

Beer - China - December 2015

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"There is a positive correlation between drinking international beer and development. This means that international brands have a higher consumer base in tier one cities than tier two and three cities: the more affluent the consumer, and the more educated, the more likely they are to be in a position to cultivate an informed knowledge of what the global beer market has to offer."

Joshua Channon, Research Analyst

This report looks at the following areas:

- Brands are adopting a strategy of premiumisation despite economic turbulence
- Tier two and three cities have poor access to foreign beer
- There are differences in the way Chinese and Western consumers think about beer and what temperature it should be served at

Definition

This report covers all alcoholic and non-alcoholic beers. Market size is based on retail (off-trade) and non-retail (on-trade and food industry) sales.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition

Methodology

Executive Summary

The market

Companies and brands

Figure 1: Volume and value company shares for 2014

The consumer

Penetration of different types of beer

Figure 2: Penetration of different types of beer, June 2015

Reasons for not drinking international beer

Figure 3: Reasons for not drinking international beer, June 2015

Penetration of leading brands in the beer market

Figure 4: Penetration of leading brands in the beer market, Jun 2015

Attitudes towards beer

Figure 5: General attitudes towards beer, June 2015

Attitudes towards innovation concepts in the beer market

Figure 6: Attitudes towards innovation concepts in the beer market, June 2015

Change in buying behaviour and purchasing channels

Figure 7: Change in buying behaviour in various purchase channels, June 2015

Segmentation – Cluster analysis

Figure 8: Target groups of beer drinkers, June 2015

Issues and Insights

Brands are adopting a strategy of premiumisation despite economic turbulence

The facts

The implications

Tier two and three cities have poor access to foreign beer

The facts

The implications

There are differences in the way Chinese and Western consumers think about beer and what temperature it should be served at

The facts

The implications

The Market – What You Need to Know

The market is slowing down

Premiumisation has led to growth in terms of value

The market is consolidating

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Market Size and Forecast

Figure 9: Value and volume sales for beer in China, 2010-20

Figure 10: Best- and worst-case forecast of beer sales in China, by volume, 2010-20

Figure 11: Best- and worst-case forecast of beer sales in China, by value, 2010-20

Figure 12: Best- and worst-case forecast of premium beer sales in China, by value, 2010-20

Market Drivers

Urbanisation

Premiumisation is set to continue

China's ageing population will affect beer negatively

Ingredient prices are falling but brands may have to choose higher quality

Market Segmentation

Premium segment

Figure 13: Premium beer segment, by value and volume, 2011-14

Standard segment

Figure 14: Standard beer segment, by value and volume, 2011-14

Light/low-alcohol segment

Figure 15: Light/low alcohol beer segment, by value and volume, 2011-14

Key Players – What You Need to Know

Carlsberg Group has adapted to the market and premiumised well

AB-InBev & SAB Miller merger

Harbin beer is a marketing master

Who's Innovating?

Kirin

Blue Ribbon

Figure 16: Blue Ribbon World War Two commemorative can, May 2015

ReBERG

Figure 17: ReBERG Heey 2 mango beer, August 2015

Tuborg

Figure 18: Tuborg multi-pack, May 2015

The Consumer – What You Need to Know

There is an interest in, but lack of knowledge about, international beer brands

Beer with health functions is the most desired market innovation

Online shopping is on the rise and has the potential to offer beer companies, especially international ones, great opportunities

Penetration of Beer

Figure 19: Penetration of different types of beer, June 2015

Figure 20: Consumers who drank both domestic and international beer over the last 12 months, by selected demographics, June 2015

Figure 21: Consumers who have drunk only domestic beer in the last 12 months, by gender and age, June 2015

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Reasons for not Drinking International Beer

Figure 22: Reasons for not drinking international beer, June 2015

Knowledge barrier

Figure 23: Consumers who agree they are not knowledgeable about international beer, by gender and age, June 2015

Figure 24: Budweiser premium bottle design, September 2015

The taste and price barrier

Figure 25: Carlsberg Chill can, November 2015

Figure 26: Budweiser Year of the Ram limited edition can, November 2015

Peer pressure

Accessibility

Figure 27: Consumers who agree with the statement "international beer is not available at food service/entertainment venues around me", by selected tier one, two and three cities, June 2015

Penetration of Leading Brands in the Beer Market

Figure 28: Penetration of leading brands in the beer market, June 2015

Figure 29: Most popular choice of beer in Shanghai, June 2015

Figure 30: Most popular choice of beer in Qingdao, June 2015

Figure 31: Respondents who drink Snow beer, by monthly personal income, June 2015

Figure 32: Respondents' interest in Heineken beer, by monthly personal income, June 2015

Attitudes towards Beer

Figure 33: General attitudes towards beer, June 2015

Relaxation

Figure 34: Agreement with statement "drinking beer can help me to relax", by gender and age, June 2015

Temperature

Figure 35: Agreement with statement "I only drink beer cold", by age, June 2015

Taste and ingredients

Hops

Figure 36: Agreement with statement "Hops used in beer determine its quality", by level of education, June 2015

Thirst-quenching and food pairing

Figure 37: Interest in "beer with food pairing suggestion brochure", by age and gender, June 2015

Image enhancer

Figure 38: Agreement with statement "less popular types of beer (eg ale, stout) can reflect good taste", by monthly personal income, June 2015

Attitudes towards Innovation Concepts in the Beer Market

Figure 39: Attitudes towards innovation concepts in the beer market, June 2015

Health benefits

Figure 40: Interest in "beer with health functions", by age and gender, June 2015

Figure 41: Interest in "beer with health functions", by selected demographics, June 2015

Beauty benefits

Figure 42: Interest in "beer with beauty functions" by age and gender, June 2015

Craft beer

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Figure 43: Interest in "craft beer from small breweries", by selected demographics, June 2015

Figure 44: Interest in "craft beer from small breweries" by city, June 2015

Figure 45: Interest in "craft beer from small breweries", by level of education, June 2015

Seasonal

Figure 46: Interest in "beer specially designed for different seasons", by selected demographics, June 2015

Changes in Buying Behaviour and Purchasing Channels

Figure 47: Changes in buying behaviour in various purchase channels, June 2015

Comprehensive and specialised shopping websites

Figure 48: Increase in use of general online retail sites, by age, June 2015

Figure 49: Increase in use of specialist online retail sites, by age, June 2015

Figure 50: Fluctuations in usage of general online retail sites, by monthly personal income, June 2015

Figure 51: Fluctuations in usage of specialist online retail sites, by monthly personal income, June 2015

Figure 52: Cities with greatest increase in usage of general shopping websites, June 2015

Figure 53: Cities with greatest increase in usage of specialist shopping websites, June 2015

On-trade locations

Figure 54: Fluctuations in buying beer at in karaoke bars, nightclubs and pubs & bars, June 2015

Figure 55: Decrease in beer sales at nightclubs, by monthly personal income, June 2015

Segmentation

Cluster analysis

Figure 56: Target groups of beer drinkers, June 2015

Unambitious (17%)

Conservatives (21%)

Enthusiasts (19%)

Disengaged (27%)

Unsatisfied (16%)

Mintropolitans

Appendix – Methodology and Definitions

Mintropolitans

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