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China’s baijiu production fell 8.1% in October

Output reached 239,000 kiloliters as producers adjusted supply in a weaker market and year-to-date production slipped 4.3%

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China’s baijiu production fell 8.1% from a year earlier in October, extending the decline in output for the country’s traditional grain spirit as producers continue to adjust supply in a weaker market.

Output for the month was 239,000 kiloliters, according to data for major industrial products reproduced on Wednesday, November 18, by Shanghai SteelHome Information Technology, which attributed the figures to China’s National Bureau of Statistics. For January through October, baijiu production totaled 2.592 million kiloliters, down 4.3% from the same period a year earlier.

The figures point to a continued contraction in industrial baijiu production in China, the world’s largest market for the spirit. Baijiu is a distilled liquor made from grains and is a core part of China’s beverage industry, with demand ranging from mass-market products to premium brands used in business meals, gifting and social occasions.

The October decline was steeper than the cumulative drop recorded for the first 10 months of the year. The gap between the two rates was 3.8 percentage points. Still, that difference alone does not show that the downturn accelerated from September, because the published note did not provide a directly comparable absolute base for the previous month or a separate month-by-month series in the same release.

The production data are reported in kiloliters of product standardized to 65% alcohol, not in bottled retail volumes sold at commercial drinking strength. That distinction matters because the statistical series measures physical output on a normalized basis rather than finished bottles reaching store shelves. The series also covers industrial enterprises within China’s official statistical scope, which means it does not represent all small-scale or artisanal production.

The National Bureau of Statistics coordinates China’s national data system and is the stated origin of the series. SteelHome, a Shanghai-based industrial information company founded in 2004, reproduced the table on its chemical industry portal. The November 18 date refers to SteelHome’s publication of the data rather than a separately verified primary update directly posted by the statistics bureau in the material reviewed.

Even with those limits, the figures add to signs that the baijiu industry remains in a period of adjustment. A drop in industrial output can reflect several factors, including weaker sales expectations, inventory management by producers, shifts in product mix and cautious ordering by distributors. The published data do not break down output by

province, price segment or company, so they do not show whether the decline was concentrated in lower-end products, premium labels or specific producing regions.

The cumulative decline of 4.3% through October suggests the pullback has not been limited to a single month. At the same time, the smaller drop in the January-October measure than in the October reading indicates that earlier months in 2026 were less weak than October on average. Without a full monthly series in the same release, however, the data do not support a firm judgment about the precise pace of change from one month to the next.

For analysts following China’s alcoholic beverage market, the latest production figures provide a fresh reference point for comparing domestic supply trends with trade flows, including imports of spirits and other alcoholic drinks. Because baijiu output is measured within an official industrial reporting perimeter, the numbers are most useful as an indicator of trends among larger regulated producers rather than as a full count of every liter produced across the country.