

## Beer in China

Market Direction | 2024-06-12 | 28 pages | Euromonitor

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### Report description:

In 2023, beer in China saw a slight rebound in total volume sales compared with 2022, mainly driven by the easing of pandemic restrictions and a return to growth in on-trade sales. However, total volume sales were still short of the 2019 figure in 2023, reaching 93-94% of the volume sales of that year. The consumer trend of "drink less but better", and growing health consciousness led to a greater emphasis by consumers on the quality and flavour of beer, rather than focusing on quantity.

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 (2019-2023), 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 2028 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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Slight rebound of volume sales, and a trend towards high quality beer

Standard lager sees high concentration, while wheat beer faces increasing competition due to more players

Emerging online channels benefit off-trade sales

##### PROSPECTS AND OPPORTUNITIES

On-trade sales have further potential, supported by the rise of beer bars/pubs

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