

# Development and Market of Beer in China 2016-2021

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## Abstracts

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### 1. INTRODUCTION

The sales of beer industry were RMB xxx billion with 5.85% growth rate in 2014. There were xx above scale enterprises that have aggregate outputted xxx liters of beer in 2014. White spirit industry achieved RMB xxx billion in sales with 5.69% YoY growth in 2014; the sales of wine industry was RMB xxx billion with 3.91% growth; beer industry sales was RMB xxx billion; yellow wine industry achieved RMB xxx billion in sales with 3.24% growth; and the rest kinds of beer products have sold RMB xxx billion.

#### 1) The Aim of Report

- To provide readers with comprehensive and in-depth understanding of beer market;
- To discuss and analyze price fluctuation and find out its reasons;
- To reveal detailed production situation of beer;
- To analyze the potential of beer market;
- To analyze market size of the industry;
- To reveal opportunities for beer in global and China.

#### 2) Benefit from the Report

- Obtain latest info of beer, such as market size, price index, key players, etc.;
- Disclose market demand and supply of beer;
- Find out how beer market will change and how your business can be involved in;
- To understand beer import and export situation;
- Keep informed of your competitors/their activities in China;
- Learn about key market drivers, investment opportunity;
- Gain vital business intelligence of beer before entering competition;

### 2. SCOPE OF INVESTIGATION

The report will investigate beer from the following aspects:

Demand and supply

Import and export

Market share

Forecast

Bellwether company

Etc.

### **3. TIME NEEDED**

2-3work weeks needed.

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