



Euromonitor
International

Beer in China

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Beer consumption shifts toward mid-priced lagers and niche beers
- High-quality and craft beer remains a key battleground for major breweries in China
- Small local grocers and supermarkets dominate retail beer sales

PROSPECTS AND OPPORTUNITIES

- Slowing volume growth will be offset by stimulus from premiumisation
- Rapid growth of fresh beer drives breweries to enhance timely distribution and cold chain logistics
- Flavour innovation to reshape China's beer category brings tea-infused and localised brews

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Alcoholic Drinks in China - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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