

# LAMEA Beer Market (2016-2022)

<https://marketpublishers.com/r/L0D9A185E9EEN.html>

Date: February 2017

Pages: 71

Price: US\$ 1,500.00 (Single User License)

ID: L0D9A185E9EEN

## Abstracts

The LAMEA beer market is expected to grow at a CAGR of 8.0% 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 growth in the urban population has led the consumers adopt improved lifestyle and better living. Market players are launching new beer products to cater to the growing demand for alcoholic drinks. Social and cultural changes triggered the growth of the alcoholic beverages market. In addition, female beer consumers have grown significantly. These factors have fueled the market growth of the beer market.

In 2013, there was a substantial increase in the volume sale of craft brewers in the LAMEA market. Growing trend for specialty beer has led the new generation beer market. Factors favoring craft beer market include, rising disposable income, demand for new variety of beers, and unprecedented growth in the number of new craft beer breweries.

The report highlights the adoption of Beer Systems in LAMEA. 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 country wise segmentation of Beer market. The countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

Key companies profiled in the report includes Heinekin 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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