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Beer Market in China 2010 by [Bharatbook](#)

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The beer market in China is witnessing a steady rise. Growth in this sector is being propelled by increasing income in the hands of the Chinese consumers coupled with a strong distribution network.

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The report begins with discussion on the global beer market. This is followed by the market overview section which discusses the market size and growth of the beer market in China, consumer preferences, price segmentation and volume of beer consumption. The market overview section also includes data about foreign trade covering the beer export and import figures. An analysis of the drivers influencing the industry growth includes rising income levels, strong distribution network, beer festivals, growing pub culture. The key challenges identified are volatility in barley prices and dependence on foreign stake holders.

An analysis of the trends includes collaboration amongst players, Chinese breweries focusing on premium beer categories, development of craft beer market, signing of low-carbon brewing agreement in China and change in packaging of beer products.

The competition section discusses the business overview, financial overview and future plans of the players. Market Analysis

For more information kindly visit :

Beer Market in China 2010

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