

India Pale Ale Market by Distribution Channel (On-Trade and off-Trade) and Age Group (21-35 Year Old, 40-54 Year Old, 55 Years and Above): Global Opportunity Analysis and Industry Forecast, 2018-2025

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Abstracts

The global India Pale Ale market was valued at \$32,905.6 million in 2018 and is projected to reach \$70,131.1 million by 2025, growing at a CAGR of 11.4% from 2018 to 2025. The rise in demand for different types of craft beer drives the growth of the global India Pale Ale market.

Over the past one decade, there has been a surge in the worldwide consumption of beer. According to Brewers Association, beer represents nearly 75% of the global market share of alcoholic beverages with India, China, U.S., Brazil, Russia, Germany, and Mexico being the key market. When it comes to craft beer, Europe and North America are the dominant markets in the segment. These regions have witnessed rise demand for different types of craft beers such as Porter, Stout, Brown ale, Lager, and cream ale. As a result, these regions play an important role in driving the market for India Pale Ale in terms of value sales.

However, over consumption of beer causes many health hazards such as high blood pressure, heartburn, leads to intoxication, and hangover. It also increases sugar level of the consumers. Furthermore, drinking inadequately distilled alcoholic beverages can lead to severe health disorders and death in a few cases. Imposing high taxes on such beverages is one way to curb the availability of cheap alcohol. These factors together are expected to restrain the market growth. In addition, stringent government regulations imposed on beer market also act as a restrain for the India Pale Ale market. Apart from this, import duty for imported products, excise duty, and value-added tax for

locally produced products are on the rise over the years, which further impend the market growth.

Millennials play an important role in driving the demand for the global India Pale Ale market. There is an increase in the off-premise spending across beer owing to rise in pub and night life culture among millennials. Also, factors such as occasions, motivators, and product preferences play an important role while buying and consuming India pale ale beer. The smooth taste and different flavor are the major factors that drive the growth of the India pale ale market among millennials.

The global India Pale Ale market is segmented on the basis of distribution channel, age group and regions. Based on distribution channel, the market is further bifurcated into on-trade and off-trade. Among these distribution channels, on-trade channel accounts to higher value share since the target customer prefer having craft beer including India Pale Ale in outlets such as bars, restaurants, coffee shops, clubs, and hotels.

Some of the key companies profiled in the report include Anheuser-Busch InBev, Carlsberg Group, Diageo PLC, Heineken N.V., Erdinger Brewery, Lasco Brewery, Oettinger Brewery, Radeberger Brewery, and BAVARIA N.V.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global India Pale Ale market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Distribution channel

On-trade

off-trade

By Age Group

21-35 Years Old

40-54 Years Old

55 Years and Above

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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