

Beer, Cider and FABs in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2013

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Abstracts

Introduction

This report covers key aspects of the beer, cider and FABs market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value and volume by category, company and brand market shares, distribution channels, and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on three categories: beer, FABs and cider
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2003-08) and forecast (2009-13) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

The Brazilian beer, cider and FABs market is expected to exhibit steady growth between 2008 and 2013

India is set to be the most lucrative investment destination for the beer, cider and FABs

market in future

China leads the beer, cider and FABs market in terms of volume among the BRIC nations

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the beer, cider and FABs market in high growth / emerging nations
- * Identify key players within the beer, cider and FABs market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the beer, cider and FABs market in Brazil, Russia, India and China

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