

# China Draught Beer Market Size, Share & Trends Analysis Report By Type (Keg Beer, Cask Beer), By Category (Super Premium, Premium, Regular), By End Use, By Production Type, And Segment Forecasts, 2025 - 2033

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## Abstracts

The China draught beer market size was estimated at USD 3.36 billion in 2024 and is projected to reach USD 6.38 billion by 2033, growing at a CAGR of 7.5% from 2025 to 2033. The market is driven by consumer preference for fresh, premium-tasting beverages and the growing popularity of Western-style pubs and craft beer bars.

Urbanization and a growing middle class drive demand for unique, high-quality drinking experiences. Chinese consumers increasingly favor premium alcoholic beverages, with draught beer gaining popularity for its freshness and superior taste. Unlike packaged beer, draught beer is often perceived as a more refined and social option, especially in urban settings. This shift aligns with the broader premiumization trend in China's beverage market.

Rapid urbanization and the expansion of nightlife culture fuel draught beer consumption across major Chinese cities. Young professionals and middle-class consumers seek social and recreational experiences, often centered around food and beverage establishments. Draught beer is a central component in these settings, driving on-premise sales. The rise of craft beer bars and Western-style pubs also supports this trend.

## Consumer Insights

In China, consumer preference for draught beer is increasingly influenced by shifting

lifestyle trends, urbanization, and rising disposable incomes. In major metropolitan areas such as Shanghai, Beijing, and Guangzhou, draught beer is gaining popularity among younger, educated consumers who seek fresh, premium, and authentic drinking experiences. The preference is driven by a growing appreciation for craft and artisanal beers served on tap, which aligns with a desire for quality and uniqueness.

## China Draught Beer Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the China draught beer market report based on type, category, end use and production type outlook:

### Type Outlook (Revenue, USD Million, 2021 - 2033)

Keg Beer

Cask Beer

### Category Outlook (Revenue, USD Million, 2021 - 2033)

Super Premium

Premium

Regular

### End-use Outlook (Revenue, USD Million, 2021 - 2033)

Commercial Use

Home Use

### Production Type Outlook (Revenue, USD Million, 2021 - 2033)

Macro Breweries

Microbreweries



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