

GLOBAL BEER MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The beer market size is expected to grow from \$606672 million in 2016 to \$811906 million by 2025, at a CAGR of 3.34% between 2017 and 2025. 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 younger generation to have beer products are the dominant drivers of the global beer market.

MARKET INSIGHTS

The global 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.

REGIONAL INSIGHTS

The beer market in Asia-Pacific is expected to hold a colossal share by 2025. The major driving forces responsible for the growth of beer market is increasing disposable income, availability of premium and flavored beers, relaxation of rules and regulations and the adoption of western culture. After China and Japan, the UK and Germany are foreseen to be the developing markets for beer. The mentioned countries are anticipated to witness a rise in beer consumer base and increased production of beers with rich flavor and aroma, compared to other geographic regions.

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.

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