

Beer - China - December 2017

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“Lack of an official definition will not prevent craft beer from further proliferating in the market. Instead, this will allow market players – both small and large – to be creative crafting the product and marketing the concept.”
– **Laurel Gu, Research Director, Food and Drink**

This report looks at the following areas:

- **What's driving popularity of craft beer?**
- **On-trade beer market needs infusion of new blood**
- **Mass market brands can focus on young males**

This Report follows the same definition as last year's Beer Report. It 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.

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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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