

Alcoholic Beverages Industry in India (2013-15)

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Abstracts

EXECUTIVE SUMMARY

The Indian liquor market, which is divided into various categories like IMFL (Indian-made foreign liquor), imported liquor, beer and country-made liquor, is brimming with growth. Challenges like the restrictive policies of states with regard to movement, production, pricing, etc, increase in raw material prices (like ENA, glass, molasses etc) and impositions applied on advertising pose huge challenges for the industry. But with favorable demographics, rising disposable income levels and greater acceptance of alcoholic beverages in social circles, the outlook for the Indian alcoholic beverages continues to remain positive. In addition, changing consumer preference towards premium varieties of IMFL is likely to result in sales-mix gradually improve in favor of premium brands.

Trends in the Industry

Rising Acceptance of Social Drinking

Alcohol Consumption by Women- No More a Taboo

Flavored Alcohol

Innovative Marketing Concepts

Increasing Reach

Innovative Packaging

Indian Alcoholic Industry currently pegged at INR 507bn is stated to grow at a CAGR of ~29% to reach INR 1400bn by 2015. The alcoholic beverages industry, as they say is recession-proof. With a rising and promising GDP, the economic status of India is robust. Rising social acceptability, conspicuous consumption and high disposable income of the globalized consumer is pushing the industry to newer heights. Also, rapid urbanization in metros and tier-2 cities, is contributing further to the growth.

SCOPE OF THE REPORT

Indian Alcohol Industry at a glance

Emerging trends in the industry

Demand Supply scenario Factors driving growth, Issues & Challenges

Government Regulations

Major players , Financials and their SWOT Analysis

Forecasts

REASONS TO BUY

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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