

Risk Evaluation of China's Beer Industry 2014-2019

<https://marketpublishers.com/r/REE0E6A0C02EN.html>

Date: November 2014

Pages: 44

Price: US\$ 680.00 (Single User License)

ID: REE0E6A0C02EN

Abstracts

Driven by improving living standards of people and a fast-growing macro-economy, China has remained the largest beer-consuming country worldwide for the 12th consecutive year since 2003, and the largest beer-producing nation globally in the past years. This report focuses on systematic evaluation and analysis of Internal Risks (arising within the industry development itself) and External Risks (arising from the surrounding environments) in China's beer production industry and consumption market. The major internal risks recognized in this industry include industry growth stage, industry competition pressure, market entry barriers, industry volatility, and technology challenge. The major external risks include factors like profit decline, regulation force, dependence on imports, and other risks (namely shortage of upstream supply, competition from substitutes, and purchase potential decrease). The research scope concentrates on mainland China's beer market under the industry conditions and environments in 2014. Forecasts and predictions have been performed for the trend of industry risk over the next five years (2014-2019). All the identified risk factors are measured quantitatively according to GMD's novel numeric system, i.e. each risk is evaluated with GMD Risk Index Number (GMD RIN) and GMD Risk Intensity Level (GMD RIL). These in-depth appraisals and analysis about risk considerations and controls provide a comprehensive understanding of the current risk factors and likelihood of risk development trends. Moreover, this report also concludes Critical Success Factors (CSFs) and novel strategies to help overcome the risks 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. Report Scope
- I-2. Evaluation Methodology
- I-3. Executive Summary

CHAPTER II. INTERNAL RISK

- II-1. Overview of Internal Risk
- II-2. Industry Growth Stage
- II-3. Industry Competition Pressure
- II-4. Market Entry Barriers
- II-5. Industry Volatility
- II-6. Technology Challenge

CHAPTER III. EXTERNAL RISK

- III-1. Overview of External Risk
- III-2. Profit Decline
- III-3. Regulation Force
- III-4. Dependence on Imports
- III-5. Other Risks

CHAPTER IV. SUMMARY AND FORECAST

- IV-1. Summary of Beer Industry Risk
- IV-2. Forecast of Beer Industry Risk

CHAPTER V. CRITICAL SUCCESS FACTORS (CSFs)

CHAPTER VI. RELATED REPORTS AND REFERENCES

List Of Tables

LIST OF TABLES

Table 1. LIST of RISK FACTORS and WEIGHT PERCENTAGES

Table 2. DEFINITION of GMD RISK INDEX NUMBER (RIN) and GMD RISK INTENSITY LEVEL (RIL)

Table 3. OVERALL RISK INDEX NUMBER of CHINA'S BEER INDUSTRY (by Year 2014)

Table 4. OVERVIEW of INTERNAL RISK

Table 5. CAPACITY EXPANSION of TOP 5 BEER MAKERS in CHINA (2013 AND 2014)

Table 6. ANNUAL BEER SALES by BRAND in CHINA in 2014 (bil CHY)

Table 7. OVERVIEW of EXTERNAL RISK

Table 8. BEER STATE STANDARDS ISSUED by CENTRAL GOVERNMENT

Table 9. CHINA BEER IMPORTS and EXPORTS (thousand metric tons)

Table 10. RISK SUMMARY

Table 11. LIST of CRITICAL SUCCESS FACTORS

List Of Figures

LIST OF FIGURES

- Figure 1. GMD RIN of INTERNAL RISK FACTORS on RADAR CHART
- Figure 2. GMD RIN and RIL of INDUSTRY GROWTH STAGE
- Figure 3. GMD RIN and RIL of INDUSTRY COMPETITION PRESSURE
- Figure 4. GMD RIN and RIL of MARKET ENTRY BARRIERS
- Figure 5. GMD RIN and RIL of INDUSTRY VOLATILITY
- Figure 6. GMD RIN and RIL of TECHNOLOGY CHALLENGE
- Figure 7. GMD RIN of EXTERNAL RISK FACTORS on RADAR CHART
- Figure 8. GMD RIN and RIL of PROFIT DECLINE
- Figure 9. COST COMPOSITION to PRODUCE BEER in CHINA in 2014
- Figure 10. HISTORICAL and FORECAST URBAN/RURAL INCOME in CHINA
- Figure 11. GMD RIN and RIL of REGULATION FORCE
- Figure 12. GMD RIN and RIL of DEPENDENCE on IMPORTS
- Figure 13. GMD RIN and RIL of OTHER RISKS
- Figure 14. CHINA BEER BARLEY SUPPLY
- Figure 15. COMPARISON of RISK FACTORS by WEIGHTED RIN

I would like to order

Product name: Risk Evaluation of China's Beer Industry 2014-2019

Product link: <https://marketpublishers.com/r/REE0E6A0C02EN.html>

Price: US\$ 680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/REE0E6A0C02EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970