

Asia Pacific Fruit Beer Market By Flavor (Raspberry, Cherry, Apricot, Peach and Other flavors) By Distribution Channel (Offline and Online) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Fruit Beer Market would witness market growth of 5.1% CAGR during the forecast period (2020-2026).

The flavor of fruit beer has a fine balance between malt beer traditionally found and fruit sweetness. Unlike traditional beers, fruit beers are available in various flavours. In fact, the distinctive taste profile of fruit beers has rendered it one of the west consumer's most popular beverages. Flavour, like the aroma, must have a distinct quality imparted by the fruit. The sugar present in selected fruit is generally completely fermented, creating a drier finish and lighter flavours, as a result of which the amount of extra added sugar in these beers is significantly less and the fruit flavour becomes more noticeable.

An ever-increasing population, a growth in the number of bars and restaurants, disposable income, growing adoption of Western society, and improvement of the laws and regulations related to the activity of the fruit beer industry are some of the main driving factors for the fruit beer market. Increasing disposable income in the working-class community allows customers to socialize more in bars and pubs, and spend more on alcoholic beverages. Furthermore, consumers are now willing to pay more also for premium segments. All of these combined factors fuel the growth of the fruit beer market globally in the forecast period.

Based on Flavor, the market is segmented into Raspberry, Cherry, Apricot, Peach and Other flavors. Based on Distribution Channel, the market is segmented into Offline and

Online. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Boston Beer Company, Inc., Jester King Brewery, New Glarus Brewing Company, Allagash Brewing Company, Siren Craft Brew, Founders Brewing Co. (Mahou San Minguel), New Belgium Brewing Company, Inc. , Kirin Holdings Company Limited), Lindemans Brewery, Abita Brewing Company, and Shipyard Brewing Company

Scope of the Study

Market Segmentation:

By Flavor

Raspberry

Cherry

Apricot

Peach and

Other flavors

By Distribution Channel

Offline

Online

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

The Boston Beer Company, Inc.

Jester King Brewery

New Glarus Brewing Company

Allagash Brewing Company

Siren Craft Brew

Founders Brewing Co. (Mahou San Minguel)

New Belgium Brewing Company, Inc. (Kirin Holdings Company Limited)

Lindemans Brewery

Abita Brewing Company

Shipyard Brewing Company

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