

Beer in China

Market Direction | 2022-06-24 | 30 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beer in China
Euromonitor International
July 2022

List Of Contents And Tables

BEER IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Beer volumes start to return to the pre-pandemic level

Top five manufacturers maintain their positions, with growth supported by star beer products

Double-digit value growth pushed by premiumisation and price increases

PROSPECTS AND OPPORTUNITIES

Beer volume growth to see a slowdown

Growth potential expected for craft beer

Premiumisation set to continue over the forecast period

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2021

Table 1 Number of Breweries 2016-2021

CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2016-2021

Table 3 Sales of Beer by Category: Total Value 2016-2021

Table 4 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 5 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 10 Sales of Beer by Craft vs Standard 2016-2021

Table 11 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 12 NBO Company Shares of Beer: % Total Volume 2017-2021

Table 13 LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 14 Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 15 Forecast Sales of Beer by Category: Total Value 2021-2026

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

ALCOHOLIC DRINKS IN CHINA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 18 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beer in China

Market Direction | 2022-06-24 | 30 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com