

Global Beer Market (2016-2022)

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Abstracts

Beer is among the most popular alcoholic beverages in the world and it is composed of malted cereals, hops and water. The cultural changes have influenced the consumers' perception about alcoholic beverages. Companies in the business have introduced light and low-calorie drinks to target female consumers, which is steadily growing. Changing social lifestyle among the working class with growing disposable income, especially in developing Asian economies, has fueled the growth of the global beer market.

Rapidly changing demands of consumers has driven the market players to adopt market strategies such as collaborations and acquisitions to sustain in the market.

The global beer market is expected to generate revenue of \$792.2 billion by 2022, growing at a CAGR of 7.2% during the forecast period (2016–2022). Based on categories, the beer market is classified into light beer and strong beer. The strong beer market holds larger market share in terms of value.

The report highlights the adoption of Beer globally. Based on Product Type, the market is segmented into Light Beer and Strong Beer. Based on Production, the market is segmented into Macro Brewery and Micro Brewery. Based on Category, the market is segmented into Premium Category, Super Premium Category, and Normal Category. Based on Packaging, the market is segmented into Canned Beer, Bottled Beer, and Draught Beer. The report also covers geographical segmentation of Beer market. The geographies included in the report are North America, Europe, Asia-Pacific, Middle East and Africa. For the better analysis, the geographies are segmented into countries.

Key companies profiled in the report includes Heineken N.V., Anheuser-Busch InBev., Tsingtao Brewery Co. Ltd., Carlsberg Group, Diageo Plc., Molson Coors Brewing Company, Boston Beer Company, Beijing Yanjing Brewery Co., Ltd and United Breweries Group.

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