

Beer Corporate Overview: Is Bigger Still Better?

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Date: November 2016

Pages: 36

Price: US\$ 1,325.00 (Single User License)

ID: B0E400B602FEN

Abstracts

A-B InBev's acquisition of SABMiller has created an industry behemoth controlling over a quarter of the global beer market. At the same time, heritage-driven microbrewer offerings continue to reshape the landscape, as their popularity becomes entrenched in key mature markets and expands geographically. What are the opportunities for brewers operating in this polarised environment, against the backdrop of macroeconomic volatility and volume stagnation?

Euromonitor International's Beer Corporate Overview: Is Bigger Still Better? global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

Why buy this report

Get a detailed picture of the Alcoholic Drinks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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