+44 20 8123 2220
info@marketpublishers.com

Indian Alcohol Consumption - The Changing Behavior

https://marketpublishers.com/r/I09E0890BADEN.html
Date: September 2018
Pages: 50
Price: US$ 80.00 (Single User License)
ID: I09E0890BADEN

Abstracts

India is one of the fastest growing alcohol markets in the world. Rapid increase in urban population, sizable middle class population with rising spending power, and a sound economy are certain significant reasons behind increase in consumption of alcohol in India.

Our latest report “Indian Alcohol Consumption - The Changing Behavior” provides a comprehensive analysis of the market size of alcohol industry on the basis of type of products, consumption in different states, retail channel and imported and domestic. The Indian alcohol industry is segmented into IMFL (Indian made foreign liquor), IMIL (Indian made Indian liquor), Wine, Beer and imported alcohol. Imported alcohol has a meager share of around 0.8% in the Indian market. The heavy import duty and taxes levied raise the price of imported alcohol to a large extent. Alcohol is exempted from the taxation scheme of GST.

The Indian alcohol market is growing at a CAGR of 8.8% and it is expected to reach 16.8 Billion liters of consumption by the year 2022. The popularity of wine and vodka is increasing at a remarkable CAGR of 21.8% and 22.8% respectively. India is the largest consumer of whiskey in the world and it constitutes about 60% of the IMFL market.

Though India is one of the largest consumers of alcohol in the world owing to its huge population, the per capita alcohol consumption of India is very low as compared to the Western countries. The per capita consumption of alcohol per week for the year 2016 was estimated at 147.3 ml and it is expected to grow at a CAGR of 7.5% to 227.1 ml according to our estimates.

The states of Andhra Pradesh, Telangana, Kerala, Karnataka, Sikkim Haryana and Himachal Pradesh are amongst the largest consumers of alcohol in India. The most popular channel of alcohol sale in India is liquor stores as alcohol consumption is

+44 20 8123 2220
info@marketpublishers.com

primarily an outdoor activity and supermarkets and malls are present only in the tier I and tier II cities of India.

The trends and pattern of alcohol consumption are changing in the country. With the increasing acceptance of women consuming alcohol, growing popularity of wine and high demand for expensive liquor, the market scenario seems to be very optimistic in the near future. We conducted a consumer research study for the alcohol market with around 1,000 respondents from the cities of Delhi, Chandigarh, Mumbai, Pune, Hyderabad, Kolkata and Bangalore. The study reflected changing pattern of the consumer's mindset towards alcohol consumption in India. 3% of the respondents who consumed alcohol favored wine for its health benefits. Though the popularity of whiskey is highest in the Indian market, its market share is expected to decrease in future.

+44 20 8123 2220
info@marketpublishers.com

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. INDIA ALCOHOL MARKET OUTLOOK TO 2022

3.1 Alcohol Consumption Volume 2017-2022
3.1.1 Consumption of Wine, Beer, Spirits, Vodka, Gin, Rum, Whisky
3.1.2 States with High Consumption of Alcohol
3.1.3 Distribution of Alcohol by various Retail Formats
3.1.4 Share of Imported Alcohol in Total Alcohol Consumption

4. MARKET TRENDS

4.1 Female Alcohol Consumption on the Rise
4.2 Increasing Popularity of Wine
4.3 Demand for Expensive Liquor is Growing
4.4 High Growth White Spirits

5. CONSUMER BEHAVIOR ANALYSIS

5.1 Consumption pattern of Alcohol in different Age-groups
5.2 Impact of Income on Consumption of Alcohol
5.3 Male-Female Ratio of Alcohol Consumption
5.4 Intermediate to Scholars - How Consumption Trend Changing
5.5 Monthly Expenditure of Households Consuming Alcohol
5.6 Daily to Occasional Frequency of Alcohol Consumption
5.7 Influencers for Starting Alcohol Consumption
5.8 Preference for different Type of Alcoholic Beverages among Consumers
5.9 Preferred Purchasing Channels for Alcohol

6. SUPPLY CHAIN FOR ALCOHOLIC BEVERAGES IN INDIA

7. RETAIL PRICE OF PRODUCTS

8. IMPORT DUTIES & TAX STRUCTURE

+44 20 8123 2220
info@marketpublishers.com

9. MARKETING POLICIES FOR ALCOHOL IN INDIA

10. DISTRIBUTORS PROFILE

10.1 Brindco Sales Ltd.
10.2 Hema Connoisseur Collections (P) Ltd.
10.3 Indospirit Distribution Ltd.
10.4 Rad Elan Distributors Pvt. Ltd.
10.5 Fine Wines n More (India) Pvt. Ltd.

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES:

Figure 3-1: Alcohol Consumption (Billion Liters), 2016-2022
Figure 3-2: Per Capita Alcohol Consumption per Week (2016-2022)
Figure 3-3: Alcohol Consumption by Type of Products (%), 2016
Figure 3-4: IMFL Consumption by Type of Product (%), 2016
Figure 3-5: Whiskey Consumption (Million Liters), 2016-2022
Figure 3-6: Vodka Consumption (Million Liters), 2016-2022
Figure 3-7: Wine Consumption (Million Liters), 2016-2022
Figure 3-8: Alcohol Consumption in Different Parts of Country
Figure 3-9: Alcohol Consumption by Major States (%), 2016
Figure 3-10: Alcohol Consumption by Retail Channel (%), 2016
Figure 3-11: Domestic vs Imported Alcohol Consumption (%), 2016
Figure 5-1: Consumer Segmentation by Age (%)
Figure 5-2: Consumer Segmentation by Income (%)
Figure 5-3: Consumer Segment by Gender (%)
Figure 5-4: Response for Woman Consuming Alcohol (%)
Figure 5-5: Consumer Segment by Education Level (%)
Figure 5-6: Consumer Segment by Monthly Expenditure (%)
Figure 5-7: Price Sensitivity (%)
Figure 5-8: Consumer Segment by Frequency of Alcohol Consumption (%)
Figure 5-9: Consumer Segment by the Reason for Starting Alcohol Consumption (%)
Figure 5-10: Consumer Segment by the Preference of Alcohol (%)
Figure 5-11: Reason for their Preference (%)
Figure 5-12: Consumer Segment by the Place of Purchase of Alcohol
Figure 6-1: Supply Chain Diagram of Alcoholic Beverage Manufacturer
Figure 6-2: Supply Chain Diagram of Imported Alcohol
List of Tables:
Table 5-1: Survey Findings - Consumption Pattern across Cities
Table 5-2: Survey Findings - Delhi-NCR
Table 5-3: Survey Findings - Mumbai and Pune (Maharashtra)
Table 5-4: Survey Findings - Bangalore (Karnataka)
Table 5-5: Survey Findings - Chandigarh
Table 5-6: Survey Findings - Hyderabad (Telangana)
Table 5-7: Survey Findings - Kolkata (West Bengal)
Table 7-1: Retail Price of Few Popular Wine Brands in INR/Bottle
Table 7-2: Retail Price of Few Popular Whiskey Brands in INR/Bottle

+44 20 8123 2220
info@marketpublishers.com

Table 7-3: Retail Price of Few Popular Vodka Brands in INR/Bottle
Table 8-1: Import Duty Structure on Alcohol
Table 8-2: MRP of Imported Liquor in Delhi

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Indian Alcohol Consumption - The Changing Behavior
Product link: https://marketpublishers.com/r/I09E0890BADEN.html
Price: US$ 80.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/I09E0890BADEN.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

Custumer 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