

# Beer in Latin America

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## Abstracts

Beer in Latin America is facing a range of challenges, from significant economic issues in key markets to shifting consumer preferences. However, there are clear opportunities for brewers, such as the potential to generate value through the growing focus on higher-end products. There is also rising interest in a range of beer styles – through imports as well as small domestic brewers – which is beginning to add greater diversity to the heavily lager-dominated beer landscape.

Euromonitor International's Beer in Latin America global briefing offers an insight into to 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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