

# **Africa: Beer Market – Market Analysis, Size, Segmentation, Trends, Consumption, Insights, Opportunities, Challenges and Forecast until 2024**

<https://marketpublishers.com/r/A9A66150A0D0EN.html>

Date: May 2024

Pages: 120

Price: US\$ 1,999.00 (Single User License)

ID: A9A66150A0D0EN

## **Abstracts**

### **Short Description**

This report presents a strategic analysis of the African beer market and a forecast for its development in the medium term. It provides a comprehensive overview of the market volume and value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is the most detailed and comprehensive report about the African beer market, covering all African countries (39 single countries). The report presents information on each indicator for each of the 39 countries covered, offering unmatched value, accuracy and expert insights.

### **Report Purpose**

The purpose of the report is to describe the state of the African beer market and to present real and expert-verified information about the volumes, values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the market development in the medium term. In addition, the report presents an elaborate analysis of the main market participants, industry trends and insights, growth and demand drivers and challenges and all other factors, influencing the market development.

### **Questions This Report Answers**

The report on the African beer market covers:

Market volume, value and dynamics for the last five years;

Market segmentation (by each covered country; by product groups, etc.) for the last five years;

Analysis of the factors, influencing the market development (market trends and insights, drivers and challenges);

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years (broken down by each covered country);

Analysis of the major international trade flows;

Volume, value, dynamics, segmentation (by each covered country) and analysis of imports for the last five years;

Volume, value, dynamics, segmentation (by each covered country) and analysis of exports for the last five years;

Volume and dynamics of the average import and export prices for the last five years (broken down by each covered country);

Volume, value, dynamics, segmentation and analysis of per capita consumption for the last five years (broken down by each covered country);

Forecast for market development in the medium term (volume, value and segmentation by each covered country);

Characteristics of the main players on the market;

Analysis of the competitive landscape;

Importance of the HoReCa channel (on-trade vs. off-trade consumption);

Market shares of the main market players for the whole region;

Distribution channels for retail sales;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

### How Can You Benefit from This Report?

With the help of this report you can:

Discover reliable and expert-verified market data, with which you can confidently make smarter business decisions and drive your business forward;

Track market data, including volume, value, segmentation, forecasts, dynamics and structure – past, present and future;

Quickly and cost-effectively own a strategic analysis and gain competitive intelligence about the market;

Track and identify key market trends and insights and key drivers behind recent market changes;

Strategically assess growth potential, opportunities, demand drivers and challenges on the market;

Own and compare information at both aggregate level (regionally) and for each individual country, covered in the report;

Discover the top-performing markets (strongest and weakest performers) as well as the markets, that are forecast to grow the most in the medium term (rising stars vs. yesterday's news);

Strategically assess the importance of the HoReCa channel on the market;

Discover the importance of each distribution channel for the retail market;

Build and execute upon a strong strategy based on verified market data and expert insights;

Explore and identify new market opportunities in the countries within the market;

Discover how each of the markets performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players and their respective market shares;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the market and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Save money by not having to invest in 39 country reports separately;

Get all the data you need in one place and in less than 24 hours;

Empower your marketing, branding, strategy, product and business development, consumption and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, country attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market

data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics.

#### What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 30 local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive (breaks down the overall African data into separate data for 39 countries);

Comparable (the report covers information, which has been calculated in the same units for each indicator, making it comparable among all African countries but still taking into account the local differences of the markets);

Easy to read, perceive and understand (you do not have to be a market expert to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get (you can be reading this report in less than 24 hours);

Commercially feasible - you do not have to invest in 39 country reports separately;

All in one place;

Easy to get - just a few clicks away!

What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real market data, providing valuable support to make important strategic decisions regarding:

Strategic planning;

Marketing and sales;

Market and industry evaluation;

Evaluation of market opportunities, risks and challenges;

Regional and country evaluation and opportunity analysis;

Market entry;

Market growth;

Pricing and promotion;

New product development;

Distribution;

Sourcing and supply chain  
management;

Company evaluation;

Mergers and acquisitions.

Who Is This Report for?

This report is for people who already are  
actively working on this market,  
representatives of producers, distributors,  
importers, exporters, wholesalers,  
retailers, suppliers:

Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development  
professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly  
or actively involved in the market,

representatives of investors, consultants,  
advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

#### Short Methodology

This research report has been prepared using the proven WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 30 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

#### Regional Coverage

The report on the African beer market breaks down the region into the following countries and covers every single one of them:

Africa:

Algeria;

Angola;

Benin;

Botswana;

Burkina Faso;

Burundi;

Cameroon;

Chad;

Republic of the Congo;

Egypt;

Equatorial Guinea;

Ethiopia;

Gabon;

Gambia;

Ghana;

Guinea;

Ivory Coast;

Kenya;

Lesotho;

Madagascar;

Malawi;

Mauritius;

Morocco;

Mozambique;

Namibia;

Niger;

Nigeria;

Rwanda;

Senegal;

Seychelles;

Sierra Leone;

South Africa;

Sudan;

Tanzania;

Togo;

Tunisia;

Uganda;

Zambia;

Zimbabwe.

## Product Coverage

This report covers the following product groups:

Beer (including all types of beer like lager beer, Pilsener, Ale, craft beer, dark beer, etc.; and excluding non-alcoholic beer).

#### Recap

This is the most valuable, detailed and comprehensive report about the African beer market currently available, covering 39 single countries! We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the African beer market, this research report will provide you with reliable, expert-verified and real market data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the market, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is the most in-depth publicly available business analysis that exists on this particular market. And it is all here in one place, just a few clicks away!

#### Report Customization

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more

information!

## **EXECUTIVE SUMMARY**

The beer market in Africa was equal to 21.51 billion USD (calculated in retail prices) in 2014. Until 2024, the beer market in Africa is forecast to reach 45.83 billion USD (in retail prices), thus increasing at a CAGR of 6.98% per annum for the period 2019-2024. This is a decrease, compared to the growth of about 9.00% per year, registered in 2014-2018.

The average consumption per capita in value terms reached 51.70 USD per capita (in retail prices) in 2014. In the next five years, it grew at a CAGR of 3.49% per annum. In the medium term (by 2024), the indicator is forecast to slow down its growth and increase at a CAGR of 3.31% per annum.

One of the most important trends on the beer market is the shift in consumer preference towards low and non-alcohol beers, as well as craft beers. While the alcohol consumption has decreased, the beer consumption worldwide has increased. Furthermore, due to the premiumization, which has significantly impacted the market in recent years, the beer producers across the world have been more focused on quality instead of quantity. The market has witnessed an increased proliferation of smaller and independent breweries, which are selling locally and directly to consumer. They are

trying to create a unified experience for their customers by inviting them into the breweries to taste and learn more about the whole process.

Merger and acquisition activity has been robust in the beer market during the past few years. The emergence of numerous small and independent craft breweries has boosted the consolidation trend to some point, and, subsequently, the number of merger and acquisition deals. In particular, InBev has been responsible for the largest part of the M&A deals which occurred in the last decade. The company is known for its pursuit of cost-cutting and synergy effects. In fact, one of the biggest corporate mergers in the history was the deal between the world's top brewers - Anheuser-Busch InBev and SABMiller in 2016. The takeover, worth more than 100 billion USD, provides entry for AB InBev into developing countries and continents such as China, South America and Africa, where the beer market is gaining a momentum.

## Contents

### **1. INTRODUCTION**

### **2. RESEARCH METHODOLOGY**

### **3. EXECUTIVE SUMMARY**

### **4. PRODUCT DESCRIPTION**

### **5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY**

5.1. Characteristics of the Global Demographics in 2014-2018

5.2. Characteristics of the Global Economy in 2014-2018

5.3. Forecast for the Development of the Global Economy in the Short Term

### **6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE AFRICAN BEER MARKET**

6.1. Volume, Value and Dynamics of the African Beer Market in 2014-2018

6.2. Segmentation of the African Beer Market in 2014-2018 by Countries

6.3. Trends and Insights of the African Beer Market

6.4. Profiles of the Main Players on the African Beer Market

6.5. Five Forces Analysis

6.6. Competitive Landscape on the African Beer Market

6.7. Drivers and Challenges That Will Affect the Future Development of the African Beer Market

### **7. CHARACTERISTICS AND ANALYSIS OF THE AFRICAN PRICES OF BEER IN 2014-2018**

#### **7.1. VALUE CHAIN ANALYSIS**

7.2. Structure of Price Formation

7.3. Segmentation of the Average African Retail Prices of Beer in 2014-2018 by Countries

### **8. AFRICAN FOREIGN TRADE OPERATIONS OF BEER**

8.1. African Foreign Trade Operations of Beer in 2014-2018

## **9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE IMPORTS OF BEER TO AFRICA**

- 9.1. Volume, Value and Dynamics of the Imports of Beer to Africa in 2014-2018
- 9.2. Segmentation of the Imports of Beer to Africa by Importing Countries in 2014-2018
- 9.3. Segmentation of the Average Import Prices of Beer by Importing Countries in 2014-2018

## **10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE AFRICAN EXPORTS OF BEER**

- 10.1. Volume, Value and Dynamics of the African Exports of Beer in 2014-2018
- 10.2. Segmentation of the African Exports of Beer by Exporting Countries in 2014-2018
- 10.3. Segmentation of the Average Export Prices of Beer by Exporting Countries in 2014-2018

## **11. CHARACTERISTICS AND SEGMENTATION OF THE AFRICAN CONSUMPTION OF BEER PER CAPITA**

- 11.1. Segmentation of the African Beer Consumption per Capita by Countries in 2014-2018

## **12. FORECAST FOR DEVELOPMENT OF THE AFRICAN BEER MARKET IN 2019-2024**

- 12.1. Forecast for Development of the African Beer Market in 2019-2024 in Three Possible Scenarios
  - 12.2. Forecast for Development of the African Beer Market, Broken down by Countries in 2019-2024
- About us

## List Of Tables

### LIST OF TABLES

Global population, broken down by main regions in 2014-2018, in millions of people and in %

Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2014-2018, in %, people per sq.km. and years

Age structure of the global population, broken down by main regions, in %

Sex structure of the global population, broken down by main regions, in %

Global GDP, broken down by main regions, in millions of USD

Global GNI per capita (Atlas method), broken down by main regions, in USD

Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %

Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2014-2018, in % and in constant 2011 PPP USD

Global school enrollment (tertiary education), broken down by main regions, in % of gross education

Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %

Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %

Forecasted global GDP, broken down by main regions, in billions of USD

Forecasted global GDP growth, broken down by main regions, in %

Forecasted global GDP per capita, current prices, broken down by main regions, in %

Volume and dynamics of the African beer market in 2014-2018, in million liters and in %

Value (in RSP) and dynamics of the African beer market in 2014-2018, in million USD and in %

Segmentation of the beer market in Africa by countries in 2014-2018, in million liters and in %

Segmentation of the beer market in Africa by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Importance of the HoReCa channel (on-trade vs. off-trade of beer) in 2014-2018 and forecast for 2019-2024

Segmentation of beer retail distribution in Africa by distribution channels

Market shares of the main market players for the whole region

Key financial indicators of Company A for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company B for the FY 2014 – FY 2018, in millions of USD

and in %

Key financial indicators of Company C for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company D for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company E for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company F for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company G for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company H for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company I for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company J for the FY 2014 – FY 2018, in millions of USD and in %

Segmentation of the average annual retail prices of beer in Africa, broken down by countries in 2014-2018, in USD per liter and in %

Trade balance of the beer foreign trade in Africa in 2014-2018, in million liters and in %

Trade balance of the beer foreign trade in Africa in 2014-2018, in million USD and in %

Volume and dynamics of the African imports of beer in 2014-2018, in million liters and in %

Value and dynamics of the African imports of beer in 2014-2018, in million USD and in %

Segmentation of the African imports of beer by importing countries in 2014-2018, in million liters and in %

Segmentation of the African imports of beer by importing countries in 2014-2018, in million USD and in %

Value and dynamics of the average import prices of the beer, imported to Africa by importing countries in 2014-2018, in USD per liter and in %

Volume and dynamics of the African exports of beer in 2014-2018, in million liters and in %

Value and dynamics of the African exports of beer in 2014-2018, in million USD and in %

Segmentation of the African exports of beer by exporting countries in 2014-2018, in million liters and in %

Segmentation of the African exports of beer by exporting countries in 2014-2018, in million USD and in %

Value and dynamics of the average export prices of the beer, exported from Africa by exporting countries in 2014-2018, in USD per liter and in %

Volume and dynamics of the average annual consumption of beer per capita in Africa by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of beer per capita in Africa by consuming countries in 2014-2018, in USD per capita and in %

Volume, value (in RSP) and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in million liters, in million USD and in %

Volume, value (in RSP) and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in million liters, in million USD and in %

Volume, value (in RSP) and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in million liters, in million USD and in %

Forecast for development of the beer market in Africa in 2019-2024, broken down by countries, in million liters and in %

Forecast for development of the beer market in Africa in 2019-2024, broken down by countries, in million USD and in %

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the African beer market in 2014-2018, in million liters and in %  
Value (in RSP) and dynamics of the African beer market in 2014-2018, in million USD and in %

Segmentation of the beer market in Africa in volume terms in 2018 by countries, in %  
Segmentation of the beer market in Africa in value terms (in RSP) in 2018 by countries, in %

Importance of the HoReCa channel (on-trade vs. off-trade of beer) in 2014-2018 and forecast for 2019-2024

Segmentation of beer retail distribution in Africa by distribution channels

Market shares of the main market players for the whole region

Value chain analysis, in %

Structure of price formation, in %

Deviation of the segmentation of the average annual retail prices of beer in Africa, broken down by countries in 2018, in USD per liter

Volume and dynamics of the imports of beer to Africa in 2014-2018, in million liters and in %

Value and dynamics of the imports of beer to Africa in 2014-2018, in million USD and in %

Segmentation of the imports of beer to Africa by importing countries in volume terms in 2018, in % to the total African imports

Segmentation of the imports of beer to Africa by importing countries in value terms in 2018, in % to the total African imports

Deviation of the average import prices of the beer, imported to Africa by importing countries in 2018, in USD per liter

Volume and dynamics of the African exports of beer in 2014-2018, in million liters and in %

Value and dynamics of the African exports of beer in 2014-2018, in million USD and in %

Segmentation of the African exports of beer by exporting countries in volume terms in 2018, in % to the total African exports

Segmentation of the African exports of beer by exporting countries in value terms in 2018, in % to the total African exports

Deviation of the average export prices of the beer, exported from Africa by exporting countries in 2018, in USD per liter

Deviation of the average annual consumption of beer per capita in Africa by consuming

countries in 2018 in volume terms, in liters per capita

Deviation of the average annual consumption of beer per capita in Africa by consuming countries in 2018 in value terms, in USD per capita

Volume and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in million liters and in %

Volume and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in million liters and in %

Volume and dynamics of the African beer market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in million liters and in %

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