China Liquor Brewing Industry Overview, 2011-2020

Description: Liquor is a kind of distilled spirit brewed by cooking, saccharification, fermentation and distillation with cereals as the main raw material and daqu, xiaoqu or bran as the saccharifying ferment. Strictly, blending liquor mixed by edible alcohol and flavors is not considered to be exact liquor but alcoholic beverages.

According to the national standards in China, distilled spirit is divided into liquor and other distilled spirits. Liquor is classified into three kinds in China, including solid-state fermentation, solid-liquid combination method and liquid-state. In addition, liquor can be classified by other methods such as fragrance and alcohol content degree, etc.

According to the research, the major consumer group of liquor by age is middle-aged and old male (over 45) in China. Most teenagers and adults favor mild wine such as wine and beer. In catering industry, the major consumption subject are restaurants such as Chinese restaurants and large stalls, while liquor is relatively less consumed in Western restaurants, fast food restaurants and bars. In different regions, generally low and mid-end wine is sold in rural and remote towns, while high-end wine and part of mid-end wine are sold in cities, which is determined by purchasing power to certain extent.

Well-known enterprises in China liquor market include Kweichow Moutai, Wuliangye, Yanghe Brewery Joint-Stock, Lu Zhou Lao Jiao and Shunxin Agriculture, etc. However, according to the research, the total market share of the top 5 liquor brewing enterprises in China was less than 14% in 2015. On the one hand, hundreds of enterprises are competing for the rest of the market share. On the other hand, the substitutability among these enterprises leads to a fierce competition.

The sense of health of residents is enhanced with the improvement of living standards. Demand for low alcohol liquors increases, such as wine, yellow wine, beer, etc.

The annual output volume of China liquor increased yearly, from 10.258 million kiloliters in 2011 to 13.128 million kiloliters in 2015, while that of beer declined. The average retail price of liquor gradually increased at the same time. According to the research, the sales volume of liquor in China can be increased due to the rising frequency of eating out and social dinners such as banquets and official parties of residents with the improvement of their living standard. Presently, Chinese consumers take the quality and brand into consideration instead of price when choosing liquor. Therefore, China's liquor industry has a positive prospect.

Through this report, the readers can acquire the following information:
- Definition and Classification of Liquor
- Research Methods, Parameters and Assumptions
- Competition Status in Liquor Industry in China
- Analysis on Leading Enterprises of Liquor Industry in China
- Development Opportunities and Driving Forces Faced by Liquor Industry in China
- Risks and Challenges in the Development of Liquor Industry in China
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