

Alcoholic Drinks in China

June 2025

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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
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