

# EUROPE BEER MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The Europe beer market is expected to grow from \$ 181907 million in the year 2016 and is expected to reach \$191874 million in the year 2025, with a CAGR of 0.65%. The base year considered for the beer market report is 2016 and the forecast period is from 2017 to 2025. Rapid urbanization and high disposable income and peer pressure among the younger generation to have beer products are the dominant drivers of the global beer market.

### MARKET INSIGHTS

The Europe beer market is segmented by distribution on the basis of liquor specialist stores, duty-free, hypermarket/supermarket, online retailing and other stores. The beer market is segmented into various products like dark beer, lager, non /low alcohol beer and stout. Strict rules and regulations across different regions, health issues that arise after beer consumption, and easy availability of substitute products are some factors that are restricting the growth of the market. The leading players in the beer market are facing challenges in heavy taxation and restriction on advertising in certain countries.

### COMPETITIVE INSIGHTS

Major players in the beer market are United Breweries Limited, Heineken N.V., SABMiller Plc, Tsingtao Brewery, Carlsberg Group, Diageo Plc, Molson Coors Brewing Company, Boston Beer Company, Beijing Yanjing Brewery, Anheuser-Busch InBev, Asahi Group Holdings Ltd, China Resources Enterprise, FEMSA, Baltika Breweries LLC, Marston's plc, Ambev S.A., GrupoModelo, and Kirin Beverage Company Ltd.

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