

# Beer in China

June 2024

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## Beer in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slight rebound of volume sales, and a trend towards high quality beer

Standard lager sees high concentration, while wheat beer faces increasing competition due to more players

Emerging online channels benefit off-trade sales

#### PROSPECTS AND OPPORTUNITIES

On-trade sales have further potential, supported by the rise of beer bars/pubs

Craft beer standards set to elevate product quality and drive growth

Drinking scenarios for non alcoholic beer need to be further explored to drive demand

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