"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
Overview

What you need to know

Covered in this Report

Excluded

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The implications

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A booming import market
Premiumisation driver - A quality focus instead of quantity
Standard beer segment is losing share

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Beer - China - December 2016

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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Majority used at least three channels to buy beer

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Gender is a differentiator for drinking occasions

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