

Beer in China: ISIC 1553

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Abstracts

PPI

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Beer market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Malt, Malt Liquors.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beer market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BEER IN CHINA: ISIC 1553

HEADLINES

INDUSTRY OVERVIEW

CHART 1 Key Industry's Indicators 2017-2027

PRODUCTION SCORECARD

Summary 1 Scorecard of Production Pillar 2017-2027

CHART 2 Production Value Regional Comparison 2022

CHART 3 Production Value per Capita Regional Comparison 2022

CHART 4 Production Value Growth Regional Comparison 2017-2027

CHART 5 Future and Absolute Growth of Production Value Regional Comparison 2022-2027

CHART 6 Production Value 2017-2027

CHART 7 Production Value by Category 2017-2022

CHART 8 Production Value by Category 2022-2027

CHART 9 Production Value per Employee 2017-2022

CHART 10 Exports 2017-2022

CHART 11 Exports Regional Comparison 2022

INDUSTRY'S GROWTH DRIVERS

Summary 2 Key Buyer Industries in China 2017-2027

Summary 3 Key Supplier Industries in China 2017-2027

CHART 12 External Demand Factors

CHART 13 Top Industry's Suppliers and Buyers

COST STRUCTURE

CHART 14 Cost Structure Comparison 2022

CHART 15 Cost Structure 2017-2022

CHART 16 B2B Costs and Growth 2022, USD million

CHART 17 Prices of Selected Commodities 2022 Q3-2023 Q4, Index

CHART 18 Profit and Profit Margin 2017-2022

CHART 19 Average Salary 2017-2022

CHART 20 Labour Costs and Employee Productivity Comparison 2017-2022

FIRMOGRAPHICS

CHART 21 Number of Companies by Size 2017/2022

CHART 22 Competitive Landscape Structure by Company Size 2017/2022

CHART 23 Top Companies' Ranking 2017-2022 and % of Production Value 2022

MARKET OVERVIEW

CONSUMPTION SCORECARD

Summary 4 Scorecard of Consumption 2017-2022

CHART 24 Market Size Regional Comparison 2022

CHART 25 Market Size per Capita Regional Comparison 2022

CHART 26 Market Size Growth Regional Comparison 2017-2022

CHART 27 Market Size Absolute and Average Historic Growth Regional Comparison 2017-2022

CHART 28 Market Structure by Buyer 2017-2022

CHART 29 B2B Buyers and Growth 2022, USD million

CHART 30 Market Structure 2017-2022

CHART 31 Market Structure by Category 2017-2022

CHART 32 Imports 2017-2022

CHART 33 Imports Regional Comparison 2022

ATTRACTIVENESS INDEX

CHART 34 Attractiveness Index in Selected Industries 2022

CHART 35 Beer Attractiveness Index Comparison Across All Industries 2022

CHART 36 Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 5 Economic Context and Labour Market 2022-2027

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