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Chinese alcohol brands reach record global value as Moutai leads spirits market

Strategic branding and international expansion drive Chinese dominance in global spirits and beer rankings, reshaping industry perceptions

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Chinese alcohol brands have reached a combined value of US$123.4 billion in 2025, according to the latest report from Brand Finance, a global brand valuation consultancy. The report highlights the continued rise of Chinese spirits and beer brands on the international stage, driven by years of strategic brand building and more sophisticated marketing campaigns abroad.

Kweichow Moutai, a leading baijiu producer, has maintained its position as the world's most valuable spirits brand for the tenth consecutive year. The brand is now valued at US$58.4 billion. Wuliangye, another major baijiu company, secured second place with a 7% increase in value to US$27.8 billion this year. Luzhou Laojiao, also known for its baijiu, held onto third place globally despite a 23% drop in value to US$6.3 billion.

China now claims six of the top ten spots among the world's most valuable spirits brands. This dominance reflects not only strong domestic demand but also growing efforts to reach consumers outside China. Traditionally, baijiu brands have focused on the local market, where the spirit is central to banquets and dining traditions. However, leading companies like Moutai are now expanding their presence internationally.

Moutai has adopted a "One Country, One Strategy" approach to its overseas expansion, targeting 66 countries to build brand recognition and connect with new consumers. This strategy is part of a broader trend among Chinese alcohol producers to redefine perceptions of quality and authenticity in global markets.

Scott Chen, managing director at Brand Finance China, said that Chinese alcohol brands are not just increasing in value but are also asserting their dominance in a highly competitive global market. He noted that 2025 marks a turning point after years of investment in brand building and cultural relevance.

The report also highlights the performance of Chinese beer brands. Snow ranks sixth globally with a value of US$4.7 billion, while Tsingtao holds ninth place at US$3.6 billion. In the wine category, Changyu stands out as one of the top ten wine brands worldwide, with its value rising 16% this year to reach US$820 million.

Brand Finance’s findings suggest that as more Chinese alcohol brands reach international audiences, they are reshaping global perceptions of what constitutes quality and authenticity in alcoholic beverages. The report attributes this progress to sustained investment in branding and marketing strategies tailored for both domestic and foreign markets.

The growth of Chinese alcohol brands comes at a time when global competition is intensifying across all categories of alcoholic drinks. The success of these brands demonstrates how targeted strategies and cultural relevance can help companies expand beyond their traditional markets and achieve recognition on the world stage.