

Global Bottled Beer Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Bottled beer refers to beer that is packaged in bottles for retail sale and consumption. It is a popular choice among consumers due to its convenience, portability, and longer shelf life compared to draft beer. The market for bottled beer is a significant segment within the broader beer industry, catering to a diverse consumer base ranging from casual drinkers to craft beer enthusiasts.

As of 2023, the global market size for bottled beer stands at approximately USD 86 billion. This market segment is projected to grow at a compound annual growth rate (CAGR) of 4.78% from 2024 to 2032. The key growth drivers for the bottled beer market include changing consumer preferences towards premium and craft beers, increasing disposable incomes, growing popularity of beer as a social beverage, and expanding distribution channels.

One prominent trend in the bottled beer market is the rise of craft and artisanal breweries. Consumers are increasingly seeking unique flavors, high-quality ingredients, and authentic brewing techniques, driving the demand for craft bottled beers. This trend is evident in the growing number of microbreweries and specialty beer brands entering the market, offering a wide range of options to discerning consumers.

Another notable trend is the shift towards healthier and low-alcohol beer options. With a rising focus on health and wellness, consumers are looking for lighter beer alternatives with lower calorie and alcohol content. This trend has led to the introduction of non-alcoholic and low-alcohol bottled beers by major breweries and craft producers, catering to health-conscious consumers without compromising on taste.

Furthermore, sustainability and environmental consciousness are becoming increasingly important in the bottled beer market. Consumers are showing a preference for brands that prioritize eco-friendly packaging, use organic ingredients, and support sustainable brewing practices. Breweries are responding to this trend by implementing recycling initiatives, reducing carbon emissions, and adopting renewable energy sources in their production processes.

In terms of regional market distribution, leading markets for bottled beer include North America, Europe, and Asia Pacific. North America dominates the market due to the presence of established beer brands, a strong craft beer culture, and a growing demand for premium and specialty beers. Europe is another key market, known for its rich brewing heritage, diverse beer styles, and strong consumer loyalty to traditional brands. Asia Pacific is experiencing rapid growth driven by changing consumer preferences, urbanization, and increasing disposable incomes in countries like China and India.

Despite the positive outlook, the bottled beer market faces challenges such as increasing competition, regulatory constraints, fluctuating raw material prices, and changing consumer preferences. Breweries need to innovate continuously, focus on quality, adapt to market trends, and invest in marketing and distribution strategies to stay competitive in this dynamic market landscape.

This report provides a deep insight into the global Bottled Beer market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Bottled Beer Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Bottled Beer market in any manner.

Global Bottled Beer Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Anheuser-Busch InBev

Heineken

Carlsberg

MolsonCoors

KIRIN

Discover Diageo

Asahi Breweries

Castel Group

Radeberger

Mahou-San Miguel

San Miguel Corporation

China Resources Snow Breweries

Tsingtao Brewery

Beijing Yanjing Brewery

Zhujiang Beer

KingStar

Market Segmentation (by Type)

Value Beer

Standard Beer

Premium Beer

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Bottled Beer Market

Overview of the regional outlook of the Bottled Beer Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Bottled Beer Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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