

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Non-Alcoholic Beer Market 2018, Forecast to 2023

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## Abstracts

Low-alcohol beer (also called light beer, non-alcoholic beer, small beer, small ale, or near-beer) is beer with little or no alcohol content, which aims to reproduce the taste of beer without the inebriating effects of standard alcoholic brews. Most low-alcohol beers are lagers, but there are some low-alcohol ales.

### SCOPE OF THE REPORT:

This report focuses on the Non-Alcoholic Beer in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Alcoholic drinks, which are prohibited by Islam, have a destructive effect on the nervous system through the direct toxic effect. Besides, alcohol may lead to alcoholism with its psychological and mental troubles such as convulsions and hallucination. Non-alcoholic beer is a commonly consumed and popular beverage in Islamic countries. As a result, the Middle East has become the world's largest non-alcoholic beer consumption area. In the Middle East, the rapid expansion of flavored products has increased the consumption of non-alcoholic products especially among younger generations, who like the sweet flavors of these products. Iran is the largest producer and consumption area in the Middle East. Non-alcoholic beer is a well-developed and established category in Iran. In spite of the fact that young Iranians are the main group of consumption of non-alcoholic beers, but the other demographics would become a new target group as a result of side effects by consumption of carbonated drinks. Behnoush Iran, Arpanoosh and Aujan Industries are local leaders. Anheuser-Busch InBev and Heineken gain market share primarily through the acquisition of local businesses. In the future, we have optimistic attitude to this industry. Currently, China, USA, Brazil,

Japan, Russia, Germany and Mexico are the main manufacturing countries. The world's four beer giants are Anheuser-Busch InBev, SAB Miller, Heineken, and Carlsberg, while Snow Breweries and Tsingtao Brewery are the top two manufacturers in China. However, the non-alcoholic beer market in China and the United States is small, which hold extremely few market share of the total beer market. Obviously this will be a huge opportunity. Currently, Anheuser-Busch InBev and Heineken have announced that they want to continue to expand production. Anheuser-Busch InBev hope non-alcoholic beer that can hold 25% of their total beer market. In addition, manufacturers need to improve product quality and taste. According to the QYR analyst's actual interview, many Chinese and Americans think the taste of non-alcoholic beer may be not good than common beer. Top manufacturers have seen the beer market may show signs of weakness in the future. If they want to continue to gain market share or revenue, they have to gain more market share from carbonated beverage manufacturers.

The worldwide market for Non-Alcoholic Beer is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Anheuser-Busch InBev

Heineken

Carlsberg

Behnouth Iran

Asahi Breweries

Suntory Beer

Arpanoosh

Erdinger Weibbrau

Krombacher Brauerei

Weihenstephan

Aujan Industries

Kirin

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Limit Fermentation

Dealcoholization Method

Market Segment by Applications, can be divided into

Man

Woman

There are 15 Chapters to deeply display the global Non-Alcoholic Beer market.

Chapter 1, to describe Non-Alcoholic Beer Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Non-Alcoholic Beer, with sales, revenue, and price of Non-Alcoholic Beer, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Non-Alcoholic Beer, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Non-Alcoholic Beer market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Non-Alcoholic Beer sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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