

Assessment of Canada's Beer Market 2017

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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.

Beer is the most popular alcoholic beverage among Canadians, despite witnessing a decline in sales over the last few years. Given that the consumer in Canada is moving towards wine consumption, owing to sophistication and health benefits, the total volume sales of beer grew by 1% in 2015 to reach 2.4 billion litres. Bigger players such as Anheuser-Busch InBev and Molson Coors are facing stagnation in sales owing to the popularity of craft beer and growing preference for wine.

Big and small players alike are introducing new flavours and variants of beer, and this trend is expected to continue. The well travelled consumer who has rich media exposure is demanding more from their beer. The non-alcoholic beer segment too is experiencing growth, boosted by the growing health consciousness of people and a will to drink responsibly.

Why should the report be purchased?

The report 'Assessment of Canada's Beer Market 2017' 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 Anheuser-Busch InBev, Andrew Peller Ltd, Molson Coors Brewing Company, Heineken NV, Sapporo

Holdings Ltd. has been examined. The report contains latest industry stakeholder's opinions.

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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About Smart Research Insights (SRI)

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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