

## Beer - China - May 2012

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"China represents the world's biggest beer market, but it is still growing much more rapidly than other developed national markets, and its importance to the global beer industry is evidenced by the increasing significance placed on China by the world's leading beer companies. The growth potential of the market is still great, given relatively low per capita consumption, but raising that consumption requires competing brands to engage ever more closely with Chinese consumers and their varied and rapidly changing lifestyles."

– **Matthew Crabbe – Asia-Pacific Research Director**

### In this report we answer the key questions:

- In such a large beer market as China, is there still room for per capita growth and where is that growth to be found?
- What are the obstacles to achieving greater growth from competition with other beverage sectors for share of glass, both through retail and catering outlets?
- To what degree are the opportunities and obstacles to beer market growth affected by regional market variations in China?
- How has product innovation been adapting to the opportunities and obstacles in the market in order to create new consumer interest?
- How are beer companies innovating to engage with Chinese consumers, and which consumer groups are they focusing on?

By 2002, China had overtaken the US as the top beer producer in the world in volume terms and it continues to not only be the world's largest beer market, but also one of the fastest growing, yet with still relatively low per capita consumption. This situation means that China remains the biggest potential market within the global beer industry, and therefore of great significance to beer companies, large and small.

This market covers the market for beer in the People's Republic of China, including lager, draft beer and other beers (including ale, stout, black beer and fruit-flavoured beers). The market is also sectorised according to alcohol content, this being defined into strong/premium (ABV 3.5-5), standard strength (ABV 3.1-3.4) and light/no/low alcohol (ABV <3)

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