

Beer - China - December 2016

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"Beer sales in China are also slowing, essentially caused by premiumisation (quality over quantity which has resulted in reduced volume sales) and unfavourable weather (eg a rainy summer and severe flooding influenced levels of beer production). In order to grow, the beer market in China demands diversification, which requires beer manufacturers to develop a wider variety of products."

Lei Li, Research Analyst

This report looks at the following areas:

- Who are the target consumers for beer with health and functional claims?
- How can premium and imported beer attract consumers creatively?
- How to attract young consumers?

Covered in this Report

This Report covers all alcoholic and non-alcoholic beers. Market size is based on retail (off-trade) and non-retail (on-trade and food industry) sales.

When it comes to the retail market, fermented beer, lager, stout brewed from cereal and flavoured with hops and low/no alcohol beers are included.

The market segmentation is based on beer Alcohol by Volume (ABV):

- **Strong: 5.0% and above**
- **Standard: ABV: 2.6%-4.9%**
- **Light/No/Low alcohol: ABV 0%-2.5%**

For the on-trade market, beer sales from all catering and institutions which serve beer are included.

All beer supplied as an ingredient to food manufacturers and other processors to be made into other products, is also included.

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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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