

A Study of China's Beer Market 2017

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Abstracts

EXECUTIVE SUMMARY

China's beer market is projected to reach 683 billion yuan by 2019. China is the largest beer producer in the world followed by the United States. China is also the largest consumer of beer in the world. In 2015, China consumed double the amount of beer than the Americans (18 billion litres). However, the market for mass-production beers is becoming saturated. While beer remains the top alcoholic beverage consumed in the country, consumption has been falling since 2014.

Volume in the Chinese beer market has now been contracting for two consecutive years. Sales of leading beer brands in the country have been hit. In the third quarter of the fiscal year 2016, both Yanjing Beer and Tsingtao Beer reported losses in sales and profits.

By 2017 end, the country's beer market is projected to grow by 45% moving ahead of the United States which is currently the world's largest beer market in terms of value. At present there are five key beer groups which together form 80% of China's beer market. These groups are Carlsberg China, China Resources Snow Breweries, Anheuser-Busch InBev, Tsingtao Brewery, and Beijing Yangjin Beer.

The past decade has seen an overall steady growth in the volume of beer consumed globally. Even during the peak of the financial slowdown, aggregate volumes saw marginal increases. Beer is globally the third most popular drink after water and tea. Growing at a CAGR of 2.4%, it is projected that the global beer market will reach approximately USD 636 billion by 2020. Newer players worldwide have been acquiring market share from established players worldwide by launching fresh flavours, premium products and attractive size & packaging. In terms of distribution, players are entering into trials with a network of pubs. Amidst the volatile situation in the global beer market,

players are concentrating on lean management of assets along with re-examining their entire operating model.

WHY SHOULD THE REPORT BE PURCHASED?

The report 'A study of China's Beer Market 2017" highlights key dynamics of the global and China's beer market. The growing opportunity in the sector has been investigated. The initiatives and performance of key players including China Resources, Tsingtao Brewery Co., Ltd., Anheuser-Busch InBev, Beijing Yanjing Brewery and Carlsberg along have also been examined. The report contains latest industry stakeholder's opinions.

RESEARCH METHODOLOGY AND DELIVERY TIME

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The dispatch time for hard copies is approximately 4 business days, as each hard copy is custom printed for the client

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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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