

Asia-Pacific Beer Market by Type (Strong Beer, Light Beer), Production (Macro-Brewery, Micro-Brewery), Category (Premium, Super premium, Normal) and Packaging (Canned, Bottled, Draught) - Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

The origin of beer approximately dates back to the early Neolithic period, and is one of the oldest beverages in the world. Beer, is generally made from four basic ingredients namely, malted cereal grains, hops, water and yeast, which are fermented over a period of time. Additionally, flavoring ingredients such as herbs and fruits are also used in beer. Different types of beer are available in the market, of which, ale and lager are the two commercially popular beer types. The primary difference between a lager and the ale is the temperature level at which they are fermented. The trend of beer consumption is increasing due to rising disposable incomes, changing lifestyles and the increasing demand for craft beer. In addition to this, health concerns associated with the consumption of beer, have resulted in an increased demand for low calorie beers and beers with lesser alcohol content. Heavy taxation policies and legal regulations in alcoholic beverages industry restrain the growth of this market.

The beer market is segmented into light and strong beer. The strong beer segment accounted for 65.6% of the total beer market, generating a revenue of \$318.4 billion in 2014. The strong beer market would witness a robust growth in the coming years. On the other hand, light beer segment, which accounted for 34.4% of the total market, is anticipated to decline further in future due to changing preferences of consumers. Players in the market are adopting product launch and collaborations as key developmental strategies to meet the changing demands of the market and expand their customer base. In November 2014, Anheuser-Busch InBev, launched Oculito, a tequila-flavored beer in the U.S market. This beer is targeted at younger consumers who increasingly prefer Mexican beer and liquor. Moreover, global increase in the number of

female drinkers has resulted in the introduction of flavored beers with lesser alcohol content. Partnerships enable the market players to share business know how and exchange resources in order to enhance their production capacities and expand their market presence. In November 2014, Carlsberg group entered into a merger with Olympic Brewery through its Greek subsidiary, Mythos. This partnership would enable the company to gain a strong position in the Greek beer market.

The global beer market is segmented based on the type of beer, types of packaging, production, geography, and the different categories of beer in accordance to pricing. The beer types covered in this report are strong and light. The packaging of beer comprises of can beer, bottle beer and draught beer. The report also covers the segment of premium, super premium and normal beer on the basis of pricing. Imported beers such as Stella Artois, Corona and Guinness are considered in the super premium category of beer whilst Carlsberg, Heineken and Budweiser are considered in the premium beer category. The production segment of beer comprises of information on macro breweries and microbreweries. The micro-brewery segment comprises of a range of craft beer brands. The macro breweries segment comprises of established companies that include Heineken, Carlsberg and SABMiller. The report covers an in-depth analysis of the beer market across North America, Europe, Asia-Pacific and LAMEA.

The top players profiled in this report are Heineken N.V., SABMiller Plc, Anheuser-Busch InBev, Carlsberg Group, United Breweries Group (UB Group), Diageo Plc, Tsingtao Brewery, Molson Coors Brewing Company, Boston Beer Company and Beijing Yanjing Brewery

KEY BENEFITS:

The study provides an in-depth analysis of the global beer market with current and future trends to elucidate the imminent investment pockets in the market

Current and future trends are outlined to determine the overall attractiveness and to single out profitable trends in order to gain a stronger foothold in the market

The report provides information regarding key drivers, restraints and opportunities with impact analysis

Quantitative analysis of the current market and estimations through 2014-2020 are provided to showcase the financial appetency of the market

Porter's Five Forces model and a SWOT analysis of the industry illustrates the potency of the buyers & suppliers participating in the market

Value chain analysis in the report provides a clear understanding on the roles of stakeholders involved in the value chain

KEY MARKET SEGMENTS:

The Global Beer market segmentation is illustrated below:

Global Beer Market – By Types

Strong Beer

Light Beer

Global Beer Market – By Production

Macro Brewery

Micro Brewery

Global Beer Market – By Category

Premium

Super premium

Normal

Global Beer Market – By Packaging

Canned

Bottled

Draught

Global Beer Market – By Geography

North America

Europe

Asia Pacific

LAMEA

KEY PLAYERS:

Heineken N.V.

SABMiller Plc

Anheuser-Busch InBev

Carlsberg Group

United Breweries Group (UB Group)

Diageo Plc

Tsingtao Brewery

Molson Coors Brewing Company

Boston Beer Company

Beijing Yanjing Brewery

Contents

CHAPTER: 1 INTRODUCTION

- 1.1 Report Description
- 1.2 Key Benefits
- 1.3 Key Market Segment
- 1.4 Research Methodology
 - 1.4.1 Secondary Research
 - 1.4.2 Primary Research
 - 1.4.3 Analyst Tools and Models

CHAPTER: 2 EXECUTIVE SUMMARY

- 2.1 CXO Perspectives
- 2.2 Market Beyond: What to Expect by 2025
 - 2.2.1 Base Case Scenario
 - 2.2.2 Optimistic Case Scenario
 - 2.2.3 Critical Case Scenario

CHAPTER: 3 MARKET OVERVIEW

- 3.1 Market Definition and Scope
- 3.2 Key Findings
 - 3.2.1 Top Impacting Factors
 - 3.2.2 Top Investment Pockets
 - 3.2.3 Top Winning Strategies
- 3.3 Value Chain Analysis
- 3.4 Market Share Analysis, 2014
- 3.5 Porter's Five Forces Analysis
 - 3.5.1 High Bargaining Power of Consumers
 - 3.5.2 High Bargaining Power of Suppliers
 - 3.5.3 High Threat of Substitutes
 - 3.5.4 Low Threat of New Entrants
 - 3.5.5 High Industry Rivalry
- 3.6 Market Dynamics
 - 3.6.1 Drivers
 - 3.6.1.1 Increasing Disposable Income
 - 3.6.1.2 Transition in Lifestyle

- 3.6.1.3 Rising Craft Beer Market
- 3.6.2 Restraints
 - 3.6.2.1 Heavy Taxation and Legal Regulations
 - 3.6.2.2 Health Issues
 - 3.6.2.3 Availability of Substitutes
- 3.6.3 Opportunities
 - 3.6.3.1 Growing Demand for Imported Beer

CHAPTER: 4 GLOBAL BEER MARKET BY PRODUCT TYPE

- 4.1 Light Beer
 - 4.1.1 Key Market Trends
 - 4.1.2 Competitive Scenario
 - 4.1.3 Key Growth Factors and Opportunities
 - 4.1.4 Market Size and Forecast
- 4.2 Strong Beer
 - 4.2.1 Key Market Trends
 - 4.2.2 Competitive Scenario
 - 4.2.3 Key Growth Factors and Opportunities
 - 4.2.4 Market Size and Forecast

CHAPTER: 5 GLOBAL BEER MARKET BY PRODUCTION

- 5.1 Macro-Brewery
 - 5.1.1 Key Market Trends
 - 5.1.2 Competitive Scenario
 - 5.1.3 Key Growth Factors and Opportunities
 - 5.1.4 Market Size and Forecast
- 5.2 Micro-Brewery
 - 5.2.1 Key Market Trends
 - 5.2.2 Competitive Scenario
 - 5.2.3 Key Growth Factors and Opportunities
 - 5.2.4 Market Size and Forecast

CHAPTER: 6 GLOBAL BEER MARKET BY CATEGORY

- 6.1 Premium Category
 - 6.1.1 Market Size and Forecast
 - 6.1.1 Competitive Scenario

- 6.1.2 Key Growth Factors and Opportunities
- 6.1.3 Market Size and Forecast
- 6.2 Super Premium Category
 - 6.2.1 Market Size and Forecast
 - 6.2.2 Competitive Scenario
 - 6.2.3 Key Growth Factors and Opportunities
 - 6.2.4 Market Size and Forecast
- 6.3 Normal Category
 - 6.3.1 Market Size and Forecast
 - 6.3.2 Competitive Scenario
 - 6.3.3 Key Growth Factors and Opportunities
 - 6.3.4 Market Size and Forecast

CHAPTER: 7 GLOBAL BEER MARKET BY PACKAGING

- 7.1 Canned Beer
 - 7.1.1 Key Market Trends
 - 7.1.2 Competitive Scenario
 - 7.1.3 Key Growth Factors and Opportunities
 - 7.1.4 Market Size and Forecast
- 7.2 Bottled Beer
 - 7.2.1 Key Market Trends
 - 7.2.2 Competitive Scenario
 - 7.2.3 Key Growth Factors and Opportunities
 - 7.2.4 Market Size and Forecast
- 7.3 Draught Beer
 - 7.3.1 Key Market Trends
 - 7.3.2 Competitive Scenario
 - 7.3.3 Key Growth Factors and Opportunities
 - 7.3.4 Market Size and Forecast

CHAPTER: 8 GLOBAL BEER MARKET BY GEOGRAPHY

- 8.1 North America
 - 8.1.1 Key Market Trends
 - 8.1.2 Competitive Scenario
 - 8.1.3 Key Growth Factors and Opportunities
 - 8.1.4 Market Size and Forecast
- 8.2 Europe

- 8.2.1 Key Market Trends
- 8.2.2 Competitive Scenario
- 8.2.3 Key Growth Factors and Opportunities
- 8.2.4 Market Size and Forecast
- 8.3 Asia-Pacific
 - 8.3.1 Key Market Trends
 - 8.3.2 Competitive Scenario
 - 8.3.3 Key Growth Factors and Opportunities
 - 8.3.4 Market Size and Forecast
- 8.4 LAMEA
 - 8.4.1 Key Market Trends
 - 8.4.2 Competitive Scenario
 - 8.4.3 Key Growth Factors and Opportunities
 - 8.4.4 Market Size and Forecast

CHAPTER: 9 COMPANY PROFILE

- 9.1 Heineken N.V.
 - 9.1.1 Company Overview
 - 9.1.2 Company Snapshot
 - 9.1.3 Business Performance
 - 9.1.4 Key Strategies and Developments
 - 9.1.5 SWOT Analysis and Strategic Conclusion of Heineken
- 9.2 Anheuser-Busch InBev
 - 9.2.1 Company Overview
 - 9.2.2 Company Snapshot
 - 9.2.3 Business Performance
 - 9.2.4 Key Strategies and Developments
 - 9.2.5 SWOT Analysis and Strategic Conclusion of Anheuser-Busch InBev
- 9.3 SABMiller Plc
 - 9.3.1 Company Overview
 - 9.3.2 Company Snapshot
 - 9.3.3 Business Performance
 - 9.3.4 Key Strategies and Developments
 - 9.3.5 SWOT Analysis and Strategic Conclusion of SABMiller Plc
- 9.4 Tsingtao Brewery
 - 9.4.1 Company Overview
 - 9.4.2 Company Snapshot
 - 9.4.3 Business Performance

- 9.4.4 Key Strategies and Developments
- 9.4.5 SWOT Analysis and Strategic Conclusion of Tsingtao Brewery
- 9.5 Carlsberg Group
 - 9.5.1 Company Overview
 - 9.5.2 Company Snapshot
 - 9.5.3 Business Performance
 - 9.5.4 Key Strategies and Developments
 - 9.5.5 SWOT Analysis and Strategic Conclusion of Carlsberg Group
- 9.6 Diageo Plc
 - 9.6.1 Company Overview
 - 9.6.2 Company Snapshot
 - 9.6.3 Business Performance
 - 9.6.4 Key Strategies and Developments
 - 9.6.5 SWOT Analysis and Strategic Conclusion of Diageo Plc
- 9.7 Molson Coors Brewing Company
 - 9.7.1 Company Overview
 - 9.7.2 Company Snapshot
 - 9.7.3 Business Performance
 - 9.7.4 Key Strategies and Developments
 - 9.7.5 SWOT Analysis and Strategic Conclusion of Molson Coors Brewing
- 9.8 Boston Beer Company
 - 9.8.1 Company Overview
 - 9.8.2 Company Snapshot
 - 9.8.3 Business Performance
 - 9.8.4 Key Strategies and Developments
 - 9.8.5 SWOT Analysis and Strategic Conclusion of Boston Beer Company
- 9.9 Beijing Yanjing Brewery
 - 9.9.1 Company Overview
 - 9.9.2 Company Snapshot
 - 9.9.3 Business Performance
 - 9.9.4 Key Strategies and Developments
 - 9.9.5 SWOT Analysis and Strategic Conclusion of Beijing Yanjing Brewery
- 9.10 United Breweries Group (UB Group)
 - 9.10.1 Company Overview
 - 9.10.2 Company Snapshot
 - 9.10.3 Business Performance
 - 9.10.4 Key Strategies and Developments
 - 9.10.5 SWOT Analysis and Strategic Conclusion of UB Group

List Of Tables

LIST OF TABLES

- Table 1 Global Beer Market Revenue by Geography, 2014–2020 (\$Billion)
- Table 2 Global Beer Base Case Scenario Market Revenue by Geography, 2020–2025 (\$Billion)
- Table 3 Global Beer Optimistic Case Scenario Market Revenue by Geography, 2020–2025 (\$Billion)
- Table 4 Global Beer Critical Case Scenario Market Revenue by Geography, 2020-2025 (\$Billion)
- Table 5 Global Beer Market Revenue by Product Type, 2014-2020 (\$Billion)
- Table 6 Global Light Beer Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 7 Global Strong Beer Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 8 Global Beer Market Revenue by Production, 2014-2020 (\$Billion)
- Table 9 Global Macro Brewery Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 10 Global Microbrewery Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 11 Global Beer Market Revenue by Category, 2014-2020 (\$Billion)
- Table 12 Global Premium Category Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 13 Global Super Premium Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 14 Global Normal Category Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 15 Global Beer Market Revenue by Category, 2014-2020 (\$Billion)
- Table 16 Global Canned Beer Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 17 Global Bottled Beer Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 18 Global Draught Beer Market Revenue by Geography, 2014-2020 (\$Billion)
- Table 19 North America Beer Market Revenue, 2014-2020 (\$Billion)
- Table 20 Europe Beer Market Revenue, 2014-2020 (\$Billion)
- Table 21 Asia Pacific Beer Market Revenue, 2014-2020 (\$Billion)
- Table 22 LAMEA Beer Market Revenue, 2014-2020 (\$Billion)
- Table 23 Snapshot of Heineken N.V.
- Table 24 Snapshot of Anheuser- Busch InBev
- Table 25 Snapshot of SABMiller
- Table 26 Snapshot of Tsingtao Brewery
- Table 27 Snapshot of Carlsberg Group
- Table 28 Snapshot of Diageo Plc
- Table 29 Snapshot of Molson Coors Brewing Company
- Table 30 Snapshot of Boston Beer Company
- Table 31 Snapshot of Beijing Yanjing Brewery

Table 32 Snapshot of UB Group

List Of Figures

LIST OF FIGURES

- Fig. 1 Top Impacting Factors, Base Case (2020-2025)
- Fig. 2 Top Impacting Factors, Optimistic Case (2020-2025)
- Fig. 3 Top Impacting Factors, Critical Case (2020-2025)
- Fig. 4 Top Impacting Factors
- Fig. 5 Top Investment Pockets
- Fig. 6 Top Winning Strategies in Global Beer Market
- Fig. 7 Global Beer Market Value Chain
- Fig. 8 Market Share Analysis, 2014
- Fig. 9 Porter's Five Forces Model
- Fig. 11 Revenue of Heineken N.V., 2012–2014, \$Million
- Fig. 12 SWOT Analysis of Heineken N.V.
- Fig. 13 Revenue of Anheuser-Busch InBev, 2012–2014, \$Million
- Fig. 14 Revenue of Anheuser-Busch InBev, by Operating Zone (\$Million, 2014)
- Fig. 15 SWOT Analysis of Anheuser-Busch InBev
- Fig. 16 Revenue of SABMiller Plc, 2012–2014, \$Million
- Fig. 17 Revenue of SABMiller Plc, By Geography (\$Million, 2014)
- Fig. 18 SWOT Analysis of SABMiller Plc
- Fig. 19 Revenue of Tsingtao Brewery, 2012–2014, \$Million
- Fig. 20 SWOT Analysis of Tsingtao Brewery
- Fig. 21 Revenue of Carlsberg Group, 2012–2014, \$Million
- Fig. 22 SWOT Analysis of Carlsberg Group
- Fig. 23 Revenue Generated by Diageo, 2012–2014, \$Million
- Fig. 24 SWOT Analysis of Diageo
- Fig. 25 Revenue Generated by Molson Coors Brewing Company, 2012–2014, \$Million
- Fig. 26 Revenue Generated by Molson Coors Brewing Company, by Geography (\$Million, 2014)
- Fig. 27 SWOT Analysis of Molson Coors Brewing Company
- Fig. 28 Revenue of Boston Beer Company, 2012–2014, \$Million
- Fig. 29 SWOT Analysis of Boston Beer Company
- Fig. 30 Revenue of Beijing Yanjing Brewery, 2012–2014, \$Million
- Fig. 31 SWOT Analysis of Beijing Yanjing Brewery
- Fig. 32 Revenue of UB Group., 2012–2014, \$Million
- Fig. 33 SWOT Analysis of UB Group

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