

Assessment of Australia's Beer Market 2015

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Abstracts

Executive Summary

The global beer industry is experiencing growing demand for diverse beer products and changing taste preferences. This has increased the production and consumption of craft beer world over. The global beer market which is valued at approximately USD 150 billion is primarily controlled by four players Anheuser-Busch InBev, Heineken, SABMiller and Carlsberg.

China is currently the largest beer market by volume globally and is expected to also become the largest beer market in the world by sales value by 2017. In 2014 the Chinese beer market was worth 486 billion Yuan as compared with 291 billion Yuan in 2010.

In Australia, the full strength beer is the most popular type of beer which accounted for approximately 81.7% of all alcohol in beer available for consumption in the year 2013-2014. Mid strength beer makes up 15.1% while low strength beer makes up 3.2%. The per capita beer consumption in Australia has reduced by over 5% over the past decade and it is expected to continue to decline.

Why should the report be purchased?

The report 'Assessment of Australia's Beer Market 2015' highlights key dynamics of Australia's beer market. The growing opportunity in the sector has been investigated along with key challenges. Leading players including Anheuser-Busch InBev, Lion, Coopers Brewery, SABMiller plc and the Carlsberg Group have been profiled. The report contains latest industry leaders verbatim.

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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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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