

# Beer-Global Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/B7F1268237DEN.html>

Date: April 2018

Pages: 137

Price: US\$ 2,480.00 (Single User License)

ID: B7F1268237DEN

## Abstracts

### Report Summary

Beer-Global Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Beer industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Worldwide and Regional Market Size of Beer 2013-2017, and development forecast 2018-2023

Main manufacturers/suppliers of Beer worldwide, with company and product introduction, position in the Beer market

Market status and development trend of Beer by types and applications

Cost and profit status of Beer, and marketing status

Market growth drivers and challenges

The report segments the global Beer market as:

Global Beer Market: Regional Segment Analysis (Regional Production Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North America

Europe

China

Japan

Rest APAC

Latin America

Global Beer Market: Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Lager

Ale

Cerevisiae

Stout

Lambic

Others

Global Beer Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Wholesale Markets

Retail Store

Online Retailers

Global Beer Market: Manufacturers Segment Analysis (Company and Product introduction, Beer Sales Volume, Revenue, Price and Gross Margin):

Heineken

Budweiser

Carlsberg

Beck's

Tsingdao

Asahi

Ambev

Kirin

Miller Brewing Company

Corona

Anheuser-Busch InBev

Molson Coors

Skol International

Emperador

Diageo

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### CHAPTER 1 OVERVIEW OF BEER

- 1.1 Definition of Beer in This Report
- 1.2 Commercial Types of Beer
  - 1.2.1 Lager
  - 1.2.2 Ale
  - 1.2.3 Cerevisiae
  - 1.2.4 Stout
  - 1.2.5 Lambic
  - 1.2.6 Others
- 1.3 Downstream Application of Beer
  - 1.3.1 Wholesale Markets
  - 1.3.2 Retail Store
  - 1.3.3 Online Retailers
- 1.4 Development History of Beer
- 1.5 Market Status and Trend of Beer 2013-2023
  - 1.5.1 Global Beer Market Status and Trend 2013-2023
  - 1.5.2 Regional Beer Market Status and Trend 2013-2023

### CHAPTER 2 GLOBAL MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Development of Beer 2013-2017
- 2.2 Production Market of Beer by Regions
  - 2.2.1 Production Volume of Beer by Regions
  - 2.2.2 Production Value of Beer by Regions
- 2.3 Demand Market of Beer by Regions
- 2.4 Production and Demand Status of Beer by Regions
  - 2.4.1 Production and Demand Status of Beer by Regions 2013-2017
  - 2.4.2 Import and Export Status of Beer by Regions 2013-2017

### CHAPTER 3 GLOBAL MARKET STATUS AND FORECAST BY TYPES

- 3.1 Production Volume of Beer by Types
- 3.2 Production Value of Beer by Types
- 3.3 Market Forecast of Beer by Types

### CHAPTER 4 GLOBAL MARKET STATUS AND FORECAST BY DOWNSTREAM

## **INDUSTRY**

- 4.1 Demand Volume of Beer by Downstream Industry
- 4.2 Market Forecast of Beer by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF BEER**

- 5.1 Global Economy Situation and Trend Overview
- 5.2 Beer Downstream Industry Situation and Trend Overview

## **CHAPTER 6 BEER MARKET COMPETITION STATUS BY MAJOR MANUFACTURERS**

- 6.1 Production Volume of Beer by Major Manufacturers
- 6.2 Production Value of Beer by Major Manufacturers
- 6.3 Basic Information of Beer by Major Manufacturers
  - 6.3.1 Headquarters Location and Established Time of Beer Major Manufacturer
  - 6.3.2 Employees and Revenue Level of Beer Major Manufacturer
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 BEER MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Heineken
  - 7.1.1 Company profile
  - 7.1.2 Representative Beer Product
  - 7.1.3 Beer Sales, Revenue, Price and Gross Margin of Heineken
- 7.2 Budweiser
  - 7.2.1 Company profile
  - 7.2.2 Representative Beer Product
  - 7.2.3 Beer Sales, Revenue, Price and Gross Margin of Budweiser
- 7.3 Carlsberg
  - 7.3.1 Company profile
  - 7.3.2 Representative Beer Product
  - 7.3.3 Beer Sales, Revenue, Price and Gross Margin of Carlsberg
- 7.4 Beck's

- 7.4.1 Company profile
- 7.4.2 Representative Beer Product
- 7.4.3 Beer Sales, Revenue, Price and Gross Margin of Beck's
- 7.5 Tsingdao
  - 7.5.1 Company profile
  - 7.5.2 Representative Beer Product
  - 7.5.3 Beer Sales, Revenue, Price and Gross Margin of Tsingdao
- 7.6 Asahi
  - 7.6.1 Company profile
  - 7.6.2 Representative Beer Product
  - 7.6.3 Beer Sales, Revenue, Price and Gross Margin of Asahi
- 7.7 Ambev
  - 7.7.1 Company profile
  - 7.7.2 Representative Beer Product
  - 7.7.3 Beer Sales, Revenue, Price and Gross Margin of Ambev
- 7.8 Kirin
  - 7.8.1 Company profile
  - 7.8.2 Representative Beer Product
  - 7.8.3 Beer Sales, Revenue, Price and Gross Margin of Kirin
- 7.9 Miller Brewing Company
  - 7.9.1 Company profile
  - 7.9.2 Representative Beer Product
  - 7.9.3 Beer Sales, Revenue, Price and Gross Margin of Miller Brewing Company
- 7.10 Corona
  - 7.10.1 Company profile
  - 7.10.2 Representative Beer Product
  - 7.10.3 Beer Sales, Revenue, Price and Gross Margin of Corona
- 7.11 Anheuser-Busch InBev
  - 7.11.1 Company profile
  - 7.11.2 Representative Beer Product
  - 7.11.3 Beer Sales, Revenue, Price and Gross Margin of Anheuser-Busch InBev
- 7.12 Molson Coors
  - 7.12.1 Company profile
  - 7.12.2 Representative Beer Product
  - 7.12.3 Beer Sales, Revenue, Price and Gross Margin of Molson Coors
- 7.13 Skol Internationala
  - 7.13.1 Company profile
  - 7.13.2 Representative Beer Product
  - 7.13.3 Beer Sales, Revenue, Price and Gross Margin of Skol Internationala

#### 7.14 Emperador

##### 7.14.1 Company profile

##### 7.14.2 Representative Beer Product

##### 7.14.3 Beer Sales, Revenue, Price and Gross Margin of Emperador

#### 7.15 Diageo

##### 7.15.1 Company profile

##### 7.15.2 Representative Beer Product

##### 7.15.3 Beer Sales, Revenue, Price and Gross Margin of Diageo

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF BEER**

### 8.1 Industry Chain of Beer

### 8.2 Upstream Market and Representative Companies Analysis

### 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF BEER**

### 9.1 Cost Structure Analysis of Beer

### 9.2 Raw Materials Cost Analysis of Beer

### 9.3 Labor Cost Analysis of Beer

### 9.4 Manufacturing Expenses Analysis of Beer

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF BEER**

### 10.1 Marketing Channel

#### 10.1.1 Direct Marketing

#### 10.1.2 Indirect Marketing

#### 10.1.3 Marketing Channel Development Trend

### 10.2 Market Positioning

#### 10.2.1 Pricing Strategy

#### 10.2.2 Brand Strategy

#### 10.2.3 Target Client

### 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

### 12.1 Methodology/Research Approach

12.1.1 Research Programs/Design

12.1.2 Market Size Estimation

12.1.3 Market Breakdown and Data Triangulation

12.2 Data Source

12.2.1 Secondary Sources

12.2.2 Primary Sources

12.3 Reference

## I would like to order

Product name: Beer-Global Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/B7F1268237DEN.html>

Price: US\$ 2,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B7F1268237DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970