

# Asahi Breweries Ltd in Beer (World )

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## Abstracts

Asahi Breweries was the leading Japanese brewer in 2011. Due to difficult market conditions in Japan, the company has increased its focus on international expansion. It strengthened its position with acquisitions in New Zealand and Australia in 2011, but its presence remains strongly biased towards the mature and declining Japanese market. In order to enhance its growth prospects, Asahi has to continue to look for opportunities abroad, and its Chinese business will be key to its growth.

This is the new descriptor.

**Product coverage:** Dark Beer, Lager, Lager by Origin, Low/Non- Alcohol Beer, Stout.

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

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

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