

China Beer Market Research Report 2017

<https://marketpublishers.com/r/CE8EC837E6FEN.html>

Date: January 2017

Pages: 114

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

ID: CE8EC837E6FEN

Abstracts

Notes:

Sales, means the sales volume of Beer

Revenue, means the sales value of Beer

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

Heineken

Budweiser

Carlsberg

Beck's

Tsingdao

Asahi

Ambev

Kirin

Miller Brewing Company

Corona

Anheuser-Busch InBev

Molson Coors

Skol Internationa

Emperador

Diageo

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

Lager

Ale

Cerevisiae

Stout

Lambic

Others

Split by Application, this report focuses on consumption, market share and growth rate of Beer in each application, can be divided into

Daily

Celebrating

Reception

Others

Contents

China Beer Market Research Report 2017

1 BEER MARKET OVERVIEW

- 1.1 Product Overview and Scope of Beer
- 1.2 Beer Segment by Type
 - 1.2.1 China Production Market Share of Beer Type in 2015
 - 1.2.2 Lager
 - 1.2.3 Ale
 - 1.2.4 Cerevisiae
 - 1.2.5 Stout
 - 1.2.6 Lambic
 - 1.2.7 Others
- 1.3 Applications of Beer
 - 1.3.1 Beer Consumption Market Share by Application in 2015
 - 1.3.2 Daily
 - 1.3.3 Celebrating
 - 1.3.4 Reception
 - 1.3.5 Others
- 1.4 China Market Size (Value) of Beer (2011-2021)
- 1.5 China Beer Status and Outlook
- 1.6 Government Policies

2 CHINA BEER MARKET COMPETITION BY MANUFACTURERS

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

3 CHINA BEER MANUFACTURERS PROFILES/ANALYSIS

- 3.1 Heineken
 - 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.1.2 Beer Product Type, Application and Specification

3.1.2.1 Lager

3.1.2.2 Ale

3.1.3 Heineken Beer Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.1.4 Main Business/Business Overview

3.2 Budweiser

3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.2.2 Beer Product Type, Application and Specification

3.2.2.1 Lager

3.2.2.2 Ale

3.2.3 Budweiser 114 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.2.4 Main Business/Business Overview

3.3 Carlsberg

3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.3.2 Beer Product Type, Application and Specification

3.3.2.1 Lager

3.3.2.2 Ale

3.3.3 Carlsberg 118 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.3.4 Main Business/Business Overview

3.4 Beck's

3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.4.2 Beer Product Type, Application and Specification

3.4.2.1 Lager

3.4.2.2 Ale

3.4.3 Beck's Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.4.4 Main Business/Business Overview

3.5 Tsingdao

3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

3.5.2 Beer Product Type, Application and Specification

3.5.2.1 Lager

- 3.5.2.2 Ale
- 3.5.3 Tsingdao Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.5.4 Main Business/Business Overview
- 3.6 Asahi
 - 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.6.2 Beer Product Type, Application and Specification
 - 3.6.2.1 Lager
 - 3.6.2.2 Ale
 - 3.6.3 Asahi Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.6.4 Main Business/Business Overview
- 3.7 Ambev
 - 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.7.2 Beer Product Type, Application and Specification
 - 3.7.2.1 Lager
 - 3.7.2.2 Ale
 - 3.7.3 Ambev Chemical & Material Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.7.4 Main Business/Business Overview
- 3.8 Kirin
 - 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.8.2 Beer Product Type, Application and Specification
 - 3.8.2.1 Lager
 - 3.8.2.2 Ale
 - 3.8.3 Kirin Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.8.4 Main Business/Business Overview
- 3.9 Miller Brewing Company
 - 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 3.9.2 Beer Product Type, Application and Specification
 - 3.9.2.1 Lager
 - 3.9.2.2 Ale
 - 3.9.3 Miller Brewing Company Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 3.9.4 Main Business/Business Overview

3.10 Corona

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.10.2 Beer Product Type, Application and Specification

3.10.2.1 Lager

3.10.2.2 Ale

3.10.3 Corona Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.10.4 Main Business/Business Overview

3.11 Anheuser-Busch InBev

3.12 Molson Coors

3.13 Skol Internationa

3.14 Emperador

3.15 Diageo

4 CHINA BEER CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

4.1 China Beer Capacity, Production and Growth (2011-2016)

4.2 China Beer Revenue and Growth (2011-2016)

4.3 China Beer Production, Consumption, Export and Import (2011-2016)

5 CHINA BEER PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

5.1 China Beer Production and Market Share by Type (2011-2016)

5.2 China Beer Revenue and Market Share by Type (2011-2016)

5.3 China Beer Price by Type (2011-2016)

5.4 China Beer Production Growth by Type (2011-2016)

6 CHINA BEER MARKET ANALYSIS BY APPLICATION

6.1 China Beer Consumption and Market Share by Application (2011-2016)

6.2 China Beer 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 CHINABEER MARKET ANALYSIS BY REGIONS (PROVINCES)

7.1 China Beer Production, Production Value and Price by Regions (Provinces)(2011-2016)

7.1.1 China Beer Production and Market Share by Regions (Provinces)(2011-2016)

7.1.2 China Beer Production Value and Market Share by Regions (Provinces)(2011-2016)

7.1.3 China Beer Sales Price by Regions (Provinces)(2011-2016)

7.2 China Beer Consumption by Regions (Provinces)(2011-2016)

7.3 China Beer Production, Consumption, Export and Import (2011-2016)

8 BEER MANUFACTURING COST ANALYSIS

8.1 Beer 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 Beer

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

9.1 Beer Industrial Chain Analysis

9.2 Upstream Raw Materials Sourcing

9.3 Raw Materials Sources of Beer 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 BEER MARKET FORECAST (2016-2021)

12.1 China Beer Capacity, Production, Revenue Forecast (2016-2021)

12.2 China Beer Production, Import, Export and Consumption Forecast (2016-2021)

12.3 China Beer Production Forecast by Type (2016-2021)

12.4 China Beer Consumption Forecast by Application (2016-2021)

12.5 China Beer Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

12.5.1 China Beer Production Forecast by Regions (Provinces)(2016-2021)

12.5.2 China Beer Consumption Forecast by Regions (Provinces)(2016-2021)

12.5.3 China Beer Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

12.6 Beer 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 Beer
Figure China Production Market Share of Beer by Type in 2015
Figure Product Picture of Lager
Table Major Manufacturers of Lager
Figure Product Picture of Ale
Table Major Manufacturers of Ale
Figure Product Picture of Cerevisiae
Table Major Manufacturers of Cerevisiae
Figure Product Picture of Stout
Table Major Manufacturers of Stout
Figure Product Picture of Lambic
Table Major Manufacturers of Lambic
Figure Product Picture of Others
Table Major Manufacturers of Others
Table Beer Consumption Market Share by Application in 2015
Figure Daily Examples
Figure Celebrating Examples
Figure Reception Examples
Figure Others Examples
Figure China Beer Revenue (Million USD) and Growth Rate (2011-2021)
Table China Beer Capacity of Key Manufacturers (2015 and 2016)
Table China Beer Capacity Market Share of Key Manufacturers (2015 and 2016)
Figure China Beer Capacity of Key Manufacturers in 2015
Figure China Beer Capacity of Key Manufacturers in 2016
Table China Beer Production of Key Manufacturers (2015 and 2016)
Table China Beer Production Share by Manufacturers (2015 and 2016)
Figure 2015 Beer Production Share by Manufacturers
Figure 2016 Beer Production Share by Manufacturers
Table China Beer Revenue (Million USD) by Manufacturers (2015 and 2016)
Table China Beer Revenue Share by Manufacturers (2015 and 2016)
Table 2015 China Beer Revenue Share by Manufacturers
Table 2016 China Beer Revenue Share by Manufacturers
Table China Market Beer Average Price of Key Manufacturers (2015 and 2016)
Figure China Market Beer Average Price of Key Manufacturers in 2015
Table Manufacturers Beer Manufacturing Base Distribution and Sales Area

Table Manufacturers Beer Product Type

Figure Beer Market Share of Top 3 Manufacturers

Figure Beer Market Share of Top 5 Manufacturers

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

Table Heineken Beer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Figure Heineken Beer Market Share (2011-2016)

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

Table Budweiser Beer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Figure Budweiser Beer Market Share (2011-2016)

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

Table Carlsberg Beer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Figure Carlsberg Beer Market Share (2011-2016)

Table Beck's Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Beck's Beer Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Beck's Beer Market Share (2011-2016)

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

Table Tsingdao Beer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Figure Tsingdao Beer Market Share (2011-2016)

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

Table Asahi Beer Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Asahi Beer Market Share (2011-2016)

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

Table Ambev Beer Capacity, Production, Revenue, Price and Gross Margin
(2011-2016)

Figure Ambev Beer Market Share (2011-2016)

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

Table Kirin Beer Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Kirin Beer Market Share (2011-2016)

Table Miller Brewing Company Basic Information, Manufacturing Base, Sales Area and
Its Competitors

Table Miller Brewing Company Beer Capacity, Production, Revenue, Price and Gross
Margin (2011-2016)

Figure Miller Brewing Company Beer Market Share (2011-2016)

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

Table Corona Beer Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
Figure Corona Beer Market Share (2011-2016)
Table Anheuser-Busch InBev Basic Information, Manufacturing Base, Sales Area and Its Competitors
Table Molson Coors Basic Information, Manufacturing Base, Sales Area and Its Competitors
Table Skol Internationa Basic Information, Manufacturing Base, Sales Area and Its Competitors
Table Emperador Basic Information, Manufacturing Base, Sales Area and Its Competitors
Table Diageo Basic Information, Manufacturing Base, Sales Area and Its Competitors
Figure China Beer Capacity, Production and Growth (2011-2016)
Figure China Beer Revenue (Million USD) and Growth (2011-2016)
Table China Beer Production, Consumption, Export and Import (2011-2016)
Table China Beer Production by Type (2011-2016)
Table China Beer Production Share by Type (2011-2016)
Figure Production Market Share of Beer by Type (2011-2016)
Figure 2015 Production Market Share of Beer by Type
Table China Beer Revenue by Type (2011-2016)
Table China Beer Revenue Share by Type (2011-2016)
Figure Production Revenue Share of Beer by Type (2011-2016)
Figure 2015 Revenue Market Share of Beer by Type
Table China Beer Price by Type (2011-2016)
Figure China Beer Production Growth by Type (2011-2016)
Table China Beer Consumption by Application (2011-2016)
Table China Beer Consumption Market Share by Application (2011-2016)
Figure China Beer Consumption Market Share by Application in 2015
Table China Beer Consumption Growth Rate by Application (2011-2016)
Figure China Beer Consumption Growth Rate by Application (2011-2016)
Table China Beer Production by Regions (Provinces)(2011-2016)
Table China Beer Production Market Share by Regions (Provinces)(2011-2016)
Table China Beer Production Value by Regions (Provinces)(2011-2016)
Table China Beer Production Value Market Share by Regions (Provinces)(2011-2016)
Table China Beer Sales Price by Regions (Provinces)(2011-2016)
Table China Beer Consumption by Regions (Provinces)(2011-2016)
Table China Beer Consumption Market Share by Regions (Provinces)(2011-2016)
Table China Beer 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 Beer
Figure Manufacturing Process Analysis of Beer
Figure Beer Industrial Chain Analysis
Table Raw Materials Sources of Beer Major Manufacturers in 2015
Table Major Buyers of Beer
Table Distributors/Traders List
Figure China Beer Capacity, Production and Growth Rate Forecast (2016-2021)
Figure China Beer Revenue and Growth Rate Forecast (2016-2021)
Table China Beer Production, Import, Export and Consumption Forecast (2016-2021)
Table China Beer Production Forecast by Type (2016-2021)
Table China Beer Consumption Forecast by Application (2016-2021)
Table China Beer Production Forecast by Regions (Provinces)(2016-2021)
Table China Beer Consumption Forecast by Regions (Provinces)(2016-2021)
Table China Beer Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)

I would like to order

Product name: China Beer Market Research Report 2017

Product link: <https://marketpublishers.com/r/CE8EC837E6FEN.html>

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 <https://marketpublishers.com/r/CE8EC837E6FEN.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