

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

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

Contents

1. INDIA ALCOHOLIC BEVERAGES INDUSTRY INTRODUCTION

Categories by Markets

2. INDIA ALCOHOLIC BEVERAGES MARKET SIZE BY VOLUME, FY'2010-FY'2014

- 2.1. Distribution by States, FY'2012
- 2.2. Distribution by Gender, FY'2014

3. INDIA ALCOHOLIC BEVERAGES INDUSTRY GOVERNMENT LICENSING AND REGULATIONS

- 3.1. Key Alcohol Policies
- 3.2. Key Regulations by State Governments
- 3.3. Key Regulations on Marketing and Promotion
- 3.4. Impact of Government Regulations on Alcohol Industry

4. INDIA ALCOHOLIC BEVERAGES MARKET SEGMENTATION BY CATEGORIES, FY'2010-FY'2014

5. INDIA COUNTRY LIQUOR INDUSTRY INTRODUCTION

- 5.1. India Country Liquor Market Size by Volume, FY'2010-FY'2014
- 5.2. India Country Liquor Industry Trends and Developments
 - Declining Country Liquor Market Share
 - Increasing Focus on Branding, Positioning and Promotion of Country Liquor Brands
 - Government Regulations to Restrict Illicit Country Liquor Availability
- 5.3. India Country Liquor Industry Future Outlook by Volume, FY'2015-FY'2020
 - 5.3.1. Cause and Effect Relationship between Dependent and Independent Factors Prevailing in India Country Liquor Industry

6. INDIA BEER INDUSTRY INTRODUCTION

- 6.1. India Beer Market Size by Volume, FY'2010-FY'2014
- 6.2. India Beer Market Segmentation
 - 6.2.1. By Alcohol Content, FY'2014

- 6.2.2. By Brews, FY'2014
- 6.2.3. By Type of Package Mix, FY'2014
- 6.3. India Beer Industry Trends and Developments
 - Entry of New Players and Increasing Competition
 - Increasing Microbrewery Pubs
 - Evolving Customer Preferences and Consumption Patterns
 - Increasing Beer Consumption among Youth
- 6.4. India Beer Industry Imports and Exports
 - 6.4.1. Beer Imports, CY'2012-CY' June 2015
 - 6.4.2. Beer Exports, CY'2012-CY' June 2015
- 6.5. India Beer Industry Competitive Landscape
 - 6.5.1. Market Share of Major Players in Beer Segment, FY'2014
 - 6.5.2. Market Share of Major Brands in Beer Segment, FY'2014
- 6.6. India Beer Industry Company Profiles
 - 6.6.1. United Breweries Ltd (UBL)
 - Company Overview
 - Corporate Structure
 - Business Strategies
 - Financial Performance, FY'2010-FY'2014
 - 6.6.2. SABMiller
 - Company Overview
 - Business Strategies
 - 6.6.3. Mohan Meakins
 - Company Overview
- 6.7. India Beer Market Future Outlook and Projections, FY'2015 – FY'2020
 - 6.7.1. Cause and Effect Relationship between Dependent and Independent Factors Prevailing in India Beer Industry

7. INDIA MADE FOREIGN LIQUOR (IMFL) INDUSTRY INTRODUCTION

- 7.1. India IMFL Market Size by Volume, FY'2010-FY'2014
- 7.2. IMFL Market Segmentation, FY'2010 – FY'2014
- 7.3. India Whisky Market Size, FY'2010-FY'2014
 - 7.3.1. India Whisky Market Segmentation, FY'2014
 - 7.3.1.1. By Gender, FY'2014
 - 7.3.1.2. By Age group, FY'2014
 - 7.3.1.3. By Package Mix, FY'2014
- 7.4. India Brandy Market Size by Volume, FY'2010-FY'2014
 - 7.4.1. India Brandy Market Segmentation, FY'2014

- 7.4.1.1. By Gender Type, FY'2014
- 7.4.1.2. By Age group, FY'2014
- 7.4.1.3. By Package Mix, FY'2014
- 7.5. India Rum Market Size by Volume, FY'2010-FY'2014
 - 7.5.1. India Rum Market Segmentation, FY'2014
 - 7.5.1.1. By Gender Type, FY'2014
 - 7.5.1.2. By Age Group, FY'2014
 - 7.5.1.3. By Package Mix, FY'2014
- 7.6. India Vodka Market Size by Volume, FY'2010-FY'2014
 - 7.6.1. India Vodka Market Segmentation, FY'2014
 - 7.6.1.1. By Gender Type, FY'2014
 - 7.6.1.2. By Age Group, FY'2014
 - 7.6.1.3. By Package Mix, FY'2014
- 7.7. India Gin Market Size by Volume, FY'2010-FY'2014
 - 7.7.1. India Gin Market Segmentation FY'2014
 - 7.7.1.1. By Gender Type FY'2014
 - 7.7.1.2. By Age Group FY'2014
 - 7.7.1.3. By Package Mix FY'2014
- 7.8. India Champagne Market Size by Volume, FY'2010-FY'2014
 - 7.8.1. India Champagne Market Segmentation, FY'2014
 - 7.8.1.1. By Gender Type, FY'2014
 - 7.8.1.2. By Age group, FY'2014
 - 7.8.1.3. By Package Mix, FY'2014
- 7.9. India IMFL Industry Trends and Developments
 - Favorable Consumer Preferences for IMFL
 - Increasing Foreign Investment and Competition
 - Vodka and Brandy Emerging as a Next Big Segments
 - Streamlining of Distribution Channels and Easy Accessibility
- 7.10. India IMFL Industry Competitive Landscape
 - 7.10.1. Market Share of Major IMFL Players and Brands, FY'2014
- 7.11. India IMFL Industry Imports and Exports
 - 7.11.1. IMFL Exports, CY'2013-CY' June 2015
 - 7.11.2. IMFL Imports, CY'2013-CY' June 2015
- 7.12. India IMFL Industry Company Profiles
 - 7.12.1. United Spirits Ltd (USL)
 - Company Overview
 - Business Strategies
 - Financial Performance, FY'2010-FY'2014
 - 7.12.2. Pernod Ricard (India)

Company Overview

Business Strategies

7.12.3. Radico Khaitan

Company overview

Business Strategies

Financial Performance

7.12.4. Allied Blenders & Distillers (ABD)

Company Overview

Business Strategies

Financial Performance

7.13. India IMFL Industry Future Outlook

7.13.1. Whisky Market Projections by Volume, FY'2015- FY'2020

7.13.2. Brandy Market Projections by Volume, FY'2015- FY'2020

7.13.3. Rum Market Projections by Volume, FY'2015-FY'2020

7.13.4. Vodka Market Projections by Volume, FY'2015-FY'2020

7.13.5. Gin Market Projections by Volume, FY'2015-FY'2020

7.13.6. Champagne Market Projections by Volume, FY'2015-FY'2020

7.13.7. Cause and Effect Relationship between Dependent and Independent Factors
Prevailing in IMFL Industry

8. INDIA WINE INDUSTRY INTRODUCTION

8.1. India Wine Market Size by Volume, FY'2010 - FY'2014

8.2. India Wine Market Segmentation

8.2.1. By Product, FY'2014

8.2.2. By Geography, FY'2014

8.2.3. By Type of trade, FY'2014

8.2.4. By Type of Package Mix, FY'2014

8.3. India Wine Industry Exports and Imports

8.3.1. Wine Exports, CY'2012-CY'June 2015

8.3.2. Wine Imports, CY'2012-CY'June 2015

8.4. India Wine Industry Trends and Developments

Increasing Awareness and Preference by Women and Youth

Evolving Consumer Tastes with New Upcoming Consumer Segments

Innovative Promotional Activities and Quality Checks

8.5. Market Share of Major Vineyards in India Wine Industry, FY'2014

8.6. Competitive Landscape of Major Vineyards Operating in India

8.7. India Wine Industry Future Outlook

8.7.1. India Wine Market Projections by Volume, FY'2015-FY'2020

8.7.2. Cause and Effect Relationship between Dependent and Independent Factors
Prevailing in Indian Wine Industry

9. INDIA ALCOHOLIC BEVERAGES INDUSTRY SWOT ANALYSIS

10. INDIA ALCOHOLIC BEVERAGE INDUSTRY PORTER'S FIVE FORCES

11. INDIA ALCOHOLIC BEVERAGES INDUSTRY TRENDS AND DEVELOPMENTS

Changing Consumer Behavior
Growth of International Liquor Companies
Increased focus on Productivity and Efficiency
Innovative Packaging Techniques

12. INDIA ALCOHOLIC BEVERAGES INDUSTRY FUTURE OUTLOOK, FY'2015-FY'2020

13. INDIA MACRO ECONOMIC INDICATORS: CURRENT AND PROJECTIONS

- 13.1. Population of 20 years and above, 2010-2020
- 13.2. Household Consumer Expenditure on Food, Beverage and Tobacco, 2010-2020
- 13.3. Availability of Molasses: A Major Raw Material, 2010-2020
- 13.4. Presence of Pubs and Bars

14. APPENDIX

- 14.1. Market Definition
- 14.2. Abbreviations
- 14.3. Research Methodology
 - Data Collection Methods
 - Approach
 - Variables (Dependent and Independent)
 - Multi Factor Based Sensitivity Model
 - Final Conclusion
- 14.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Alcoholic Beverages Industry Classification

Figure 2: India Alcoholic Beverages Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 3: India Alcoholic Beverage Market Segmentation by Product on the basis of Consumption in Percentage (%), FY'2010-FY'2014

Figure 4: India Country Liquor Market Consumption Per Capita in Litres, FY'2010-FY'2014

Figure 5: India Country Liquor Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 6: India Beer Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010 - FY'2014

Figure 7: India Beer Market by Product on the basis of Alcohol Content in Percentage (%), FY'2014

Figure 8: India Beer Market by Type of Brews, in Percentage (%), FY'2014

Figure 9: India Beer Market by Type of Package Mix in Percentage (%), FY'2014

Figure 10: Beer Consumption by Gender in Percentage (%), FY'2014

Figure 11: Beer Consumption by Age Group in Percentage (%), FY'2014

Figure 12: Market Share of Major Beer Companies in India by Volume Sales in Percentage (%), FY'2014

Figure 13: Market Share of Major Brands in Beer Segment on the basis of volume sales, in Percentage (%), FY'2014

Figure 14: United Breweries' Beer Sales Value in USD Million and Sales Volume in Million Cases, FY'2010-FY'2014

Figure 15: India Beer Market Projections in Terms of Consumption in Million Cases, FY'2015 - FY'2020

Figure 16: IMFL Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 17: Whisky Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 18: Whisky Market Segmentation by Gender in Percentage (%), FY'2014

Figure 19: Whisky Market Segmentation by Age group in Percentage (%), FY'2014

Figure 20: Whisky Market Segmentation by Package Mix in Percentage (%), FY'2014

Figure 21: Brandy Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 22: Brandy Market by Gender in Percentage (%), FY'2014

Figure 23: Brandy Market by Age Group in Percentage (%), FY'2014

Figure 24: Brandy Market by Package Mix in Percentage (%), FY'2014

Figure 25: Rum Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 26: India Rum Market by Gender in Percentage (%), FY'2014

Figure 27: Rum Market by Age group in Percentage (%), FY'2014

Figure 28: Rum Market by Package Mix in Percentage (%), FY'2014

Figure 29: Vodka Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 30: Vodka Market by Type of Gender in Percentage (%), FY'2014

Figure 31: Vodka Market by Age Group in Percentage (%), FY'2014

Figure 32: Vodka Market by Package Mix in Percentage (%), FY'2014

Figure 33: Gin Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 34: Gin Market by Gender in Percentage (%), FY'2014

Figure 35: Gin Market by Age group in Percentage (%), FY'2014

Figure 36: Gin Market by Package Mix in Percentage (%), FY'2014

Figure 37: Champagne Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 38: Champagne Market by Gender in Percentage (%), FY'2014

Figure 39: Champagne Market by Age group in Percentage (%), FY'2014

Figure 40: Market Share of Major IMFL Players in India on the basis of Volume Sales in Percentage (%), FY'2014

Figure 41: IMFL Exports by Value in USD Million, CY'2013-CY' June-2015

Figure 42: IMFL Exports by Volume in Cases, CY'2013-CY' June-2015

Figure 43: United Spirits Ltd's Sales Volume in Million Cases, FY'2010 – FY'2014

Figure 44: Radico Khaitan's Sales in Volume in Million Cases, FY'2010- FY'2014

Figure 45: Allied Blenders & Distillers' IMFL Sales in Million Cases, FY'2010 –FY'2014

Figure 46: Whisky Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 47: Brandy Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 48: Rum Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 49: Vodka Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 50: Gin Market Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 51: Champagne Market Projections in terms of Consumption in Million Cases,

FY'2015-FY'2020

Figure 52: India Wine Market Consumption in Million Cases and Consumption per Capita in Litres, FY'2010-FY'2014

Figure 53: India Wine Market Consumption by Product Type in Percentage (%), FY'2014

Figure 54: India Wine Market Consumption by Geography, in Percentage (%), FY'2014

Figure 55: India Wine Sales by Type of Trade, in Percentage (%), FY'2014

Figure 56: India Wine Sales by Type of Package Mix, in Percentage (%), FY'2014

Figure 57: India Wine Exports by Ports by Value in Percentage (%), CY'2012-CY'2014

Figure 58: India Wine Imports Contribution by Countries by Value, in Percentage (%), CY'2012-CY'2014

Figure 59: India Wine Imports Contribution by Countries by Quantity in Percentage, CY'2012-CY'2014

Figure 60: India Wine Imports Contribution by Port by Value in Percentage, CY'2012-CY'2014

Figure 61: India Wine Imports Contribution by Port by Quantity in Percentage, CY'2012-CY'2014

Figure 62: Wine Sales by Age, in Percentage (%), FY'2014

Figure 63: Wine Sales by Gender, in Percentage (%), FY'2014

Figure 64: Market Share of Major Wine Manufacturing Companies in India, in Percentage (%), FY'2014

Figure 65: India Wine Market Industry Projections in terms of Consumption in Million Cases, FY'2015-FY'2020

Figure 66: India Alcoholic Beverages Market Projections in terms of Consumption, in Million Cases, FY'2015- FY'2020

Figure 67: Male and Female Population of 20 years and above in Million, 2010-2020

Figure 68: Consumer Expenditure on Food, Beverage and Tobacco, in USD Million, 2010-2020

Figure 69: Availability of Molasses a Major Raw Material, Million Ton, 2010-2020

List Of Tables

LIST OF TABLES

Table 1: India Alcoholic Beverage Market State Wise Consumption Per Capita per Week, in ML, FY'2012

Table 2: Alcohol Consumption by Gender, FY'2014

Table 3: Alcoholic Beverages Regulations Present Scenario and Impact in India

Table 4: Cause and Effect Relationship Analysis between Industry Factors and Expected Country Liquor Market Prospects

Table 5: India Beer Imports by Value in USD Million and Volume in Million Cases, CY'2013-CY' June 2015

Table 6: Beer Imports by Destination Port by Quantity in cases and Share in Percentage (%), CY'2012-CY'2014

Table 7: India Beer Exports by Value in USD Million and Volume in Million Cases, CY'2013-CY' June 2015

Table 8: Beer Exports by Countries by Quantity in Million Cases and Share in Percentage (%), CY'2012-CY'2014

Table 9: Beer Exports by Countries by Value in USD Million and Share in Percentage (%), CY'2012-CY'2014

Table 10: Beer Exports by Loading Ports by Value in USD Million and Share in Percentage (%), CY'2012-CY'2014

Table 11: Beer Exports by Loading Ports by Quantity in Million Cases and Share in Percentage (%), CY'2012-CY'2014

Table 12: Sales of Major Players in Beer Segment in Million Cases, FY'2014

Table 13: Beer Prices by Major Brands (650 ml), in INR, FY'2014

Table 14: United Breweries' Major Brands and their Performance

Table 15: SABMiller's Major Brands and their Performance

Table 16: Mohan Meakins' Segment wise Major Brands

Table 17: Cause and Effect Relationship Analysis between Industry Factors and Expected Beer Market Prospects

Table 18: IMFL Market Segmentation by Product on the basis of Consumption in Percentage (%), FY'2010-FY'2014

Table 19: Champagne Market by Package Mix on the basis of Consumption Volume in Percentage (%), FY'2014

Table 20: Sales of Major Brands in Whisky Segment, in Million Cases, FY'2014

Table 21: Sales Volume of Major IMFL Players in Million Cases, FY'2014

Table 22: India IMFL Prices by Major Players (750ml), in INR, FY'2014

Table 23: India IMFL Imports by Value in USD Million and Volume in Million Cases,

CY'2013-CY' June 2015

Table 24: IMFL Imports by Value in Million USD and Volume in Million Cases, CY'2013-CY'June-2015

Table 25: IMFL Imports by Destination Port by Value (Million USD) and Volume (Million Cases), CY'2013- CY' June-2015

Table 26: USL Key Brands Sales for Whisky Segment in Million Cases, CY'2009-CY'2013

Table 27: USL Key Brands Sales for Brandy Segment in Million Cases, CY'2009-CY'2013

Table 28: USL Key Brands Sales for Rum Segment in Million Cases, CY'2009-CY'2013

Table 29: USL Key Brands Sales for Gin Segment in Million Cases, CY'2009-CY'2013

Table 30: USL Key Brands Sales for Vodka Segment in Million Cases, CY'2009-CY'2013

Table 31: USL's Key Brands and Performance Indicators

Table 32: Pernod Ricard's Key Brands and their Performance Indicators

Table 33: Radico Khaitan's Key Brands and Performance Indicators

Table 34: Allied Blenders & Distillers' Key Brands and Performance Indicators

Table 35: Cause and Effect Relationship Analysis between Industry Factors and Expected IMFL industry Prospects

Table 36: India Wine Exports by Value in USD Million and Volume in Million Cases, CY'2013-CY' June 2015

Table 37: India Wine Exports by Value in USD and Volume in Cases, CY'2012-CY'2014

Table 38: India Wine Imports by Value in USD Million and Volume in Million Cases, CY'2013-CY' June 2015

Table 39: Wine Manufacturing Companies' Sales, in Million Cases, FY'2014

Table 40: India Wine Prices by Major Brands (750ml), in INR, FY'2014

Table 41: Competitive Landscape of Major Vineyards (Chateau Indage, Sula Vineyards, Grover Vineyards) in India

Table 42: Cause and Effect Relationship Analysis between Industry Factors and Expected Wine Market Prospects

Table 43: Correlation Matrix of India Alcoholic Beverages Industry

Table 44: Regression Coefficient Output

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**

Customer 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

