

# Beer & Cider in China

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## Abstracts

Beer & Cider in China

### Summary

Beer & Cider in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The beer and cider market consist of the retail sale of beer and cider. The beer segment consists of ale, dark beer, lager, stout, flavored beer, wheat beer, beer mixes and seasonal beer. The cider segment consists of apple cider, flavored cider, pear cider and seasonal cider. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.

The Chinese beer and cider market had total revenues of \$67,473.3 million in 2023, representing a compound annual growth rate (CAGR) of 0.3% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 0.9% between 2018 and 2023, to reach a total of 42,106.2 million liters in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3% for the five-year period 2023-2028, which is expected to drive the

market to a value of \$78,343.2 million by the end of 2028.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the beer & cider market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the beer & cider market in China

Leading company profiles reveal details of key beer & cider market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China beer & cider market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the China beer & cider market by value in 2023?

What will be the size of the China beer & cider market in 2028?

What factors are affecting the strength of competition in the China beer & cider market?

How has the market performed over the last five years?

Who are the top competitors in China's beer & cider market?

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