

# Alcoholic Drinks in China

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### Alcoholic Drinks in China

## EXECUTIVE SUMMARY

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## DISCLAIMER

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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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