

Beer Industry in China 2009-2019

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Abstracts

China's beer industry is the largest in the world by production volume and consumption volume. The past three decades has seen an impressive growth in the development of China's beer industry and market. This report focuses on industry statistics, market size/shares, imports/exports, industry analysis, and business trends in China's beer production industry and consumption market. All the statistic and projected data cover the performance of the industry in mainland China only, not including any data from Hong Kong, Macau, and Taiwan. Historical data include five years or ten years before the report year (2014) and long-term development trends are projected to five years (2014-2019) over the report year. In spite of its great achievements, the nation's beer industry now faces serious challenges and obstacles, including the shortage of raw material supplies, slowing-down growth rates, and lack of high-end beer products. This report provides in-depth understanding, all-through analysis of the industry data, and precise predictions for the development trends. It reveals emerging market & competitive threats, recognizes Highly Growing Points (HGP), and suggests fresh strategies to conquer the challenges and obstacles in China's beer industry.

Companies Mentioned

China Resources Snow Breweries Ltd.

Tsingtao Brewery Co., Ltd.

Anheuser-Busch InBev China

Beijing Yanjing Beer Company Limited

Carlsberg China

Contents

CHAPTER I. INTRODUCTION

- I-1. Industry Definition and Scope
- I-2. Research Methodology
- I-3. Executive Summary

CHAPTER II. PRODUCTION

- II-1. Industry Process
- II-2. Historical Performance of China's Beer Production by Volume 2004-2014
- II-3. Historical Performance of China's Beer Production by Value 2004-2014
- II-4. Share of China's Beer Production in Global Market 2004-2014
- II-5. Major Players
- II-6. Production Capacity Expansion of Major Producers in China 2013 & 2014
- II-7. Geographic Spread of Production
- II-8. Foreign Entries
- II-9. Historical and Predicted Growth Rates of China's Beer Production 1980-2019
- II-10. Outlook of China's Beer Production by Volume 2014-2019
- II-11. Outlook of China's Beer Production by Value 2014-2019
- II-12. Outlook of China's Beer Output Share in Global Market 2014-2019
- II-13. Summary of Worldwide and China Beer Output 2004-2019

CHAPTER III. DEMAND AND CONSUMPTION

- III-1. Beer Consumption Worldwide and in China by Volume 2004-2014
- III-2. Annual Per Capita Beer Consumption in China by Volume 2004-2014
- III-3. Total Beer Demand in China by Value 2004-2014
- III-4. China's Urbanization Progress 2009-2019
- III-5. Increase of Per Capita Income in China 2009-2019
- III-6. Increase of Customer Goods Sales in China 2009-2019
- III-7. Historical and Predicted Growth Rates of China's Beer Consumption 2004-2019
- III-8. Outlook of Worldwide and China Beer Consumption by Volume 2014-2019
- III-9. Annual Per Capita Beer Consumption in China by Volume 2014-2019
- III-10. Outlook of China Beer Demand by Value 2014-2019
- III-11. Summary of China's Beer Consumption 2004-2019

CHAPTER IV. REVENUE AND SALES

- IV-1. Total Revenue of Beer Industry in China 2009-2019
- IV-2. Revenue Shares of China Beer Industry by Beer Package Category 2009-2019
- IV-3. Sales Shares of China Beer Industry by Distribution Channel 2009-2019
- IV-4. Annual Sales by Beer Variety in China's Market 2009-2019
- IV-5. Annual Sales by Beer Brand in China's Market 2014
- IV-6. Profit and Profit Rate in China Beer Industry 2009-2019
- IV-7. Enterprises, Employment and Wages in China Beer Industry 2009-2019
- IV-8. Cost Structure of China's Beer Manufacture in 2014
- IV-9. Summary of Beer Sales and Revenue in China's Market 2009-2019

CHAPTER V. IMPORTS AND EXPORTS

- V-1. Historical Performance of China Beer Imports by Volume and Value 2004-2014
- V-2. Major Beer Import Origins and Shares in 2014
- V-3. Historical Performance of China Beer Exports by Volume and Value 2004-2014
- V-4. Major Beer Export Destinations and Shares in 2014
- V-5. Major Importers and Exporters
- V-6. Outlook of China Beer Imports by Volume and Value 2014-2019
- V-7. Outlook of China Beer Exports by Volume and Value 2014-2019
- V-8. Summary of Beer Imports and Exports in China 2009-2019

CHAPTER VI. CHALLENGE AND OPPORTUNITY

- VI-1. Big Concern: Beer Barley Supply 2009-2014
- VI-2. High-end Beer: the Increasingly Attractive Segment in China's Market 2009-2019

CHAPTER VII. RELATED REPORTS & REFERENCES

POST CONTACT AND FURTHER INFORMATION

List Of Tables

LIST OF TABLES

Table 1. China's Beer Industry Overview (million metric tons)

Table 2. Major Producers of China's Beer Industry by 2014 (million metric tons)

Table 3. Production Capacity Expansion of Top Five Beer Giants in China (2013 and 2014)

Table 4. Top Five Provinces by Output Volume (mil metric tons) and Sales (bil CHY) in 2011

Table 5. Summary of Worldwide and China Beer Production

Table 6. Key Facts of China Beer Consumption

Table 7. Revenue Shares of Various Packaged Beer Products in China (bil CHY)

Table 8. Sales Shares of Beer Products by Distribution Channels (bil CHY)

Table 9. Annual Beer Sales by Variety in China (bil CHY)

Table 10. Annual Beer Sales by Brand in China (bil CHY)

Table 11. Enterprises, Employment and Wages in China Beer Industry

Table 12. Key Facts of China Beer Sales and Revenue

Table 13. Major Import Origins and Shares

Table 14. China's Major Beer Export Destinations and Shares in 2014

Table 15. Key Facts of China Beer Imports and Exports

Table 16. Beer Product Segments and Shares in China's Market

Table 17. Beer Consumption by Segments in China's Market (mil liters)

List Of Figures

LIST OF FIGURES

- Figure 1. Beer's Historical Production by Volume (mil metric tons)
- Figure 2. Beer's Historical Production by Value (bil USD)
- Figure 3. Beer's Historical Production Volume and Share in Global Market
- Figure 4. Geographic Spread of China's Beer Production by 2014 (million metric tons)
- Figure 5. Historical and Forecast Compound Annual Growth Rates (CAGRs) of China Beer Production
- Figure 6. Outlook of China's Beer Production by Volume (mil metric tons)
- Figure 7. Outlook of China's Beer Production by Value (bil USD)
- Figure 8. Outlook of Worldwide and China's Beer Production Volume (mil hectoliters) and China's Share in Global Market
- Figure 9. Historical Beer Consumption Worldwide and China's Share
- Figure 10. Per Capita Beer Consumption in China
- Figure 11. Total Beer Demand in China
- Figure 12. Historical and Forecast Urban/Rural Population in China
- Figure 13. Historical and Forecast Urban/Rural Income in China
- Figure 14. Historical and Forecast Urban/Rural Customer Goods Sales in China
- Figure 15. Historical and Forecast Compound Annual Growth Rates (CAGRs) of China Beer Consumption
- Figure 16. Forecast Beer Consumption Worldwide and China's Share
- Figure 17. Predicted Per Capita Beer Consumption in China
- Figure 18. Projected Total Beer Demand by Value in China
- Figure 19. Historical and Projected Revenue of China Beer Industry
- Figure 20. Profit and Profit Rate in China Beer Manufacture
- Figure 21. Cost Composition to Produce Beer in China in 2014
- Figure 22. Historical Performance of Beer Import in China
- Figure 23. Historical Performance of Beer Export in China
- Figure 24. Forecast Beer Imports in China
- Figure 25. Forecast Beer Exports in China
- Figure 26. China Beer Barley Supply

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