

## Research Report on Chinese Alcoholic Drinks Industry, 2008-2009

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In 2008, the growth rate of Chinese wine production dropped. This is mainly because as a non-necessary consumable, wine expense will be reduced by consumers in the depressed economy. The growth rate of Chinese grape wine production decreased the most, followed by the beer and liquor. This is mainly because the grape wine has a high sensitivity to residents' revenues as a luxury while liquor and beer have a weak sensitivity to residents' revenues.

In 2008, Chinese liquor production came up to 5.6934 million kiloliters with a YOY growth of 15.79%. The growth rate fell by 6.41% YOY.

In 2008, Chinese beer production came up to 41.0309 million kiloliters with a YOY growth of 5.46%. The growth rate was declined by 8.34% YOY.

In 2008, Chinese grape wine production came up to 698,348.12 tons with a YOY growth of 23.83%. The growth rate was reduced by 13.22% YOY.

In 2009H1, the growth rate of Chinese Alcoholic Drinks industry increased thanks to the recovery of Chinese economy.

From January to May of 2009, the sales revenue of Chinese Alcoholic Drinks industry totaled RMB 137.611 billion with a YOY growth of 16.41%. The growth rate was decreased by 9.25% YOY. By the end of May 2009, the assets of Chinese Alcoholic Drinks industry reached RMB 344.819 billion, rising by 13.99% YOY. The growth rate fell by 0.60% YOY. From January to May 2009, the industrial sales value of Chinese Alcoholic Drinks industry came up to RMB 136.768 billion, increasing by 16.20% YOY. The growth rate was reduced by 7.02% YOY.

From January to May 2009, the profits of Chinese Alcoholic Drinks industry reached RMB 14.485 billion, rising by RMB 1.15 billion YOY.

In 2009H1, Chinese liquor production totaled 3.129 million kiloliters. The Top 5 regions were Sichuan, Shandong, Henan, Liaoning and Jiangsu, whose aggregate production accounted for 56.96% of Chinese liquor production.

In 2009H1, Chinese beer production totaled 20.5130 million kiloliters. The Top 5 regions were Shandong, Henan, Guangdong, Jiangsu and Hubei, whose aggregate production occupied 38.64% of Chinese beer production.

In 2009H1, Chinese grape wine production totaled 398,800 kiloliters. The Top 5 regions were Shandong, Jilin, Henan, Hebei and Tianjin, whose aggregate production took up 87.24% of Chinese grape wine production.

In July 2009, State Administration of Taxation of China officially issued Administrative Measures of Lowest Taxable Value Approval of Liquor Consumption Tax (on trial), adjusting the liquor consumption tax system to hit tax avoidance behaviors of liquor enterprises. This measure is implemented since August 1st, 2009. As a result, all brands of liquor in China begin to raise their prices since August 2009.

**Through this report, readers can acquire more information:**

- Operation of Chinese Alcoholic Drinks industry, 2008-2009
- Chinese liquor monthly production, 2008-2009H1
- Chinese beer monthly production, 2008-2009H1
- Chinese grape wine monthly production, 2008-2009H1
- Hot events in Chinese Alcoholic Drinks industry, 2008-2009
- Development tendency of Chinese Alcoholic Drinks industry

**Following persons are recommended to buy this report:**

- Alcoholic drinks enterprises
- Alcoholic drinks dealers
- Investors concerning Chinese alcoholic drinks industry
- Research institutes concerning Chinese alcoholic drinks industry
- Others concerning Chinese alcoholic drinks industry

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