

Beer, Cider and FABs in the Group of Eight (G8) Countries Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/B2EC27BA2B1EN.html>

Date: October 2010

Pages: 194

Price: US\$ 1,995.00 (Single User License)

ID: B2EC27BA2B1EN

Abstracts

Introduction

This report covers key aspects of the beer, cider and FABs market in the in the eight nations of the northern hemisphere: Canada, France, Germany, Italy, Japan, Russia, the UK, and the US. Data is provided on market value and volume by category; company and brand 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 (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information

Highlights

Russia was the fastest growing country in terms of volume, with a CAGR of 1.5% over the 2004-09 period.

The US beer, cider and FABs market is the largest in terms of volume sales among the G8 nations.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the beer,

cider and FABs market in the group of eight (G8) countries

- * Identify key players within the beer, cider and FABs market in the group of eight (G8) countries to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the beer, cider and FABs market in the group of eight (G8) countries

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