth is developing unevenly inside China’s alcohol market, especially when national demand signals are mixed or incomplete. In that sense, the latest reading suggests that at least one major baijiu center continued to post solid revenue expansion in the first three quarters of 2026.

The figures cited Monday came from a secondary media report rather than a full official statistical release, and no supporting tables were published with the brief account. That means investors and industry analysts looking to compare Renhuai with other Chinese baijiu regions will likely need more detailed local disclosures before drawing broader conclusions about market share, consumer demand, or the direction of the national spirits business.