



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

CATEGORY BACKGROUND

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Alcoholic Drinks in China - Industry Overview

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

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DISCLAIMER

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