

Studying the Global & India's Beer Market

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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, 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.

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. The beer industry in India has more than 85 large breweries. In terms of volumes, the Indian beer market grew from 468 million liters in 2011 to 2,366 million liters in 2015. The market is expected to cross 430 billion by the end of 2017.

The microbrewery market, which is still in its nascent stage in the country, standing at INR 225 crore, is expected to grow to more than INR 50,000 crore by 2018. The sales of craft beer is witnessing a growth of 20% year-on-year. Craft beers are more expensive than regular beers and are currently being consumed only by a niche audience in India. The rise of health conscious people and increasing global travellers has boosted the business of microbreweries in India.

Why should the report be purchased?

The report 'Studying the Global & 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, globally and in India, including Anheuser-Busch InBev, Heineken Holding, SABMiller plc, Kirin Holdings, Carlsberg Group, United Breweries Group and Mohan Meakin 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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