

Beer Markets in China

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Abstracts

China's demand for Beer has grown at a fast pace in the past decade. In the next decade, both production and demand will continue to grow. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, import & export, consumer consumption and capital investment for over two decades. This new study examines China's economic trends, investment environment, industry development, supply and demand, industry capacity, industry structure, marketing channels and major industry participants. Historical data (2010, 2015 and 2020) and long-term forecasts through 2025 and 2030 are presented. Major producers in China are profiled.

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. Interviews are conducted with Chinese industry experts, university professors, and producers in China. Economic models and quantitative methods are applied in this report to project market demand and industry trends. Metric system is used and values are presented in either Yuan (RMB, current price) and/or US dollars.

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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

III. BEER INDUSTRY ASSESSMENTS

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

IV. BEER PRODUCTION AND DEMAND

Overview
Beer Production and Demand
 Qingdao
Yanjing
Budweiser

Zhujiang
Suntory
Reeb
Tiger
Blue Ribbon
Rheinech
Hapi
Carlsberg
Snowbeer
Huiquan
Lanjian
Others
Beer Imports and Exports
Pricing Trends

V. BEER CONSUMPTION BY MARKET

Beer Markets Outlook Overview
Government Packaging Regulations
Population by Age Group
Consumer Spending Trends
Beer Consumption by Region
Beer Demand by Market
 Retails
 Retail Market Outlook
 Beer Demand in Retail Markets
 Restaurants
 Retardant Market Outlook
 Beer Demand in Restaurants

VI. MARKETING STRATEGIES

Distribution System in China
 China's Distribution System
 Beer Distribution Channels
 Transportation and Freight Infrastructure
 Communications
China's Market Entry
 Licensing

Franchising
E-commerce
Trading Companies and Local Agents
Representative Offices and Chinese Subsidiaries
Wholly Foreign Owned Enterprises

VII. BEER PRODUCER DIRECTORY

Beer Producer Profiles
Distributors
Major Supermarkets
Trading Companies
Research Institutions and Associations

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary
Beer Supply and Demand Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators
Industrial Output
Population and Labor Force Trends
Foreign Investment and Loans
Foreign Trade
Key Commodity Exports from China
China's Exports to its Leading Trade Partners
Key Commodity Imports into China
China's Imports from Its Leading Trade Partners

III. BEER INDUSTRY ASSESSMENTS

Major Producer Facility Locations and Output
Market Share of Key Producers
Major Foreign Investments

IV. BEER PRODUCTION AND DEMAND

Beer Production and Demand
Qingdao
Yanjing
Budweiser
Zhujiang
Suntory
Reeb
Tiger
Blue Ribbon
Rheinech

Hapi
Carlsberg
Snowbeer
Huiquan
Lanjian
Others
Beer Imports and Exports

V. BEER CONSUMPTION BY MARKET

Total Beer Consumption by Market
Population by Age Group
Consumer Spending Trends
Beer Consumption by Region
Beer Demand by Market
 Retail Market Outlook
 Beer Demand in Retail Markets
 Restaurant Market Outlook
 Beer Demand in Restaurants

List Of Charts

LIST OF CHARTS

Beer Production and Demand Summary

China's GDP and Industrial Output

Population Trends

Industrial Output by Ownership

Foreign Investments and Loans

China's Imports and Exports

Key Commodity Exports from China

Key Commodity Imports into China

Beer Output

Beer Production and Demand

Beer Exports and Imports

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