

# Beer - China - 2021

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## This report looks at the following areas:

- Growth strategies of beer brands
- Key players' differentiation marketing strategies
- Changes in consumers' consumption habits
- Purchasing factors among beer drinkers
- Consumers' perceptions of beer and adjacent alcoholic segments

According to the financial reports of key players in the beer market, premium products lines have seen a double-digit YOY growth rate in sales volumes, indicating premiumisation has been a key growth engine for major players and will continue to be a development direction in this category.

COVID-19 has negatively impacted offline channels and consumers' willingness to eat out. As daily life returns to normal, consumers' spending on dining out has increased and non-retail channels have recovered. Against this backdrop, increasing the penetration of premium products in the foodservice channel has been an important differentiation strategy for key players.

Beer consumers show highly differentiated consumption demands. When it comes to beer consumption, young generations desire products that are suitable for new-starters, while female consumers pursue freshness and joyful moments, and male consumers look for purist beer products. Consumers' increasingly diverse demands create challenges for brands' new product positioning and communication.

To differentiate from the premiumising competition and avoid product homogeneity, brands must continue innovating, enrich product portfolios and adjust strategies in an agile manner to respond to consumers' demands.



"Rejuvenation and premiumisation have been the growth engines and development directions of beer brands. To differentiate products from the competition, brands need to target the increasingly segmented demands of different consumer groups."

- Rika Huang, Research Analyst

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