

Non/Low Alcohol Beer: Can it Live up to the Hype?

<https://marketpublishers.com/r/N7E569A271DEN.html>

Date: November 2017

Pages: 36

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

ID: N7E569A271DEN

Abstracts

Non/low alcohol beer is drawing considerable interest from brewers – seemingly with good reason. As well as remaining strong in established markets, such as Iran, non/low alcohol beer is seeing dynamic growth in much of Western Europe, boosted by rising health awareness and higher quality releases, while total beer stagnates. However, in all but a handful of markets, there is still a long way to go before non/low alcohol beer can claim to be anything other than a niche add-on to standard beer.

Euromonitor International's Non/Low Alcohol Beer: Can it Live up to the Hype? 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.

Contents

Introduction

The Global Picture

Who's Doing What?

Key Geographies

A View of the Future

Report Definitions

I would like to order

Product name: Non/Low Alcohol Beer: Can it Live up to the Hype?

Product link: <https://marketpublishers.com/r/N7E569A271DEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N7E569A271DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970