

# Beer & Cider in Italy

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## Abstracts

Beer & Cider in Italy

### SUMMARY

Beer & Cider in Italy industry profile provides top%li%line qualitative and quantitative summary information including: market size (value and volume 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 Italian beer & cider market had total revenues of \$12,663.2m in 2018, representing a compound annual growth rate (CAGR) of 3% between 2014 and 2018.

Market consumption volume increased with a CAGR of 3.4% between 2014%li%2018, to reach a total of 2,032.6 million liters in 2018.

Increasing health consciousness among the consumers and high taxes imposed by the government is impacting the beer & cider market growth.

## SCOPE

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

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

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 Italy beer & cider market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Heineken Italia SpA

Anheuser-Busch InBev SA/NV

Asahi Group Holdings Ltd

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