

# Beer & Cider in Europe

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## Abstracts

Beer & Cider in Europe

### SUMMARY

Beer & Cider in Europe industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The beer and cider market consists of the retail sale of beer and cider. The beer segment consists of ale, dark beer, lager, stout, flavored beer, wheat beer, beer mixes and seasonal beer. The cider segment consists of apple cider, flavored cider, pear cider and seasonal cider. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The European beer & cider market had total revenues of \$206,198.8m in 2018, representing a compound annual growth rate (CAGR) of 2.6% between 2014 and 2018.

Market consumption volumes declined with a compound annual rate of change (CARC) of - 0.2% between 2014%li%2018, to reach a total of 49,220.1 million liters in 2018.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the beer & cider market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the beer & cider market in Europe

Leading company profiles reveal details of key beer & cider market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe beer & cider market with five year forecasts

## REASONS TO BUY

What was the size of the Europe beer & cider market by value in 2018?

What will be the size of the Europe beer & cider market in 2023?

What factors are affecting the strength of competition in the Europe beer & cider market?

How has the market performed over the last five years?

What are the main segments that make up Europe's beer & cider market?

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### COMPANIES MENTIONED

Heineken NV

Carlsberg A/S

Anheuser-Busch InBev SA/NV

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