

# Alcohol & Wine Companies in China

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## Abstracts

This study focuses on China's Alcohol & Wine industry assessments and company profiles. In the two past decades, the industry has been growing at a fast pace. The dramatic expansions of the manufacturing capabilities and rising consumer consumptions in China have transformed China's society and economy. China is one of the world's major producers for industrial and consumer products. Far outpacing other economies in the world, China is the world's fastest growing market for the consumptions of goods and services. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, imports & exports, consumer consumption and capital investment for over two decades. Rapid consolidation between medium and large players is anticipated since the Chinese government has been encouraging industry consolidation with an effort to regulate the industry and to improve competitiveness in the world market.

Although China has enjoyed the benefits of an expanding market for production and distribution, the industry is suffering from minimal innovation and investment in R&D and new product development. The sector's economies of scale have yet to be achieved. Most domestic manufacturers lack the autonomic intellectual property and financial resources to develop their own brand name products.

This new study analyzes the industry structure, capacities and output. Major producers' production locations, market shares and profiles are presented. The primary and secondary research is done in China in order to access up-to-date government regulations, market information and industry data. Data were collected from the Chinese government publications, Chinese language newspapers and magazines, industry associations, local governments' industry bureaus, industry publications, and our in-house databases.

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## Contents

### **I. INTRODUCTION**

Report Scope and Methodology  
Executive Summary

### **III. ALCOHOL & WINE INDUSTRY ASSESSMENTS**

Alcohol & Wine Industry Structure  
Market Size  
Major Producer Facility Locations and Output  
Market Share of Key Producers  
Labor Costs  
Potential Entrants  
Major Distributors  
Major Foreign Investments  
Technology Development

### **VII. ALCOHOL & WINE PRODUCER DIRECTORY**

Alcohol & Wine Producer Profiles  
Distributors  
Major Supermarkets  
Trading Companies  
Research Institutions and Associations

## List Of Tables

### LIST OF TABLES

#### I. INTRODUCTION

Economic Outlook Summary

Alcohol & Wine Supply and Demand Summary

#### III. ALCOHOL & WINE INDUSTRY ASSESSMENTS

Major Producer Facility Locations and Output

Market Share of Key Producers

Major Distributors

Major Foreign Investments

## List Of Charts

### LIST OF CHARTS

Alcohol & Wine Production and Demand Summary

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