

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., Grupo Modelo, and Kirin Beverage Company Ltd.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS

4. MARKET OVERVIEW

- 4.1. MARKET DEFINITION
- 4.2. MARKET DRIVERS
 - 4.2.1. CHANGING LIFESTYLE AND CONSUMPTION HABITS OF ALCOHOLIC DRINKS
 - 4.2.2. POPULARITY AMONG YOUNGER GENERATION FOR BEER PRODUCTS
 - 4.2.3. RAPID URBANIZATION AND HIGH DISPOSABLE INCOME
- 4.3. MARKET RESTRAINTS
 - 4.3.1. STRINGENT RULES AND REGULATIONS ACROSS DIFFERENT REGIONS
 - 4.3.2. HEALTH ISSUES RELATED TO BEER CONSUMPTION
 - 4.3.3. EASY AVAILABILITY OF SUBSTITUTE PRODUCTS
- 4.4. MARKET OPPORTUNITIES
 - 4.4.1. GROWING DEMAND FOR IMPORTED BEER
 - 4.4.2. VARIOUS PRODUCTS WITH DIFFERENT FLAVOURS
- 4.5. MARKET CHALLENGES

4.5.1. HEAVY TAXATION

4.5.2. RESTRICTIONS ON ADVERTISING IN CERTAIN COUNTRIES

5. EUROPE BEER MARKET BY DISTRIBUTION CHANNEL 2017-2025 (\$ MILLION)

5.1. LIQUOR SPECIALIST STORES

5.2. DUTY FREE

5.3. HYPERMARKET/SUPER MARKET

5.4. ONLINE RETAILING

5.5. OTHER

6. KEY ANALYTICS

6.1. PORTERS FIVE FORCE MODEL

6.1.1. THREAT OF NEW ENTRANTS

6.1.2. BARGAINING POWER OF BUYERS

6.1.3. BARGAINING POWER OF SUPPLIERS

6.1.4. THREAT OF SUBSTITUTE PRODUCTS

6.1.5. COMPETITIVE RIVALRY AMONGST EXISTING FIRMS

6.2. OPPORTUNITY MATRIX

6.3. VENDOR LANDSCAPE

7. EUROPE BEER MARKET BY COUNTRIES 2017-2025 (\$ MILLION)

7.1. UK

7.1.1. UK MARKET BY TYPE OF BEER 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.1.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.2. GERMANY

7.2.1. GERMANY MARKET BY TYPE OF BEER 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.2.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.3. RUSSIA

7.3.1. RUSSIA MARKET BY TYPE OF BEER 2016 & 2025(DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.3.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.4. SPAIN

7.4.1. SPAIN MARKET BY TYPE OF BEER 2016 & 2025(DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.4.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.5. FRANCE

7.5.1. FRANCE MARKET BY TYPE OF BEER 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.5.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.6. ITALY

7.6.1. ITALY MARKET BY TYPE OF BEER 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.6.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.7. POLAND

7.7.1. POLAND MARKET BY TYPE OF BEER (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.7.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.8. SWITZERLAND

7.8.1. SWITZERLAND MARKET BY TYPE OF BEER (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.8.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

7.9. SWEDEN

7.9.1. SWEDEN MARKET BY TYPE OF BEER (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

7.9.2. MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

8. COMPANY PROFILES

8.1. UNITED BREWERIES LIMITED

8.2. HEINEKEN N.V.

8.3. SABMILLER PLC

8.4. TSINGTAO BREWERY

8.5. CARLSBERG GROUP

8.6. DIAGEO PLC

8.7. MOLSON COORS BREWING COMPANY

8.8. BOSTON BEER COMPANY

8.9. BEIJING YANJING BREWERY

8.10. ANHEUSER-BUSCH INBEV

8.11. ASAHI GROUP HOLDINGS LTD

8.12. CHINA RESOURCES ENTERPRISE

8.13. FEMSA

8.14. BALTIKA BREWERIES LLC

8.15. MARSTON'S PLC

8.16. AMBEV S.A.

8.17. GROUPO MODELO

8.18. KIRIN BEVERAGE COMPANY LTD

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE BEER MARKET BY COUNTRIES 2017-2025 (\$ MILLION)

TABLE 2 EUROPE BEER MARKET BY DISTRIBUTION CHANNEL 2017-2025 (\$ MILLION)

TABLE 3 EUROPE BEER MARKET BY COUNTRIES 2017-2025 (\$ MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 1 EUROPE BEER MARKET BY DISTRIBUTION CHANNEL 2017-2025 (\$ MILLION)

FIGURE 2 EUROPE LIQUOR SPECIALIST STORES MARKET 2017-2025 (\$ MILLION)

FIGURE 3 EUROPE DUTY-FREE MARKET 2017-2025 (\$ MILLION)

FIGURE 4 EUROPE HYPERMARKET/SUPER MARKET 2017-2025 (\$ MILLION)

FIGURE 5 EUROPE ONLINE RETAILING MARKET 2017-2025 (\$ MILLION)

FIGURE 6 EUROPE OTHERS MARKET 2017-2025 (\$ MILLION)

FIGURE 7 UK BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 8 UK BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 9 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 10 GERMANY BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 11 GERMANY BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 12 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 13 RUSSIA BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 14 RUSSIA BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 15 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 16 SPAIN BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 17 SPAIN BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 18 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 19 FRANCE BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 20 FRANCE BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 21 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 22 ITALY BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 23 ITALY BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

FIGURE 24 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 25 POLAND BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 26 POLAND BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 27 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 28 SWITZERLAND BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 29 SWITZERLAND BEER MARKET BY PRODUCTS 2016 & 2025(DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT) (%)

FIGURE 30 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 31 SWEDEN BEER MARKET 2017-2025 (\$ MILLION)

FIGURE 32 SWEDEN BEER MARKET BY PRODUCTS 2016 & 2025 (DARK BEER, LAGER, NON/LOW ALCOHOL BEER, STOUT)(%)

FIGURE 33 MARKET SHARE ANALYSIS, 2015 & 2016 (IN %)

FIGURE 34 ROE BEER MARKET 2017-2025 (\$ MILLION)

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