

# Research Report on China's Brewing Industry, 2013-2017

<https://marketpublishers.com/r/R06D2861EE8EN.html>

Date: December 2012

Pages: 60

Price: US\$ 2,400.00 (Single User License)

ID: R06D2861EE8EN

## Abstracts

In China, the brewing industry is divided into several categories such as liquor, beer, rice wine, wine and other alcoholic drinks, according to raw materials and brewing methods. Each category also includes many different varieties, and different products and usages are divided accordingly. Various alcoholic drinks are generally distinguished in line with alcohol contents, sugar contents, brewing technics, etc. In the light of different characteristics, the applications also vary in daily life, which can adapt to needs of different groups.

Liquor manufacturing mainly uses grain as the raw material, and it is a particular brewing industry of China. The scale of liquor industry is the largest in China's alcoholic drinks. In 2011, the consumption of China's liquor industry continuously maintained the rapid growth, and the sales revenue was CNY 374.667 billion, with an increase of 40.25 % YOY.

Beer manufacturing, with malt as the major raw material, was introduced to China in the early 20th century. The output of China's beer manufacturing ranks the first worldwide for years, with tremendous scale and export volume of products. In 2011, the sales revenue of China's beer industry was CNY 158.936 billion, with an increase of 22.89 %YOY.

Rice wine manufacturing is a traditional brewing industry with rice as the major raw material. Rice wine is a national specialty of China, belonging to brewed wine without distillation. The alcohol content is lower than 20%. In 2011, the sales revenue of China's rice wine was CNY 11.794 billion, with an increase of 20.21% YOY.

In China's brewing industry, the scale of wine manufacturing is relatively small, but the

growth rate is rapid, the growth rate of import in particular. In 2011, the sales revenue of China's wine industry was CNY 38.46 billion, with an increase of 21.14% YOY.

The brewing industry is closely related to people's daily life, so its status quo and development trend reflect the operation of China's economy to a certain extent.

From 2011 to 2012, due to the continuous increase in the downstream consumption demand as well as rising prices of alcoholic products, the sales revenue of brewing industry continuously increased, and the product sales of enterprises was excellent.

In 2011, the output of China's brewing industry reached 62.6973 million kiloliters, with an increase of 13.69% over the corresponding period in 2010.

From January to October in 2012, the output of China's liquor was 9.051 million kiloliters, with an increase of 19.27% YOY. From January to September in 2012, the revenue of China's liquor industry was CNY 313.112 billion, with an increase of 26.57% YOY. Total profits were CNY 57.581 billion, with an increase of 54.08% YOY.

From January to October in 2012, the output of China's beer was 43.193 million kiloliters, with an increase of 3.8% YOY. From January to August in 2012, the revenue of China's beer industry was CNY 114.178 billion, with an increase of 8.78% YOY. Total profits were CNY 7.831 billion, with a decrease of 12.96% YOY.

From January to October in 2012, the accumulative output of China's wine was 1.074 million kiloliters, with an increase of 21.44% YOY.

In the context that the Chinese government issues a series of economic stimulus policies, the consumption demand maintains the exuberant situation. Meanwhile, the output and prices of grain and other bulk raw materials remain stable in China, and the supply growth rate of brewing industry keeps at a relatively fast level. In the situation of the gradual improvement in China's economy, the supply of China's brewing industry is expected to continuously maintain the rapid growth.

In 2011, the import volume of China's alcoholic products was 432.3 thousand kiloliters, with an increase of 27.94% YOY. However, the rise in import prices causes a more substantial increase in the growth rate of import value, increasing by 64.72%. In 2012, the import of China's alcoholic drinks continuously grows, in which wine occupies the main share. From January to September in 2012, the import volume of China's wine

was 330 thousand kiloliters, with an increase of 15.2% YOY. The import value was USD 1.84 billion, with an increase of 23.4% YOY; the average import price was 5.6 USD/L, with an increase of 7.1% YOY.

With the development of China's economy, the alcoholic drink consumption per capita will continue to rise, which promotes the development of brewing industry. Meanwhile, the consumption structure of alcoholic drinks also continuously improves in China. The demand for imported alcoholic drinks, imported wine in particular, will continuously rise. The import of China's alcoholic drinks is expected to maintain the growth rate of over 15% in the next few years.

**More following information can be acquired through this report:**

Supply and Demand Status of China's Brewing Industry

Market Competition in China's Brewing Industry

Development Status of China's Liquor/Beer/Wine

Development Trend of China's Brewing Industry

Investment Opportunities in China's Brewing Industry

**Following people are recommended to buy this report:**

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