

# A Study of India's Beer Market 2016

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# **Abstracts**

### **Executive Summary**

Beer is globally the third most popular drink after water and tea. Growing at a CAGR of 2.4%, it is projected that the global beer market will reach approximately USD 636 billion by 2020. In 2015, the global beer market was valued at USD 566.6 billion. While in 2014 the global beer market grew by 1%, it grew approximately by 2% in 2015. The low growth percentage is due to a slowdown in beer consumption by world's five largest beer markets, China, US, Russia, Germany and Brazil.

India is among the top five beer markets in Asia Pacific in terms of volume. The four large global players Heineken, Budweiser, SABMiller and Carlsberg control 86% of the Indian market and account for eight out of ten maximum selling beer brands. It is expected that in the period 2012 to 2016, the Indian beer market will to double to approximately USD 9 billion.

Why should the report be purchased?

The report 'A Study of India's Beer Market 2016" highlights key dynamics of the global and China's beer market. The growing opportunity in the sector has been investigated. The initiatives and performance of key players including Heineken International, SABMiller plc, Anheuser-Busch InBev, Carlsberg Group, United Breweries Group, Cerana Beverages, Kaama Impex has also been examined. The report contains latest industry stakeholder'sopinions.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been



scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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