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A tracked basket of Chinese baijiu prices rose for a second straight day

The 12-bottle retail basket added 9 yuan to 10,496 yuan, but the narrow sample offered little evidence of wider demand

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A basket of 12 tracked baijiu products in China posted a second straight daily price increase on November 14, according to a market report published by financial news outlet Gelonghui and attributed to retail price monitoring from Jiujia Neican distributed

by Sina Finance.

The combined average retail price of one bottle from each of the 12 selected products reached 10,496 yuan on November 14, up 9 yuan from 10,487 yuan on November 13. That was a gain of about 0.09%, based on the figures published by the source.

The report said eight of the 12 products rose in price, three fell and one was unchanged. The data reflected price collection over the previous 24 hours. Gelonghui presented the move as the second consecutive day of increases for the basket.

Baijiu is a traditional Chinese distilled liquor made from grains and sold across a wide range of price points, from mass-market bottles to premium brands often used in business and gift-giving. The indicator cited in the report does not measure total sales, shipment volume or a broad industry price index. It tracks only the sum of average retail prices for a selected group of 12 labels.

That distinction matters because the published change was small and the sample is limited. A 9-yuan increase on a basket valued at more than 10,000 yuan points to a marginal day-to-day move rather than a major shift in pricing. The report did not provide a year-over-year comparison, a longer-term trend line or a cumulative measure for the sector.

The source material also did not show whether the changes came from stronger consumer demand, distributor adjustments, inventory management or short-term retail promotions ending. It did not offer evidence that the price increase reflected a broader recovery in baijiu consumption or a wider turn in the Chinese spirits market.

Instead, the reading serves as a narrow snapshot of retail pricing in one monitored segment of the market. Because the basket is made up of selected references rather than a statistically representative sample of all baijiu products, the figures should be treated as a tracking signal rather than a definitive gauge of the industry.

Gelonghui described the information as part of ongoing market coverage, citing Jiujia Neican as the original price monitor and Sina Finance as the platform distributing that tracking. Both are information sources, not industry-wide producer groups, and the

published item did not claim that the basket represented the full baijiu market.

Even so, the report may draw attention among investors and traders who follow small daily changes in Chinese consumer goods prices for signs of movement in premium food and beverage categories. In that context, the November 14 reading showed a modest increase in the tracked retail basket, with more products rising than falling, but without enough evidence to support broader conclusions about demand or the direction of the sector as a whole.