

India Beer Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The India beer market size reached INR 383.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 622.4 Billion by 2028, exhibiting a growth rate (CAGR) of 8.1% during 2023-2028.

Beer is an alcoholic beverage produced by mixing fermented yeast, hops, water and cereal grains, such as wheat, rye, corn, barley and rice. It is a rich source of essential minerals, fibers, vitamins, polyphenols and antioxidants. Beer is also infused with various additional flavorings of fruits and herbs to enhance its taste and fragrance. It is commonly available in lager, ale, stout, porter and malt variants. If consumed in moderation, beer can aid in preventing heart diseases, kidney stones, diabetes and high cholesterol. It also maintains blood pressure levels and prevents kidney stones. Beer is usually stored and packaged in glass bottles and metal cans and produced in macro-, micro-and craft breweries.

The growth in the India beer market can be attributed to the increasing preference for alcoholic beverages among consumers, especially millennials, during celebrations and social and cultural gatherings. In line with this, the changing lifestyle of consumers, along with rising brand consciousness regarding imported and premium beers, is favoring the market growth. Moreover, the increasing adoption of canned beer, due to convenient transportation, handling and longer shelf-life, is positively impacting the market growth. Various product innovations, such as the introduction of freshly brewed and on-tap beers, are providing a thrust to the market growth. Micro and craft breweries are offering beer to their customers in customized and tropical flavors, including peach, strawberry, apple, lime and pineapple. Other factors, including easy availability of

products through online platforms and rising expenditure capacities of the consumers, are anticipated to drive the market across the country.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India beer market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product type, packaging, production, alcohol content, flavor and distribution channel.

Breakup by Product Type:

- Standard Lager
- Premium Lager
- Specialty Beer
- Others

Breakup by Packaging:

- Glass
- PET Bottle
- Metal Can
- Others

Breakup by Production:

- Macro-Brewery
- Micro-Brewery
- Others

Breakup by Alcohol Content:

- High
- Low
- Alcohol Free

Breakup by Flavor:

Flavored
Unflavored

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
On-Trades
Specialty Stores
Convenience Stores
Others

Breakup by Region:

North India
West and Central India
South India
East India

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

Key Questions Answered in This Report:

What was the size of the India beer market in 2022?
What is the expected growth rate of the India beer market during 2023-2028?
What are the key factors driving the India beer market?
What has been the impact of COVID-19 on the India beer market?
What is the breakup of the India beer market based on the product type?
What is the breakup of the India beer market based on the packaging?
What is the breakup of the India beer market based on the production?
What is the breakup of the India beer market based on the alcohol content?

What is the breakup of the India beer market based on the flavor?

What is the breakup of the India beer market based on the distribution channel?

What are the key regions in the India beer market?

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