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Beer Market By Type (Strong Beer, Light Beer), Production (Macro, Micro Brewery), Category (Premium, Super premium, Normal) and Packaging (Canned, Bottled, Draught) - Global 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 Oculto, 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

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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

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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

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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

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