

Research Report on Beer Industry in China 2016-2021 Proposal

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Abstracts

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1. INTRODUCTION

In 2015, the global beer production was 188,640 million liters, which decreased 1.2% compared with last year. The total beer global production has appeared negative growth for two years. The main reason is that those Americans and British who used to addict to beer gradually begin to keep away from beers for health. In addition, as a biggest beer manufacturing country, China has gone through a decrease in production.

In China, the beer market scale is keeping a steady growth tendency. Although its sales volume appears a slight decrease, the revenue in beer industry does not suffer much impact as the increase in unit price. In 2015, the sales revenue was RMB189,709 million in beer industry, which increased 0.58% compared with last year.

In this report, ASKCI will further disclose market potential and commercial opportunities for beer industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese and global beer industry;

To analyze current development of the industry;

To analyze import and export situation of the industry;

To discover drivers and barriers of the industry;

To reveal opportunities for beer industry in China.

2) Benefit from the Report

Obtain latest info of beer industry, such as supply, demand, industrial chain, import and export, key players, etc.;

Find out how Chinese and global beer market will change and how your business can be involved in;

Keep informed of your competitors/their activities in the globe and in China;

Learn about key market drivers and barriers;

Share this information within your organization using free global intranet license.

2. SCOPE OF INVESTIGATION

The report will investigate Chinese beer industry from the following aspects:

Supply and demand;

Industrial chain;

Import and export;

Key players;

Future trend;

Commercial opportunity.

3. TIME NEEDED

1-2 work weeks needed.

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- Snowflake Beer
- Guangzhou Zhujiang Brewery
- Tsingtao Beer
- Yanjing Beer
- Harbin Beer

Carlsberg Beer
Goldstar beer
Tsingtao Brewery Co., Ltd
China Resources Beer (Holdings) Company Limited
Beijing Yanjing Brewery Co., Ltd.
Guangzhou Zhujiang Brewery Co., Ltd.
Fujian Yanjing Huiquan Brewery Co., Ltd
Chongqing Brewery Co., Ltd.
Lanzhou Huanghe Enterprise Co., Ltd.
Tibet Galaxy Science & Technology Development Co., Ltd.
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