+44 20 8123 2220
info@marketpublishers.com

India Alcoholic Beverage Market Outlook to 2020 - Inflating Demand for IMFL and Beer from Youth and Women Segment

https://marketpublishers.com/r/IA937D90C44EN.html
Date: June 2015
Pages: 157
Price: US$ 900.00 (Single User License)
ID: IA937D90C44EN

Abstracts

The market research report titled “India Alcoholic Beverage Market Outlook to 2020 – Inflating Demand for IMFL and Beer from Youth and Women Segment” provides a comprehensive analysis on Indian alcoholic beverages market and covers specific insights on the market size of Country liquor, beer, IMFL (whisky, rum, brandy, vodka, gin) and Wine on the basis of consumption volume and per capita consumption. It also entails market segmentation by state and gender, competitive landscape, company profiles of the major players operating in the country, government regulations, recent trends and developments and future outlook of the alcohol beverages market in India.

The Indian alcoholic beverage market is dominated by Indian Made Foreign Liquor (IMFL) segment which held a lion’s share of ~% in FY’2014. Country Liquor market has witnessed a steep decline with a negative growth of approximately ~% over the past 5 years. The market share of Country Liquor segment is gradually decreasing. From ~% market share in FY’2010, the share of the segment has declined to ~% in FY’2014. Beer is the second fastest growing market due to its increasing preference among the youth and third largest market in terms of consumption. However, little decline in the market share has been noticed in last 2 years due to fast growth by IMFL segment.

Largely consumed Beer/IMFL drinking states and Union Territories are Daman & Diu, Andaman & Nicobar Islands, Dadra & Nagar Haveli, Arunachal Pradesh, Sikkim and Puduchery, followed by Goa, Andhra Pradesh and then Kerala and Karnataka both at third place. Consumption of alcohol is dominated by male population in India with male population accounting for ~% consumption in 2014.

Vodka is the fastest growing IMFL segment in India. Its growth is rapidly increasing due to increase in pubs, hotels, restaurants, evolving nightlife and consumer preferences. It has grown over the past 4 years at a CAGR of 19.3%.

The rising number of teens entering in the legal drinking age every year along with surging disposable income has resulted in financial independence and increased spending on food and beverages. The high potential of this industry is drawing foreign brands and players thus resulting in availability of superior quality products. This industry is highly controlled by the state and central governments. The government has not yet shown much support for this industry and has restricted advertising and promotional activities. The regulations and policies are becoming stricter and the taxes and duties are increasing every year posing a challenge to the players and their business activities.

The Indian alcoholic beverages industry has bright future prospects even after several complexities. This industry is not yet fully explored in comparison to the western markets which are almost saturated, which makes it a potential market. Further growth can be achieved by the increasing support from government, entry of international brands, proper promotions and branding by the companies and improving the standards of alcoholic beverages available in India.

Key Topics Covered in the Report

Market size of the India alcoholic beverage market by volume and by value

Market segmentation by product, geography and gender

Analysis of Beer, Country Liquor, Wine and IMFL segments

Market segmentation by Age, Gender & package mix

Industry Trends & Developments

Foreign Trade

Competitive Landscape

Company Profiles

Future Outlook & Future Projections

+44 20 8123 2220
info@marketpublishers.com

Cause and effect relationship between dependent and independent variable.

Analysis of subcategories of IMFL (Whisky, Brandy, Rum, Vodka, Gin, and Champagne)

Government licensing and regulations pertaining to Indian alcoholic beverages industry.

Indian alcoholic beverage industry SWOT analysis and Porter's five forces analysis.

Market Trends and Developments

Macro-economic indicators

Future outlook for the Indian alcoholic beverages market and segmentation

+44 20 8123 2220
info@marketpublishers.com

Contents

7. INDIA MADE FOREIGN LIQUOR (IMFL) INDUSTRY INTRODUCTION

8. INDIA WINE INDUSTRY INTRODUCTION

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: India Alcoholic Beverage Market Outlook to 2020 - Inflating Demand for IMFL and Beer from Youth and Women Segment

Product link: https://marketpublishers.com/r/IA937D90C44EN.html

Price: US$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/IA937D90C44EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com