

Beer - China - December 2014

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"International brands are still the preferred choice over their domestic counterparts in the premium segment. Given consumers' tendency for trading up, domestic brands are likely to face increasing pressure, in particular during out-of-home occasions, where premium brands are more likely to be well received by beer drinkers." - David Zhang, Senior Drink Analyst

This report looks at the following areas:

- How to target female consumers in the beer market?
- How to tap into the growing premium segment
- How to differentiate a product using revitalised claims of limited edition?
- Is craft beer ready to move into the mainstream market?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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