

Beer in China

Market Direction | 2022-06-24 | 27 pages | Euromonitor

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Report description:

The beer category in China recorded a rebound in total volume sales in 2021, although the level of sales was unable to return to that seen before the pandemic, in 2019. This performance hinted at the start of the category's recovery from the pandemic, as in 2021 people were generally out of lockdowns, and most on-trade businesses reopened. The on-trade accounts for around half of total volume sales of beer in China, and much beer volume consumption is in nightclubs, bars and restaurants. Consume...

Euromonitor International's Beer in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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BEER IN CHINA

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