

China Beer Industry Overview, 2011-2020

<https://marketpublishers.com/r/C0716037601EN.html>

Date: July 2016

Pages: 30

Price: US\$ 1,800.00 (Single User License)

ID: C0716037601EN

Abstracts

Description

China becomes the world's top beer producer and consumer. In 2015, China produced about 47.16 billion liters of beer with a decline compared to 2014. In 2015, the beer consumption per capita was about 35 liters in China, surpassing the international average. China's beer industry competition pattern basically took shape. The market concentration rate of top 5 giants including China Resources Snow Breweries, Tsingtao Brewery, Anheuser-Busch InBev, Yanjing Beer and Carlsberg reached 76% in 2015, which tended to rise further. Different from the traditional strategy featured by stressing low prices to occupy more market share, beer manufacturers in Chinese market gradually focus on increasing the proportion of mid-high products and average prices to enhance the profitability. The average price of Chinese beer is rising, which promotes the increase of profits in the industry.

In 2015, China imported 538.3 million liters of beer with the YOY growth of 59.2%. The import value reached USD 570 million, with a rise of 42.5% YOY. The share of German beer declined from 48.3% in 2014 to 34.9% in 2015. On the contrary, the share of beer from other origins somewhat increased. Overall, Chinese consumers take delight in trying beer with different tastes from various regions all over the world. The average price of imported beer somewhat declined. It is expected that in the next few years imported beer, to some extent, will exert a certain impact on China's domestic mid-high end beer market.

With the development of economy, Chinese consumers' purchasing power keeps rising. And the consumption concept also upgrades. Consumers gradually tend to choose beer with high quality instead of low prices. Therefore, the sales volume of low-end beer suffers from the rapid decline. In China, mid-high end beer market enjoys a robust growth rate, which promotes breweries including China Resources Snow Breweries,

Tsingtao Brewery, Yanjing Beer to speed up the product upgrading with the detrusion of high-end products in order to keep up with the trend of consumption upgrading.

Through this report, the readers can acquire the following information:

Definition and Classification of Beer

Parameters reach Assumptions

Analysis on Supply and Demand in China's Beer Industry

Competition Status in China's Beer Industry

Top5 Manufacturers in China's Beer Industry

Development Environment of China's Beer Industry

Major Driving Factors in the Development of China's Beer Industry

Risks and Challenges in the Development of China's Beer Industry

Analysis on Prices of Raw Materials in China's Beer Industry

Prediction on Supply and Demand in China's Beer Industry, 2016-2020

Analysis on the Development Opportunities of China's Beer Industry

Contents

1 RESEARCH METHODOLOGY ON CHINA'S BEER INDUSTRY

- 1.1 Definition and Classification of Beer
- 1.2 Parameters and Assumptions
- 1.3. Reliability Test
- 1.4 CRI Profiles

2 OPERATION STATUS OF CHINA'S BEER INDUSTRY, 2011-2015

- 2.1 Development Environment of China's Beer Industry
 - 2.1.1 Economic Environment
 - 2.1.2 Policy Environment of China's Beer Industry
- 2.2 Production Status of Beer in China
- 2.3 Market Size of China's Beer Industry
- 2.4 Major Consumption Sectors of China's Beer Industry
- 2.5 Import and Export of Beer in China

3 ANALYSIS ON COMPETITION STATUS IN CHINA'S BEER INDUSTRY, 2013-2016

- 3.1 Barriers to Entry in China's Beer Industry
 - 3.1.1 Policy Barriers of China's Beer Industry
 - 3.1.2. Capital Barriers
 - 3.1.3 Barriers of Customer Resources
- 3.2 Competition Structure in China's Beer Industry
 - 3.2.1 Bargaining Ability of Suppliers
 - 3.2.2 Bargaining Ability of Clients
 - 3.2.3 Competition inner the Industry
 - 3.2.4 Potential Entrants
 - 3.2.5 Substitutes

4 ANALYSIS ON SALES VOLUME OF TOP 5 BEER ENTERPRISES IN CHINA, 2013-2015

- 4.1 China Resources Snow Breweries
 - 4.1.1 Enterprise Profile
 - 4.1.2 Market Share of Enterprises
 - 4.1.3 Analysis on Status of China Resources Snow Breweries in China's Beer Industry

- 4.2 Tsingtao Brewery
 - 4.2.1 Enterprise Profile
 - 4.2.2 Market Share of Enterprises
 - 4.2.3 Analysis on Status of Tsingtao Brewery in China's Beer Industry
- 4.3 Anheuser-Busch InBev
 - 4.3.1 Enterprise Profile
 - 4.3.2 Market Share of Enterprises
 - 4.3.3 Analysis on Status of AB InBev in China's Beer Industry
- 4.4 Yanjing Beer Co., Ltd.
 - 4.4.1 Enterprise Profile
 - 4.4.2 Market Share of Enterprises
 - 4.4.3 Analysis on Status of Yanjing Beer in China's beer Industry
- 4.5 Carlsberg
 - 4.5.1 Enterprise Profile
 - 4.5.2 Market Share of Enterprises
 - 4.5.3 Analysis on Status of Carlsberg in China's Beer Industry

5 ANALYSIS ON PRICES OF RAW MATERIALS AND FINISHED PRODUCTS IN CHINA'S BEER INDUSTRY, 2013-2015

- 5.1 Analysis on Production Costs of Beer, 2013-2015
 - 5.1.1 Trend
 - 5.1.2 Analysis on Factors Influencing Price Fluctuation of Raw Materials
- 5.2 Analysis on Prices of Beer in Chinese Market, 2013-2015
 - 5.2.1 Trend
 - 5.2.2 Analysis on Fluctuation Factors

6 PREDICTION ON THE DEVELOPMENT OF CHINA'S BEER INDUSTRY, 2016-2020

- 6.1 Factors Influencing the Development of Beer Industry in China
 - 6.1.1 Major Driving Forces and Market Opportunities in China's Beer Industry
 - 6.1.2 Risks and Challenges in China's Beer Industry
- 6.2 Prediction on Supply in China Beer Industry
- 6.3 Prediction on Market Demand

Selected Charts

SELECTED CHARTS

Chart Annual Output Volume of Beer in China, 2011-2015

Chart Annual Sales Volume of Beer in China, 2011-2015

Chart Top 5 Beer Sales Volume in China, 2013-2015

Chart Beer Sales Volume of China Resources Snow Breweries in China, 2013-2015

Chart Market Share of China Resources Snow Breweries in China by Sales Volume, 2013-2015

Chart Beer Sales Volume of Tsingtao Brewery in China, 2013-2015

Chart Market Share of Tsingtao Brewery in China by Sales Volume, 2013-2015

Chart Beer Sales Volume of AB InBev in China, 2013-2015

Chart Market Share of AB InBev in China by Sales Volume, 2013-2015

Chart Beer Sales Volume of Yanjing Beer in China, 2013-2015

Chart Market Share of Yanjing Beer in China by Sales Volume, 2013-2015

Chart Beer Sales Volume of Carlsberg in China, 2013-2015

Chart Market Share of Carlsberg in China by Sales Volume, 2013-2015

Chart Price Trend of Barley, 2013-2015

Chart Price Trend of Aluminum, 2013-2015

Chart Average Price of Beer in Chinese Market, 2013-2015

Chart Forecast on Production Volume of Beer in China, 2016-2020

Chart Forecast on Market Size of Beer in China, 2016-2020

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