

Alcohol & Wine Industry Forecasts - China Focus

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Abstracts

This study focuses on China's Alcohol & Wine industry forecasts. 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 focuses on industry trends and forecasts with historical data (2010, 2015 and 2020) and long-term forecasts through 2025 and 2030 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

II. BUSINESS ENVIRONMENT

Economic Outlook
Key Economic Indicators
Industrial Output
Population and Labor
Foreign Investment
Foreign Trade
Financial and Tax Regulations
Banking System and Regulations
Foreign Exchange
Taxes, Tariff and Custom Duties
Market Trends
Technology Development
Market Development
Major Industry Development
Regional Development
Enterprise Development
Labor Market Development

IV. ALCOHOL & WINE PRODUCTION AND DEMAND

Overview
Alcohol & Wine Production and Demand
Chinese Style Alcohol
Wuliangye
Maotai
Luzhou
Jiannanchun
Quanxing
Gujing Gong
TuoPai

Xinghuacun
Xiangquan
Zhongzi
Others
Chinese Style Red Alcohol & Wine
Zhangyu
Greatwall
Dynasty
Weilong
Others
Foreign Alcohol & Wine and Alcohol
Whisky
Cognec
Gin
Rum
Tequila
Brandy
Others
Alcohol & Wine and Alcohol Imports and Exports
Pricing Trends

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary
Alcohol & Wine Supply and Demand Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators
Industrial Output
Population and Labor Force Trends
Foreign Investment and Loans
Foreign Trade

IV. ALCOHOL & WINE PRODUCTION AND DEMAND

Alcohol & Wine Production and Demand
Chinese Style Alcohol
Wuliangye
Maotai
Luzhou
Jiannanchun
Quanxing
Gujing Gong
TuoPai
Xinghuacun
Xiangquan
Zhongzi
Others
Chinese Style Red Alcohol & Wine
Zhangyu
Greatwall
Dynasty
Weilong
Others
Foreign Alcohol & Wine and Alcohol

Whisky
Cognec
Gin
Rum
Tequila
Brandy
Others
Alcohol & Wine and Alcohol Imports and Exports

List Of Charts

LIST OF CHARTS

I. INTRODUCTION

Alcohol & Wine Production and Demand Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators

Industrial Output

Population and Labor Force Trends

Foreign Investment and Loans

Foreign Trade

IV. ALCOHOL & WINE PRODUCTION AND DEMAND

Alcohol & Wine Output in China

Alcohol & Wine Production and Demand

Alcohol & Wine Exports and Imports

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