

Anheuser-Busch InBev NV in Beer (World)

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Abstracts

The world's largest brewer, A-B InBev, is responsible for over a quarter of global beer volumes. A-B InBev has a wide-ranging brand portfolio, and, following the acquisition of SABMiller, also has a very broad geographic spread. This gives it the potential to absorb changes in conditions and adapt its offer to evolving trends. However, despite this seemingly promising situation, considerable challenges remain.

Euromonitor International's Anheuser-Busch InBev NV in Beer (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Alcoholic Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Dark Beer, Lager, Non Alcoholic Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beer market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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