

Beer Industry in China 2009-2019



Full Report

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China's beer industry is the largest in the world by production volume and consumption volume. The past three decades has seen an impressive growth in the development of China's beer industry and market. This report focuses on industry statistics, market size/shares, imports/exports, industry analysis, and business trends in China's beer production industry and consumption market. All the statistic and projected data cover the performance of the industry in mainland China only, not including any data from Hong Kong, Macau, and Taiwan. Historical data include five years or ten years before the report year (2014) and long-term development trends are projected to five years (2014-2019) over the report year.

In spite of its great achievements, the nation's beer industry now faces serious challenges and obstacles, including the shortage of raw material supplies, slowing-down growth rates, and lack of high-end beer products. This report provides in-depth understanding, all-through analysis of the industry data, and precise predictions for the development trends. It reveals emerging market & competitive threats, recognizes Highly Growing Points (HGP), and suggests fresh strategies to conquer the challenges and obstacles in China's beer industry.

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Report Snapshot

China's Beer Industry Overview (million metric tons)

	Key Statistics	Annual
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Year	Growth Rate						
	2004	2009	2014E	2019F	2004-2009	2009-2014	2014-2019
Total Output	30.4	###	###	###	###%	###%	###%
Total Import	0.27	###	###	###	###%	###%	###%
Total Export	1.43	###	###	###	###%	###%	###%
Apparent Consumption	29.6	###	###	###	###%	###%	###%
Total Revenue (bil USD)	8.8	###	###	###	###%	###%	###%

Source: China National Bureau of Statistics; GMD analysis; E – GMD estimate; F – GMD forecast.

Executive Summary

China's beer industry has experienced a rapid growth in the last decade driven by surging demand for beer and China's high GDP increase. China has become the largest beer production base in the world with its beer annual production accounting for over 26% of the total output worldwide by 2014, up from 20% market share in 2004 [purchase to read more](#)

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