

# Studying the Global & Brazil'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.

In terms of brand value, globally, in 2016 Budweiser lead the market followed by Bud Light. Globally the emerging trend is that we see that standard beer is growing marginally, but it is the light beer and the low alcohol beer segment which is experiencing substantial growth. Around the world the attitude towards alcohol is changing, boosted by the rising health-consciousness and a desire to drink responsibly.

Brazil is globally the third largest beer market. Brazil's beer consumption globally is higher than Germany and UK and just behind consumption in the United States and China. However, the long drawn recession the country has been experiencing has negatively affected production of beer which dropped to the level of 2010 in 2016. It is projected that the total value of retail sales in the Brazilian beer market will grow at a CARG 2.3% by 2020. The country currently has close to 300 craft breweries which forms just 1% of the country's beer market.

Why should the report be purchased?

The report 'Studying the Global & Brazil'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, globally and in India,

including Anheuser-Busch InBev, Heineken Holding, SABMiller plc, Kirin Holdings and Carlsberg Group 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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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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