

Global Covid-19 Impact on Lager Market Size study, by Type (Standard, Premium), by Distribution Channel (Off-Trade, On-Trade) and Regional Forecasts 2020-2027

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Abstracts

Global Covid-19 Impact on Lager Market is valued approximately USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XXX% over the forecast period 2020-2027. The outbreak of Covid-19 pandemic has brought world to a halt. The surge in the cases of covid-19 virus has forced many central governments to impose complete or partial lockdowns which has put each and every sector along with alcohol & lager industry into non-operation mode to restrain the flow or impact of virus. Lager precisely is a variety of beer which is conditioned at low temperatures. They are usually amber, pale or dark in color. The pale lager is the most widely commercially & consumed available type of beer among both developed and developing countries. The escalating consumption of alcohol, rising disposable income of the individuals, rising urbanization consisting of establishments of night clubs and pubs along with escalating cases of diabetics. In the present scenario, outbreak of Covid-19 has negatively impacted the demand and utility of lager market. For instance: According to (AIBA) All India Brewers Association, the beer industry precisely contributes around Rs 50000 crore every year to the economy of India. As per All India Brewers association, the breweries industry has been estimated to suffer a loss of around 25% in terms of sales in this fiscal year owing to imposition of covid-19 lockdown, precisely the summer season which is the peak season for consumption of beer & lager has witnessed decline in the sales. Moreover, The leading breweries organizations operating in India such as Carlsberg, Anheuser-Busch, United Breweries, InBev and Bira 91 have combinedly submitted official letter to central and several state governments such as Punjab, Karnataka, Andhra Pradesh, West Bengal and Maharashtra to allow the sales of alcohol & breweries on both offline which are orange & green zones and online platforms

across all states even if the lockdown is extended which is anticipated to fuel the utility of lager market but only on a minor basis in the country. Furthermore, countries such as Hong kong has started to open up bars & pubs with only 50% capacity from May 10 which is expected to push the demand of breweries and lager but again only on a minor basis

The regional analysis of global Covid-19 Impact on Lager market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the high disposable income of the individuals along with presence of large number of pubs and bars on both United States and Canada. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising urbanization in China and India along with escalating tourism sector would create lucrative growth prospects for the Covid-19 Impact on Lager market across Asia-Pacific region.

Major market player included in this report are:

Heineken N.V.

China Resources Snow Breweries

Carlsberg Breweries A/S

Molson Coors Brewing

Tsingtao Brewery Group

Asahi Group Holdings

Constellation Brans

B9 Beverages Pvt Ltd

Anheuser-Constellation Brans SA/NV

The Beijing Yanjing Beer Group Corporation

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Standard

Premium

By Distribution Channel:

Off-Trade

On-Trade

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Covid-19 Impact on Lager Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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China Resources Snow Breweries

Carlsberg Breweries A/S
Molson Coors Brewing
Tsingtao Brewery Group
Asahi Group Holdings
Constellation Brands
B9 Beverages Pvt Ltd
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