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LAMEA 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 Latin America, Middle East and Africa Fruit Beer Market would witness market growth of 4.6% CAGR during the forecast period (2020-2026).

The fruity aroma is a very important factor in fruit beer. The quality of the fragrance depends very much on the fruit used in the brewing process. Some fruits like cherries, plums, and raspberries have a fragrance that is more offensive than fruits like blueberries or peach. The hop or malt aroma is still present in the fruit beer, as it is the base aroma on which additional fruity smell occurs.

The low alcohol by volume ratio (ABV) of low-alcohol fruit beer is boosting its popularity, particularly among health-conscious consumers. Low alcohol fruit beer drinking does not affect the kidneys and liver and does not contribute to intoxication. These health benefits of low alcohol content fruit beer would further boost market demand. The industry vendors are widening their product range by introducing new low-alcohol fruit beer brands to focus on this rising demand. This would be a vital development that will have a beneficial influence on the fruit beer industry growth.

Several factors such as growing customer consciousness related to liquor's long-term consequences coupled with consumer desires to prevent headaches & drowsiness will propel the growth of the fruit beer market. Growing demand for fruit beer from teens due to strict laws on consuming alcohol at 16/18 years of age would fuel development in the industry. Furthermore, rising disposable income, increasing Western culture adoption, an increasing number of restaurants & bars, and relaxation points are expected to drive

the target market to grow. In addition, the popularity of such drinks appears to increase with the time that propels target market growth.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

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By Country

- Brazil
- Argentina
- UAE
- Saudi Arabia
- South Africa
- Nigeria
- Rest of LAMEA

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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