

Alcoholic Beverages Industry in India- SWOT Analysis

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Abstracts

OVERVIEW

The Indian Alcoholic Beverage Industry has evolved at every stage over the past decade. The industry has changed from being a seller's market to a buyer's market. Consumer groups, which were earlier targeted as one large demographic island, have got fragmented into distinct psychographics groups. Brand and media proliferation, information boom and easy access to wide variety of brands have all had a significant impact on the buying behaviors of consumers, who are now clearly seeking "value" over "price".

The country's alcoholic beverage market, comprising beer, wine and spirits, will reach over INR 1400bn in 2015 from the current size of around INR 507bn. Alcohol consumption in India will cross 19,000 million litres by 2015 from the current level of 6,700 million litres. The high growth in the alcohol market fuels the buyouts in India.

SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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