

Beer in Asia Pacific

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Date: September 2019

Pages: 70

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

ID: B2CB41B3E58EN

Abstracts

Asia Pacific is the largest beer market region globally, although leading markets of China and Japan are on the decline, induced by ageing demographics and switching to alternative beverages. Increased disposable income and the premiumisation trend see a shift to value growth rather than volume, with craft beer and imported premium lager expected to flourish. Led by a relatively young population, Southeast Asia is projected to be the key growth contributors for beer volume growth moving ahead.

Euromonitor International's Beer in Asia Pacific 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, 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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