

# **Global Craft Beer Market Research Report 2016**

https://marketpublishers.com/r/GC7B1D51150EN.html Date: November 2016 Pages: 101 Price: US\$ 2,900.00 (Single User License) ID: GC7B1D51150EN

# Abstracts

#### Notes:

Production, means the output of Craft Beer

Revenue, means the sales value of Craft Beer

This report studies Craft Beer in Global market, especially in North America, Europe, China, Japan, Southeast Asia and India, focuses on top manufacturers in global market, with Production, price, revenue and market share for each manufacturer, covering

Heinekein Holding NV Anheuser-Busch InBev S.A. NV Diageo PLC Carlsberg SAB Miller Kirin Brewery Guiness Tsingtao Brewery

Market Segment by Regions, this report splits Global into several key Regions, with



production, consumption, revenue, market share and growth rate of Craft Beer in these regions, from 2011 to 2021 (forecast), like

North America Europe China Japan Southeast Asia

Split by product type, with production, revenue, price, market share and growth rate of each type, can be divided into

Type I Type II Type III

India

Split by application, this report focuses on consumption, market share and growth rate of Craft Beer in each application, can be divided into

Application 1

Application 2

Application 3



# Contents

Global Craft Beer Market Research Report 2016

## 1 CRAFT BEER MARKET OVERVIEW

- 1.1 Product Overview and Scope of Craft Beer
- 1.2 Craft Beer Segment by Type
- 1.2.1 Global Production Market Share of Craft Beer by Type in 2015
- 1.2.2 Type I
- 1.2.3 Type II
- 1.2.4 Type III
- 1.3 Craft Beer Segment by Application
- 1.3.1 Craft Beer Consumption Market Share by Application in 2015
- 1.3.2 Application
- 1.3.3 Application
- 1.3.4 Application
- 1.4 Craft Beer Market by Region
  - 1.4.1 North America Status and Prospect (2011-2021)
  - 1.4.2 Europe Status and Prospect (2011-2021)
  - 1.4.3 China Status and Prospect (2011-2021)
  - 1.4.4 Japan Status and Prospect (2011-2021)
- 1.4.5 Southeast Asia Status and Prospect (2011-2021)
- 1.4.6 India Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value) of Craft Beer (2011-2021)

### **2 GLOBAL CRAFT BEER MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Craft Beer Production and Share by Manufacturers (2015 and 2016)
- 2.2 Global Craft Beer Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 Global Craft Beer Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Craft Beer Manufacturing Base Distribution, Sales Area and Product Type
- 2.5 Craft Beer Market Competitive Situation and Trends
  - 2.5.1 Craft Beer Market Concentration Rate
  - 2.5.2 Craft Beer Market Share of Top 3 and Top 5 Manufacturers
  - 2.5.3 Mergers & Acquisitions, Expansion

## **3 GLOBAL CRAFT BEER PRODUCTION, REVENUE (VALUE) BY REGION**



## (2011-2016)

3.1 Global Craft Beer Production and Market Share by Region (2011-2016)

3.2 Global Craft Beer Revenue (Value) and Market Share by Region (2011-2016)

3.3 Global Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

3.4 North America Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

3.5 Europe Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)3.6 China Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

3.7 Japan Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

3.8 Southeast Asia Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

3.9 India Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

## 4 GLOBAL CRAFT BEER SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGIONS (2011-2016)

4.1 Global Craft Beer Consumption by Regions (2011-2016)

4.2 North America Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)

4.3 Europe Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)

4.4 China Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)
4.5 Japan Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)
4.6 Southeast Asia Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)

4.7 India Craft Beer Production, Consumption, Export, Import by Regions (2011-2016)

# 5 GLOBAL CRAFT BEER PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

5.1 Global Craft Beer Production and Market Share by Type (2011-2016)

5.2 Global Craft Beer Revenue and Market Share by Type (2011-2016)

5.3 Global Craft Beer Price by Type (2011-2016)

5.4 Global Craft Beer Production Growth by Type (2011-2016)

## 6 GLOBAL CRAFT BEER MARKET ANALYSIS BY APPLICATION

6.1 Global Craft Beer Consumption and Market Share by Application (2011-2016)



6.2 Global Craft Beer Consumption Growth Rate by Application (2011-2016)

- 6.3 Market Drivers and Opportunities
- 6.3.1 Potential Applications

6.3.2 Emerging Markets/Countries

## 7 GLOBAL CRAFT BEER MANUFACTURERS PROFILES/ANALYSIS

- 7.1 Heinekein Holding NV
  - 7.1.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.1.2 Craft Beer Product Type, Application and Specification
  - 7.1.2.1 Type I
  - 7.1.2.2 Type II

7.1.3 Heinekein Holding NV Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

- 7.1.4 Main Business/Business Overview
- 7.2 Anheuser-Busch InBev S.A. NV
  - 7.2.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.2.2 Craft Beer Product Type, Application and Specification
  - 7.2.2.1 Type I
  - 7.2.2.2 Type II

7.2.3 Anheuser-Busch InBev S.A. NV Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.2.4 Main Business/Business Overview

7.3 Diageo PLC

7.3.1 Company Basic Information, Manufacturing Base and Its Competitors

7.3.2 Craft Beer Product Type, Application and Specification

7.3.2.1 Type I

7.3.2.2 Type II

7.3.3 Diageo PLC Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.3.4 Main Business/Business Overview

7.4 Carlsberg

7.4.1 Company Basic Information, Manufacturing Base and Its Competitors

7.4.2 Craft Beer Product Type, Application and Specification

7.4.2.1 Type I

7.4.2.2 Type II

7.4.3 Carlsberg Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.4.4 Main Business/Business Overview



7.5 SAB Miller

7.5.1 Company Basic Information, Manufacturing Base and Its Competitors

7.5.2 Craft Beer Product Type, Application and Specification

7.5.2.1 Type I

7.5.2.2 Type II

7.5.3 SAB Miller Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.5.4 Main Business/Business Overview

7.6 Kirin Brewery

- 7.6.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.6.2 Craft Beer Product Type, Application and Specification

7.6.2.1 Type I

7.6.2.2 Type II

7.6.3 Kirin Brewery Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.6.4 Main Business/Business Overview

7.7 Guiness

- 7.7.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.7.2 Craft Beer Product Type, Application and Specification
- 7.7.2.1 Type I

7.7.2.2 Type II

7.7.3 Guiness Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.7.4 Main Business/Business Overview

7.8 Tsingtao Brewery

7.8.1 Company Basic Information, Manufacturing Base and Its Competitors

7.8.2 Craft Beer Product Type, Application and Specification

7.8.2.1 Type I

7.8.2.2 Type II

7.8.3 Tsingtao Brewery Craft Beer Production, Revenue, Price and Gross Margin (2015 and 2016)

7.8.4 Main Business/Business Overview

## **8 CRAFT BEER MANUFACTURING COST ANALYSIS**

- 8.1 Craft Beer Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials



- 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
- 8.2.2 Labor Cost
- 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Craft Beer

## 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Craft Beer Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Craft Beer Major Manufacturers in 2015
- 9.4 Downstream Buyers

## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 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

## 11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
- 11.1.1 Substitutes Threat
- 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## 12 GLOBAL CRAFT BEER MARKET FORECAST (2016-2021)

- 12.1 Global Craft Beer Production, Revenue Forecast (2016-2021)
- 12.2 Global Craft Beer Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Craft Beer Production Forecast by Type (2016-2021)



12.4 Global Craft Beer Consumption Forecast by Application (2016-2021)12.5 Craft Beer Price Forecast (2016-2021)

### **13 RESEARCH FINDINGS AND CONCLUSION**

#### **14 APPENDIX**

Disclosure Section Research Methodology Data Source China Disclaimer



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Craft Beer Figure Global Production Market Share of Craft Beer by Type in 2015 Figure Product Picture of Type I Table Major Manufacturers of Type I Figure Product Picture of Type II Table Major Manufacturers of Type II Figure Product Picture of Type III Table Major Manufacturers of Type III Table Craft Beer Consumption Market Share by Application in 2015 Figure Application 1 Examples Figure Application 2 Examples Figure Application 3 Examples Figure North America Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure Europe Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure China Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure Japan Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure Southeast Asia Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure India Craft Beer Revenue (Million USD) and Growth Rate (2011-2021) Figure Global Craft Beer Revenue (Million UDS) and Growth Rate (2011-2021) Table Global Craft Beer Production of Key Manufacturers (2015 and 2016) Table Global Craft Beer Production Share by Manufacturers (2015 and 2016) Figure 2015 Craft Beer Production Share by Manufacturers Figure 2016 Craft Beer Production Share by Manufacturers Table Global Craft Beer Revenue (Million USD) by Manufacturers (2015 and 2016) Table Global Craft Beer Revenue Share by Manufacturers (2015 and 2016) Table 2015 Global Craft Beer Revenue Share by Manufacturers Table 2016 Global Craft Beer Revenue Share by Manufacturers Table Global Market Craft Beer Average Price of Key Manufacturers (2015 and 2016) Figure Global Market Craft Beer Average Price of Key Manufacturers in 2015 Table Manufacturers Craft Beer Manufacturing Base Distribution and Sales Area Table Manufacturers Craft Beer Product Type Figure Craft Beer Market Share of Top 3 Manufacturers Figure Craft Beer Market Share of Top 5 Manufacturers Table Global Craft Beer Production by Regions (2011-2016) Figure Global Craft Beer Production and Market Share by Regions (2011-2016)



Figure Global Craft Beer Production Market Share by Regions (2011-2016) Figure 2015 Global Craft Beer Production Market Share by Regions Table Global Craft Beer Revenue by Regions (2011-2016) Table Global Craft Beer Revenue Market Share by Regions (2011-2016) Table 2015 Global Craft Beer Revenue Market Share by Regions Table Global Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Table North America Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)Table Europe Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Table China Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Table Japan Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Table Southeast Asia Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)Table India Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Table Global Craft Beer Consumption Market by Regions (2011-2016) Table Global Craft Beer Consumption Market Share by Regions (2011-2016) Figure Global Craft Beer Consumption Market Share by Regions (2011-2016) Figure 2015 Global Craft Beer Consumption Market Share by Regions Table North America Craft Beer Production, Consumption, Import & Export (2011-2016) Table Europe Craft Beer Production, Consumption, Import & Export (2011-2016) Table China Craft Beer Production, Consumption, Import & Export (2011-2016) Table Japan Craft Beer Production, Consumption, Import & Export (2011-2016) Table Southeast Asia Craft Beer Production, Consumption, Import & Export (2011 - 2016)Table India Craft Beer Production, Consumption, Import & Export (2011-2016) Table Global Craft Beer Production by Type (2011-2016) Table Global Craft Beer Production Share by Type (2011-2016) Figure Production Market Share of Craft Beer by Type (2011-2016) Figure 2015 Production Market Share of Craft Beer by Type Table Global Craft Beer Revenue by Type (2011-2016) Table Global Craft Beer Revenue Share by Type (2011-2016) Figure Production Revenue Share of Craft Beer by Type (2011-2016) Figure 2015 Revenue Market Share of Craft Beer by Type Table Global Craft Beer Price by Type (2011-2016) Figure Global Craft Beer Production Growth by Type (2011-2016) Table Global Craft Beer Consumption by Application (2011-2016) Table Global Craft Beer Consumption Market Share by Application (2011-2016) Figure Global Craft Beer Consumption Market Share by Application in 2015 Table Global Craft Beer Consumption Growth Rate by Application (2011-2016)



Figure Global Craft Beer Consumption Growth Rate by Application (2011-2016) Table Heinekein Holding NV Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Heinekein Holding NV Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Heinekein Holding NV Craft Beer Market Share (2011-2016)

Table Anheuser-Busch InBev S.A. NV Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Anheuser-Busch InBev S.A. NV Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Anheuser-Busch InBev S.A. NV Craft Beer Market Share (2011-2016)

Table Diageo PLC Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Diageo PLC Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Diageo PLC Craft Beer Market Share (2011-2016)

Table Carlsberg Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Carlsberg Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Carlsberg Craft Beer Market Share (2011-2016)

Table SAB Miller Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SAB Miller Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Figure SAB Miller Craft Beer Market Share (2011-2016)

Table Kirin Brewery Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kirin Brewery Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Kirin Brewery Craft Beer Market Share (2011-2016)

Table Guiness Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Guiness Craft Beer Production, Revenue, Price and Gross Margin (2011-2016) Figure Guiness Craft Beer Market Share (2011-2016)

Table Tsingtao Brewery Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Tsingtao Brewery Craft Beer Production, Revenue, Price and Gross Margin (2011-2016)

Figure Tsingtao Brewery Craft Beer Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials



Figure Manufacturing Cost Structure of Craft Beer

Figure Manufacturing Process Analysis of Craft Beer

Figure Craft Beer Industrial Chain Analysis

Table Raw Materials Sources of Craft Beer Major Manufacturers in 2015

Table Major Buyers of Craft Beer

Table Distributors/Traders List

Figure Global Craft Beer Production and Growth Rate Forecast (2016-2021)

Figure Global Craft Beer Revenue and Growth Rate Forecast (2016-2021)

Table Global Craft Beer Production Forecast by Regions (2016-2021)

 Table Global Craft Beer Consumption Forecast by Regions (2016-2021)

Table Global Craft Beer Production Forecast by Type (2016-2021)

Table Global Craft Beer Consumption Forecast by Application (2016-2021)



## I would like to order

Product name: Global Craft Beer Market Research Report 2016

Product link: https://marketpublishers.com/r/GC7B1D51150EN.html

Price: US\$ 2,900.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/GC7B1D51150EN.html</u>

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

Custumer signature \_\_\_\_\_

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

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