

Research on the current status of China's listed beverage companies

YaLi Liu*. Dr. S M Ferdous Azam

Management and Science University, Shah Alam 40100, Selangor, Malaysia

Email: 19137178993@163.com

How to cite this paper: Liu, Y. L. (2025). Research on the current status of China's listed beverage companies. *Economics & Business Management*, 1(2), 104–107. ISSN Print: 3079-5214; ISSN Online: 3079-5222.

<https://doi.org/10.63313/EBM.9044>

Published: 2025-04-29

Copyright © 2025 by author(s) and

Erytis Publishing Limited.

This work is licensed under the Creative

Commons Attribution International

License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Abstract

In recent years, China's beverage industry has experienced rapid development, especially driven by healthy consumption trends and digital transformation. This paper analyzes the operating conditions of major listed beverage companies and explores the current status, challenges and future development trends of the industry. The study found that despite fierce market competition, companies still have broad room for development through product innovation and brand building.

Keywords

China's beverage industry; Listed companies; Development trends

1. Introduction

As an important part of fast-moving consumer goods, the beverage industry directly reflects the changes in consumers' lifestyles and health awareness. With the development of the economy and the increase in residents' income, consumers' demand for beverages is becoming increasingly diversified and high-quality. This study aims to understand the development status of the industry through the analysis of major beverage listed companies in China, and provide reference for future strategic decisions.

2. Development Status

2.1. Regional Development Status

Based on differences in economic development levels, total population and consumption concepts, there are large differences in the production and consumption levels of beverages in different regions of China. Generally speaking, the production and consumption levels of beverages in economically developed and populous regions are higher than in other regions. Taking Guangdong Province, China as an ex-

ample, according to survey data released by the National Bureau of Statistics of China, the proportion of beverage production in Guangdong Province to China's total beverage production in 2022 was 18.38. Due to the economic and transportation radius of the beverage industry, production bases are usually close to consumption concentration areas, and Guangdong's permanent population accounts for only 7.51 people. It can be reasonably inferred that the level of beverage consumption in Guangdong Province is higher than the national average. With the continuous improvement of the overall income level of residents, the extension of consumption channels and the innovation of concepts, the overall demand for beverages in other regions will gradually be released, with greater development potential.

From January to July 2020, the top ten provinces and cities in China's beverage production are Guangdong Province, Sichuan Province, Fujian Province, Zhejiang Province, Shaanxi Province, Hubei Province, Henan Province, Hunan Province, Jilin Province, and Guizhou Province. Among them, Guangdong Province ranked first in beverage production from January to July 2020, with a cumulative production of 7.6284 million tons, a year-on-year decrease of 16.14.

2.2. Market segment development

With the continuous improvement of the consumption level of Chinese residents and the change of consumption habits, consumers' demand for beverages has shown a trend of diversification, which has prompted Chinese's beverage product categories and tastes to become increasingly rich, and the development of various subdivisions has shown great differences. Chinese's beverage market was dominated by carbonated beverages and packaged drinking water; in the early 21st century, tea beverages and fruit and vegetable juices emerged; in recent years, special-purpose beverages such as energy drinks, coffee beverages, and flavored beverages have emerged. The situation of rapid development.

For a long time, China's beverage market has been dominated by packaged drinking water, ready-to-drink tea beverages and carbonated beverages. In 2022, the three accounted for 34.55, 21.12, and 14.93 of China's beverage sales. After years of development, fruit juice and energy drinks have also become an important part of the beverage industry. In 2022, the two accounted for 15.60 and 7.92 of China's beverage sales (Song, 2023).

With the improvement of the consumption level of Chinese residents, consumers' demand for beverages' health and functional attributes is increasing. Among the various sub-categories of beverages, energy drinks, ready-to-drink coffee, packaged drinking water and Asian specialty beverages have shown rapid growth beyond the industry. Among them, the compound growth rate of sales of energy drinks between 2022 and 2023 was as high as 15.02, which is one of the fastest growing sub-categories.

3. Conclusion

China's beverage industry has undergone significant development and changes. From the initial market structure dominated by carbonated beverages and bottled water, it has gradually developed a richer product system, covering diversified beverages such as tea, juice, energy drinks, coffee, etc. With the continuous growth of the economy, the improvement of consumers' health awareness and the trend of consumption upgrading, the demand in the beverage market is also constantly changing. Consumers' choice of beverages is not limited to taste and price, but also pays more attention to the functionality, health and product innovation of beverages. In particular, the popularity of beverages with specific functions such as energy drinks and ready-to-drink coffee among young people has continued to increase, becoming an important driving force for market growth.

From the perspective of regional development, economically developed and densely populated areas, such as Guangdong, Zhejiang, Sichuan and other places, have become the main areas for beverage production and consumption in China. These places have become important markets for beverage manufacturers due to their economic foundation and convenient transportation. Guangdong Province, as an important base for beverage production in China, has particularly outstanding market performance. Although the production of beverages in the region has declined, its growing and diversified consumer demand still makes it occupy an important position in the national market. With the change of consumption patterns and the gradual upgrading of consumer demand, beverage consumption in Guangdong Province and other economically developed regions is expected to continue to maintain a strong growth momentum.

At the same time, as the gap between urban and rural areas in China gradually narrows, the demand for beverage consumption in more inland areas is gradually being released. These regions have huge consumption potential, especially in emerging markets and second- and third-tier cities. With the improvement of income levels and the change of consumption concepts, the incremental space of the beverage market has gradually emerged. Although the markets in these regions are still in the process of development, with the expansion of consumption channels and the popularization of e-commerce platforms, the demand for beverages in these markets is expected to increase significantly in the next few years.

The product categories in China's beverage market are becoming more and more diversified, and consumers' choices are not only affected by taste, but more based on comprehensive considerations of health, functionality and brand influence. With the improvement of residents' health awareness, traditional high-sugar beverages are gradually restricted, and the demand for low-sugar, sugar-free and functional beverages is growing rapidly. For example, subcategories such as energy drinks, ready-to-drink coffee and healthy tea drinks are developing rapidly, and energy drinks have become the fastest growing subcategories. According to data analysis, the compound growth rate of energy drinks between 2022 and 2023 is as high as

15.02%, which is a growth rate that other beverage categories cannot match.

In addition, with the advancement of globalization and the rise of Chinese brands, more and more Chinese beverage companies have begun to layout the international market. The internationalization of brands is not only to find new market opportunities, but also to enhance the global competitiveness of brands. By strengthening product research and development and innovation, optimizing the supply chain and relying on digital transformation, Chinese beverage companies are actively expanding overseas markets, especially in Southeast Asia, Europe and the United States, which has promoted the internationalization of Chinese beverage products.

In the next few years, the Chinese beverage market will continue to develop in the direction of personalization, diversification and health. Consumers will pay more attention to the health attributes, functional needs and product innovation of beverages. In order to adapt to market changes, beverage companies need to continuously innovate product lines, optimize marketing strategies, and use technology to improve production efficiency, reduce costs and maintain competitiveness. At the same time, with the vigorous development of online channels, companies need to pay more attention to the layout of e-commerce platforms and improve market response speed and consumer purchasing experience through digital means.

In short, the Chinese beverage industry is in an era full of opportunities and challenges. Both traditional large beverage companies and emerging tea brands are facing a changing market environment. In this environment, continuous innovation, accurate grasp of market demand and changes, and enhancement of brand value will be the key factors for future success.

References

- [1] Fombrun, C., & Pan, M. (2006). Corporate reputations in China: How do consumers feel about companies? *Corporate Reputation Review*, 9, 165-170.
- [2] Hamilton, S., & Zhang, J. (2012). A rising Chinese champion: Wahaha.
- [3] Hu, Z. (2023). Valuation analysis of the Chinese wine sector based on indicators. *Highlights in Business, Economics and Management*.