

## Beer - China - December 2018

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“To some extent, Chinese consumers are interested to know how to evaluate beer. They have begun to taste the beer and pay attention to the flavour of the beer, not just as a simple food companion. For beer companies, how to grasp this change to communicate with consumers on beer culture through product development, marketing and retail channels is particularly important to take the lead.”

– **Bella Li, Research Analyst**

This report looks at the following areas:

- **Local giants can think about collaboration with foreign brands**
- **Craft beer has to engage consumers by building the culture**
- **Use seasonal products or limited editions to drive consumer curiosity**

The beer market will continue to grow in value, though consumption volume will decline. International brands have the competitive advantages on premium product offering while domestic brands are actively upgrading their product line with higher-quality beer and better communication targeting key consumers.

Consumers have become more sophisticated drinkers and value quality over quantity. As the taste of the beer is the key for consumers to differentiate beer quality, brands should communicate the ingredients used, brewing method and special features to help beer drinkers make purchasing decisions.

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### DID YOU KNOW?

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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