

2018-2023 Global Lager Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Lager market for 2018-2023.

Lager is a type of beer conditioned at low temperatures. The term 'lager' may also be used as a verb to describe the cold-conditioning process that marks the style. There are dozens of beer styles which fit in the lager type, broadly categorized by the depth of color, being (from lightest to darkest) pale, golden, amber, or dark. Pale lager is the most widely consumed and commercially available style of beer.

Lager beer uses a process of cool fermentation, followed by maturation in cold storage. The German word 'Lager' means storeroom or warehouse. The yeast generally used with lager brewing is *Saccharomyces pastorianus*. It is a close relative of the *Saccharomyces cerevisiae* yeast used for warm fermented ales.

Over the next five years, LPI(LP Information) projects that Lager will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Lager market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Standard lager

Premium lager

Segmentation by application:

Blue-collar worker

White-collar worker

Retired and Unemployed Individual

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

AB InBev

Heineken

SAB Miller

Carlsberg

Asahi Group

Beck's Brewery

Birra Menabrea

Bitburger Braugruppe

Budweiser Budvar Brewery

Cesu Alus

Chinese Resource Enterprise

D.G. Yuengling and Son

Diageo

Forst

Grupo Modelo

Kirin Holdings

Krombacher

Molson Coors

New Belgium Brewing

Oettinger Brewery Group

Pivovarna Laško

Radeberger Brewery

Radeberger Gruppe

Royal Unibrew

San Miguel Brewery

Sierra Nevada Brewing

Švyturys

The Boston Beer

The Gambrinus

Tsingtao Brewery

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Lager consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Lager market by identifying its various subsegments.

Focuses on the key global Lager manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Lager with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Lager submarkets, with respect to key regions

(along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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