

Beer Market - India

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The Indian beer industry is set to flourish with new breweries and international brands coming up in near future. Foreign players acknowledge India as a largely untapped market with strong growth potential. In terms of expected growth rates, India is among the top three beer markets in Asia.

The report provides an introduction to categories of beer and consumer preferences in India, a detailed market overview covering the market size and growth, market share by segments and region wise market share in India. An analysis of drivers explain factors contributing to the growth of beer market based on huge market potential, rising income levels and entry of international players. The key challenges discussed are high tax structure and regulatory environment.

The trends section explains about the consolidation expected with list of latest mergers and acquisitions, fast growing premium beer segment, emerging new sub-categories of beer and growing demand for barley. Competitive landscape provides the market share of major players and also provides brief profile of players including details of their brands and future plans.

Table of Content

Page 1: Executive Summary

MARKET OVERVIEW

Page 2: Categories of beer

Page 3: Market Overview - Size & growth, market share by segment

Page 4: Geographic Overview - Region wise market share

DRIVERS & CHALLENGES

Page 5: Summary

Page 6-8: Drivers

Page 9-10: Challenges

TRENDS

Page 11: Summary

Page 12-15: Trends

COMPETITION

Page 16: Competition Overview - Market share of major players

Page 17-21: Profile of major players

KEY DEVELOPMENTS

Page 22: Key developments



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