

Global Beverage Industry 2012-2017: Trend, Profit, and Forecast Analysis, July 2012

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Abstracts

Global beverage industry's rising product demand, not much affected by the currents of global recession, bears testimony to its unyielding growth throughout. The industry is expected to reach \$1,347 billion by 2017 with a 4.6% CAGR over 2012-2017. The report basically deals with alcoholic and non-alcoholic beverages.

Lucintel, a leading global management consulting and market research firm, has analyzed global beverage industry and offers its findings in its comprehensive research report, 'Global Beverage Industry 2012-2017: Trend, Profit, and Forecast Analysis.'

The report geographically segments the beverage industry into North America, Europe, APAC, and Rest of World. APAC's highest growth during the last five years is credited to growth in population and GDP. The region is expected to experience the same over 2012-2017.

During analysis, Lucintel found health concern and distribution channel (cost of transportation) to be the key ingredients for industry growth. Growing population and disposable income are marked as the key factors of industry proliferation that notably impact the market dynamics. The market is flooded with innovative products which Lucintel believes to be the result of the global beverage industry's highly competitive nature. Customer loyalty is vital to the industry's growth and to achieve and retain it; companies constantly strive towards manufacturing high quality products. Some of the expected industry growth propellers are urbanization, expansion in middle class population, and increase in double income family. All companies are keen on getting a share of market profit which has driven them to develop new strategies such as aggressive advertisement and maintaining efficient distribution channel maintenance to earn more profits. This Lucintel research report provides valuable insights into recent

industry scope and overview, global macroeconomic overview, relative market attractiveness by region, annual industry trend, emerging trends, industry forecasts, Porter's Five Forces analysis, hazards, and the profitability analysis of the major industry players.

The data and analysis found in this report can be utilized for a variety of functional business reasons, including business development, strategic planning, determination of market size and trends, competitive analysis, investment decisions, and joint product development. This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global beverage industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Features and Scope of this Report:

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global beverage industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global beverage industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 – Q4 2012) for global beverage industry

Gross and net profit trends in the global beverage industry

Cost structure trend in the global as well as regional beverage industry

The report is in power point presentation format and has hundreds of critical data and market insights that will help in effective decision making.

Who Can Benefit From This Report?

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

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