Alcoholic Drinks in China

Description: Two years after the anti-extravagance campaign regarding government agencies' consumption, initiated in late 2013, total volume sales of spirits and wine posted growth in 2015. Rising individual and family consumption is the major reason attributed to the recovery. Beer, as the largest category under alcoholic drinks, is heavily reliant on the average temperature in summer for its consumption.

The Alcoholic Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Alcoholic Drinks market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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June 2016

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