

# Beer in Russia

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## Abstracts

Off-trade retailers are by far the most popular outlets for purchases of alcoholic drinks in volume terms in Russia, largely due to the significantly lower average unit prices than in consumer foodservice outlets. In addition, there are few taboos around drinking at home in the country. Beer remains the most popular alcoholic drink in consumption terms, and retail sales of beer therefore witnessed a significant boost during the COVID-19 pandemic in 2020, boosted by a number of factors. Many Russ...

Euromonitor International's Beer in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

**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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