

# **China Alcoholic beverages Market Research Report** 2017

https://marketpublishers.com/r/CAE38EEA593EN.html

Date: January 2017

Pages: 114

Price: US\$ 3,200.00 (Single User License)

ID: CAE38EEA593EN

#### **Abstracts**

#### Notes:

Sales, means the sales volume of Alcoholic beverages

Revenue, means the sales value of Alcoholic beverages

This report studies Alcoholic beverages in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

Anheuser-Busch

Accolade Wines

Bacardi

Beam Suntory

Carlsberg

Constellation Brands

China Resource Enterprise

Diageo



Heineken
E. & J. Gallo Winery
Pernod Ricard
SABMiller
The Wine Group
Torres
Treasury Wine Estates
Vina Concha y Toro
Market Segment by Regions (provinces), covering
South China
East China
Southwest China
Northeast China
North China
Central China
Northwest China
Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Beer



Grap	pe wine
Spiri	its
	blication, this report focuses on consumption, market share and growth rate beverages in each application, can be divided into
Com	nmercial consumption
Hou	sehold consumption
Othe	er



#### **Contents**

China Alcoholic beverages Market Research Report 2017

#### 1 ALCOHOLIC BEVERAGES MARKET OVERVIEW

- 1.1 Product Overview and Scope of Alcoholic beverages
- 1.2 Alcoholic beverages Segment by Type
  - 1.2.1 China Production Market Share of Alcoholic beverages Type in 2015
  - 1.2.2 Beer
  - 1.2.3 Grape wine
  - 1.2.4 Spirits
- 1.3 Applications of Alcoholic beverages
- 1.3.1 Alcoholic beverages Consumption Market Share by Application in 2015
- 1.3.2 Commercial consumption
- 1.3.3 Household consumption
- 1.3.4 Other
- 1.4 China Market Size (Value) of Alcoholic beverages (2011-2021)
- 1.5 China Alcoholic beverages Status and Outlook
- 1.6 Government Policies

### 2 CHINA ALCOHOLIC BEVERAGES MARKET COMPETITION BY MANUFACTURERS

- 2.1 China Alcoholic beverages Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Alcoholic beverages Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Alcoholic beverages Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Alcoholic beverages Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Alcoholic beverages Market Competitive Situation and Trends
  - 2.5.1 Alcoholic beverages Market Concentration Rate
  - 2.5.2 Alcoholic beverages Market Share of Top 3 and Top 5 Manufacturers

#### 3 CHINA ALCOHOLIC BEVERAGES MANUFACTURERS PROFILES/ANALYSIS

- 3.1 Anheuser-Busch
- 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors



- 3.1.2 Alcoholic beverages Product Type, Application and Specification
  - 3.1.2.1 Beer
  - 3.1.2.2 Grape wine
- 3.1.3 Anheuser-Busch Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.1.4 Main Business/Business Overview
- 3.2 Accolade Wines
- 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.2.2 Alcoholic beverages Product Type, Application and Specification
    - 3.2.2.1 Beer
    - 3.2.2.2 Grape wine
- 3.2.3 Accolade Wines 114 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.2.4 Main Business/Business Overview
- 3.3 Bacardi
- 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.3.2 Alcoholic beverages Product Type, Application and Specification
    - 3.3.2.1 Beer
  - 3.3.2.2 Grape wine
- 3.3.3 Bacardi 118 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.3.4 Main Business/Business Overview
- 3.4 Beam Suntory
- 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.4.2 Alcoholic beverages Product Type, Application and Specification
    - 3.4.2.1 Beer
    - 3.4.2.2 Grape wine
- 3.4.3 Beam Suntory Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.4.4 Main Business/Business Overview
- 3.5 Carlsberg
- 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.5.2 Alcoholic beverages Product Type, Application and Specification
    - 3.5.2.1 Beer
    - 3.5.2.2 Grape wine



- 3.5.3 Carlsberg Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.5.4 Main Business/Business Overview
- 3.6 Constellation Brands
- 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.6.2 Alcoholic beverages Product Type, Application and Specification
    - 3.6.2.1 Beer
    - 3.6.2.2 Grape wine
- 3.6.3 Constellation Brands Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.6.4 Main Business/Business Overview
- 3.7 China Resource Enterprise
- 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.7.2 Alcoholic beverages Product Type, Application and Specification
    - 3.7.2.1 Beer
  - 3.7.2.2 Grape wine
- 3.7.3 China Resource Enterprise Food & Beverages Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.7.4 Main Business/Business Overview
- 3.8 Diageo
- 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.8.2 Alcoholic beverages Product Type, Application and Specification
    - 3.8.2.1 Beer
    - 3.8.2.2 Grape wine
  - 3.8.3 Diageo Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.8.4 Main Business/Business Overview
- 3.9 Heineken
- 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.9.2 Alcoholic beverages Product Type, Application and Specification
    - 3.9.2.1 Beer
    - 3.9.2.2 Grape wine
- 3.9.3 Heineken Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.9.4 Main Business/Business Overview
- 3.10 E. & J. Gallo Winery



- 3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.10.2 Alcoholic beverages Product Type, Application and Specification
    - 3.10.2.1 Beer
    - 3.10.2.2 Grape wine
- 3.10.3 E. & J. Gallo Winery Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.10.4 Main Business/Business Overview
- 3.11 Pernod Ricard
- 3.12 SABMiller
- 3.13 The Wine Group
- 3.14 Torres
- 3.15 Treasury Wine Estates
- 3.16 Vina Concha y Toro

## 4 CHINA ALCOHOLIC BEVERAGES CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

- 4.1 China Alcoholic beverages Capacity, Production and Growth (2011-2016)
- 4.2 China Alcoholic beverages Revenue and Growth (2011-2016)
- 4.3 China Alcoholic beverages Production, Consumption, Export and Import (2011-2016)

### 5 CHINA ALCOHOLIC BEVERAGES PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 China Alcoholic beverages Production and Market Share by Type (2011-2016)
- 5.2 China Alcoholic beverages Revenue and Market Share by Type (2011-2016)
- 5.3 China Alcoholic beverages Price by Type (2011-2016)
- 5.4 China Alcoholic beverages Production Growth by Type (2011-2016)

#### 6 CHINA ALCOHOLIC BEVERAGES MARKET ANALYSIS BY APPLICATION

- 6.1 China Alcoholic beverages Consumption and Market Share by Application (2011-2016)
- 6.2 China Alcoholic beverages Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Application
  - 6.3.2 Emerging Markets/Countries



## 7 CHINAALCOHOLIC BEVERAGES MARKET ANALYSIS BY REGIONS (PROVINCES)

- 7.1 China Alcoholic beverages Production, Production Value and Price by Regions (Provinces)(2011-2016)
- 7.1.1 China Alcoholic beverages Production and Market Share by Regions (Provinces)(2011-2016)
- 7.1.2 China Alcoholic beverages Production Value and Market Share by Regions (Provinces)(2011-2016)
  - 7.1.3 China Alcoholic beverages Sales Price by Regions (Provinces)(2011-2016)
- 7.2 China Alcoholic beverages Consumption by Regions (Provinces)(2011-2016)
- 7.3 China Alcoholic beverages Production, Consumption, Export and Import (2011-2016)

#### **8 ALCOHOLIC BEVERAGES MANUFACTURING COST ANALYSIS**

- 8.1 Alcoholic beverages Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Alcoholic beverages

#### 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Alcoholic beverages Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Alcoholic beverages Major Manufacturers in 2015
- 9.4 Downstream Buyers

#### 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing



- 10.1.2 Indirect Marketing
- 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

#### 11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
- 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

#### 12 CHINA ALCOHOLIC BEVERAGES MARKET FORECAST (2016-2021)

- 12.1 China Alcoholic beverages Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 China Alcoholic beverages Production, Import, Export and Consumption Forecast (2016-2021)
- 12.3 China Alcoholic beverages Production Forecast by Type (2016-2021)
- 12.4 China Alcoholic beverages Consumption Forecast by Application (2016-2021)
- 12.5 China Alcoholic beverages Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.5.1 China Alcoholic beverages Production Forecast by Regions (Provinces)(2016-2021)
- 12.5.2 China Alcoholic beverages Consumption Forecast by Regions (Provinces)(2016-2021)
- 12.5.3 China Alcoholic beverages Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.6 Alcoholic beverages Price Forecast (2016-2021)

#### 13 RESEARCH FINDINGS AND CONCLUSION

#### **14 APPENDIX**

Methodology

Analyst Introduction



#### **Data Source**

The report requires updating with new data and is sent in 2-3 business days after order is placed.



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Alcoholic beverages

Figure China Production Market Share of Alcoholic beverages by Type in 2015

Figure Product Picture of Beer

Table Major Manufacturers of Beer

Figure Product Picture of Grape wine

Table Major Manufacturers of Grape wine

Figure Product Picture of Spirits

Table Major Manufacturers of Spirits

Table Alcoholic beverages Consumption Market Share by Application in 2015

Figure Commercial consumption Examples

Figure Household consumption Examples

Figure Other Examples

Figure China Alcoholic beverages Revenue (Million USD) and Growth Rate (2011-2021)

Table China Alcoholic beverages Capacity of Key Manufacturers (2015 and 2016)

Table China Alcoholic beverages Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Alcoholic beverages Capacity of Key Manufacturers in 2015

Figure China Alcoholic beverages Capacity of Key Manufacturers in 2016

Table China Alcoholic beverages Production of Key Manufacturers (2015 and 2016)

Table China Alcoholic beverages Production Share by Manufacturers (2015 and 2016)

Figure 2015 Alcoholic beverages Production Share by Manufacturers

Figure 2016 Alcoholic beverages Production Share by Manufacturers

Table China Alcoholic beverages Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Alcoholic beverages Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Alcoholic beverages Revenue Share by Manufacturers

Table 2016 China Alcoholic beverages Revenue Share by Manufacturers

Table China Market Alcoholic beverages Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Alcoholic beverages Average Price of Key Manufacturers in 2015 Table Manufacturers Alcoholic beverages Manufacturing Base Distribution and Sales Area

Table Manufacturers Alcoholic beverages Product Type

Figure Alcoholic beverages Market Share of Top 3 Manufacturers

Figure Alcoholic beverages Market Share of Top 5 Manufacturers



Table Anheuser-Busch Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Anheuser-Busch Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Anheuser-Busch Alcoholic beverages Market Share (2011-2016)

Table Accolade Wines Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Accolade Wines Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Accolade Wines Alcoholic beverages Market Share (2011-2016)

Table Bacardi Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Bacardi Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Bacardi Alcoholic beverages Market Share (2011-2016)

Table Beam Suntory Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Beam Suntory Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Beam Suntory Alcoholic beverages Market Share (2011-2016)

Table Carlsberg Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Carlsberg Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Carlsberg Alcoholic beverages Market Share (2011-2016)

Table Constellation Brands Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Constellation Brands Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Constellation Brands Alcoholic beverages Market Share (2011-2016)

Table China Resource Enterprise Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table China Resource Enterprise Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure China Resource Enterprise Alcoholic beverages Market Share (2011-2016)

Table Diageo Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Diageo Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Diageo Alcoholic beverages Market Share (2011-2016)

Table Heineken Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Heineken Alcoholic beverages Capacity, Production, Revenue, Price and Gross



Margin (2011-2016)

Figure Heineken Alcoholic beverages Market Share (2011-2016)

Table E. & J. Gallo Winery Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table E. & J. Gallo Winery Alcoholic beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure E. & J. Gallo Winery Alcoholic beverages Market Share (2011-2016)

Table Pernod Ricard Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SABMiller Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table The Wine Group Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Torres Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Treasury Wine Estates Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Vina Concha y Toro Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure China Alcoholic beverages Capacity, Production and Growth (2011-2016)

Figure China Alcoholic beverages Revenue (Million USD) and Growth (2011-2016)

Table China Alcoholic beverages Production, Consumption, Export and Import (2011-2016)

Table China Alcoholic beverages Production by Type (2011-2016)

Table China Alcoholic beverages Production Share by Type (2011-2016)

Figure Production Market Share of Alcoholic beverages by Type (2011-2016)

Figure 2015 Production Market Share of Alcoholic beverages by Type

Table China Alcoholic beverages Revenue by Type (2011-2016)

Table China Alcoholic beverages Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Alcoholic beverages by Type (2011-2016)

Figure 2015 Revenue Market Share of Alcoholic beverages by Type

Table China Alcoholic beverages Price by Type (2011-2016)

Figure China Alcoholic beverages Production Growth by Type (2011-2016)

Table China Alcoholic beverages Consumption by Application (2011-2016)

Table China Alcoholic beverages Consumption Market Share by Application (2011-2016)

Figure China Alcoholic beverages Consumption Market Share by Application in 2015
Table China Alcoholic beverages Consumption Growth Rate by Application (2011-2016)
Figure China Alcoholic beverages Consumption Growth Rate by Application (2011-2016)



Table China Alcoholic beverages Production by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Production Market Share by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Production Value by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Production Value Market Share by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Sales Price by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Consumption by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Consumption Market Share by Regions (Provinces)(2011-2016)

Table China Alcoholic beverages Production, Consumption, Export and Import (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Alcoholic beverages

Figure Manufacturing Process Analysis of Alcoholic beverages

Figure Alcoholic beverages Industrial Chain Analysis

Table Raw Materials Sources of Alcoholic beverages Major Manufacturers in 2015

Table Major Buyers of Alcoholic beverages

Table Distributors/Traders List

Figure China Alcoholic beverages Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China Alcoholic beverages Revenue and Growth Rate Forecast (2016-2021)

Table China Alcoholic beverages Production, Import, Export and Consumption Forecast (2016-2021)

Table China Alcoholic beverages Production Forecast by Type (2016-2021)

Table China Alcoholic beverages Consumption Forecast by Application (2016-2021)

Table China Alcoholic beverages Production Forecast by Regions (Provinces)(2016-2021)

Table China Alcoholic beverages Consumption Forecast by Regions (Provinces)(2016-2021)

Table China Alcoholic beverages Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)



#### I would like to order

Product name: China Alcoholic beverages Market Research Report 2017

Product link: <a href="https://marketpublishers.com/r/CAE38EEA593EN.html">https://marketpublishers.com/r/CAE38EEA593EN.html</a>

Price: US\$ 3,200.00 (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 <a href="https://marketpublishers.com/r/CAE38EEA593EN.html">https://marketpublishers.com/r/CAE38EEA593EN.html</a>

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
	Custumer signature

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

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