

# Global Beer Market with Focus on Craft & Premium Beer Market: Size, Trends and Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “Global Beer Market with Focus on Craft & Premium Beer Market: Size, Trends and Forecasts (2016-2020)”, provides an in-depth analysis of the global beer market with detailed geographical analysis of major markets such as the US, China, South Korea, Taiwan, Malaysia and Singapore. The report also includes analysis of craft and premium beer in the US and other markets. Growth of market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The report also includes detailed analysis of leading players in the global beer industry including attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

### Company Coverage

Heineken Holding NV

AB InBev SA

Diageo PLC

### Executive Summary

Beer market by category is broadly divided into premium, super premium and draught.

One of the popular beer categories, Craft beer refers to beer that is not brewed by one of the big "mega-brewery" corporations. Globally, beer market has been following premiumization trend with growth advent in craft beer and premium beer segment.

Global beer market is driven by rising demand from emerging markets, increasing market penetration of premium and craft beer; and growth opportunity in Asian markets. However, factors such as high regulation in craft brewing industry, distribution challenges from hypermarkets, emergence of alternative beverage categories and falling consumer demand are posing challenge to growth of the industry. Key trends prevailing in the industry includes rising consolidation in the global beer industry and growth of premium beer brands globally.

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