

Market Performance of Chinese Listed alcoholic drinks Companies in 2015

<https://marketpublishers.com/r/MD3B22AD79BEN.html>

Date: May 2016

Pages: 50

Price: US\$ 1,200.00 (Single User License)

ID: MD3B22AD79BEN

Abstracts

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1.INTRODUCTION

Since three public consumptions were implemented in 2012, white spirits market met their bottom. Though it revived slightly in 2015 that could be a good sign, the whole white spirits market locates in an adverse situation of excess capacity, fierce competition and massive taxation.

Beer market transited from growth period to maturity period, more than 75% beer sales volume was took by the top 5 beer companies. Meanwhile, wine market remained its growth period, the whole market in China has an upward trend, and mass brands are welcomed this period as well.

In 2015, the alcoholic industry reached the sales volume about RMB1.64 trillion with the YoY rate of 2.86%.

There is a huge potential for all of the alcoholic industry, because the personal disposable expenditure is increasing and people pursue higher life qualities.

1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's alcoholic drinks industry;

To understand the development situation of alcoholic drinks industry in China;

Get more information of the major alcoholic drinks producers in China;

Gain insight into the major alcoholic drinks producers about operation;

To predict what future of China alcoholic drinks industry will be;

To reveal opportunities in China alcoholic drinks industry.

2) Benefit from the report

Financial performance in 2015 and YoY changes, including revenue, operating profit, net profit, revenue and gross profit margin from alcoholic drinks business;

Changes of revenue and net profit in the latest five years and the reasons;

Adjustment to business structure in the recent 2-3 years;

Development strategy and development trends in the near future.

3) Deliverables

PDF-format report, with around 30-50 pages.

4) Time needed

Three working days needed.

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