

Global Beer Market Research and Analysis, 2014-2020

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Abstracts

Market Insight

Global beer market is expected to grow at a CAGR of 7% for the forecasted period of 2015-2020. Beer is the most widely consumed alcoholic beverage in the world. In 2014 total beer production reached 2 billion hectolitres. China is the leading beer producer in the world. In 2014 China produced 495 million hectolitres of beers. China is also home to top selling beers. United States and Brazil follow China in beer production. Beer market is segmented on the basis of production, packaging and category. Beer market is surging ahead due to increased consumption. Countries such as China, Brazil, India and other emerging countries are home to large population of people legally allowed to consume alcohol. Also, the introduction of flavoured and low alcohol beers are also attracting consumer who do not prefer beer due to high alcohol or sour taste.

Beer market is dominated by top 5 companies. Anheuser-Busch InBev, Heineken, Kirin Holdings, Asahi Group and SABMiller are top beer companies in terms of production. Top selling beer includes Snow, Tsingtao, Bud light, Budweiser, Heineken, Corona, Tuborg, Carlsberg are some of the most popular beers in the world.

North America is the largest market in terms of revenue. North American market is driven by high consumption of alcohol. Easy availability, eased regulation and lesser legal age for alcohol consumption. Europe is second to North America in terms of revenue. It is home to some the top brands and popular beers in the world. Europe is the most liberal market for beer consumption. Asia Pacific market is expected to witness the highest growth rate.

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