

Beer Global Value Shares: Quality Over Quantity?

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Abstracts

Euromonitor International's new global value shares reveal some notable differences in the volume and value leaderboards for beer. Premiumisation has been one of the defining characteristics of the beer industry for some time, and increasing competition in key markets is driving an even greater focus on value generation. Positioning, geography and on-trade presence are contributing to variations in company performance. Where is the value to be found in beer?

Euromonitor International's Beer Global Value Shares: Quality Over Quantity? global briefing offers an insight into the size and shape of the Beer 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: Dark Beer, Lager, Non/Low Alcohol 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.

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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