Global Beer Market Research and Analysis, 2014-2020

Description:
Global beer market is expected to grow at a CAGR of 7% for the forecasted period of 2015-2020. Beer is the most widely consumed alcoholic beverage in the world. In 2014 total beer production reached 2 billion hectolitres. China is the leading beer producer in the world. In 2014 China produced 495 million hectolitres of beers. China is also home to top selling beers. United States and Brazil follow China in beer production. Beer market is segmented on the basis of production, packaging and category. Beer market is surging ahead due to increased consumption. Countries such as China, Brazil, India and other emerging countries are home to large population of people legally allowed to consume alcohol. Also, the introduction of flavoured and low alcohol beers are also attracting consumer who do not prefer beer due to high alcohol or sour taste.

Beer market is dominated by top 5 companies. Anheuser-Busch InBev, Heineken, Kirin Holdings, Asahi Group and SABMiller are top beer companies in terms of production. Top selling beer includes Snow, Tsingtao, Bud light, Budweiser, Heineken, Corona, Tuborg, Carlsberg are some of the most popular beers in the world.

North America is the largest market in terms of revenue. North American market is driven by high consumption of alcohol. Easy availability, eased regulation and lesser legal age for alcohol consumption. Europe is second to North America in terms of revenue. It is home to some the top brands and popular beers in the world. Europe is the most liberal market for beer consumption. Asia Pacific market is expected to witness the highest growth rate.

Contents:
1 Report Summary
1.1. Research Methods and Tools
1.2. Market Breakdown
1.2.1. by Segments
1.2.2. by Geography
1.2.3. by Stakeholders
1.2.4. Exceptions
2 Market Overview and Insights
2.1. Definition
2.2. Gap Analysis
2.3. Historical Analysis
2.4. Current Market Trends
2.5. Analyst Insight
2.5.1. Key Findings
2.5.2. Recommendation
2.5.3. Conclusion
2.6. Regulation
2.6.1. Tax Laws
2.6.1.1. United States
2.6.1.2. European Union
2.6.1.3. China
2.6.1.4. India
2.6.1.5. Rest of the World
2.6.2. Laws Related to Consumption of Alcohol
2.6.2.1. United States
2.6.2.2. European Union
2.6.2.3. China
2.6.2.4. India
2.6.2.5. Rest of the World
2.7. Top Selling Beer Brands
2.7.1. Snow (Cr Snow)
2.7.2. Tsingtao Beer (Tsingtao Brewery Co. Ltd.)
2.7.3. Bud Light (Anheuser-Busch Inbev)
2.7.4. Budweiser (Anheuser-Busch Inbev)
2.7.5. Skol (Anheuser-Busch Inbev)
2.7.6. Yangjing (Beijing Yanjing Brewery Co Ltd)
2.7.7. Heineken (Heineken Nv)
2.7.8. Harbin (Anheuser-Busch Inbev)
2.7.9. Brahma (Anheuser-Busch Inbev)
2.7.10. Coors Light (Molson Coors Brewing Co.)
2.7.11. Stella Artois (Anheuser-Busch Inbev)
2.7.12. Corona (Anheuser-Busch Inbev)
2.7.13. Foster Lager (Sabmiller Plc.)
2.7.14. Kingfisher (United Breweries; India)
2.7.15. Tuborg (Carlsberg Group)
2.7.16. Carlsberg (Carlsberg Group)

3 Market Determinant
3.1. Motivators
3.1.2. Growing Market for Craft Beers
3.1.3. Availability of Low Alcohol Beers
3.1.4. Innovations and Development of New Products
3.2. Restraint
3.2.1. Availability of Substitute Products
3.2.2. Increased Age of Alcohol Consumption
3.2.3. Heavy Regualtions and Tough Tax Laws
3.3. Opportunity
3.3.1. Emerging Markets

4 Alcoholic Beverages-Parent Market Analysis

5 Market Segmentation
5.1. Global Beer by Production Market Research and Analysis 2014-2020 ($ Billion)
5.1.1. Global Macro Brewery Market Research and Analysis 2014-2020 ($ Billion)
5.1.2. Global Micro-Brewery Market Research and Analysis 2014-2020 ($ Billion)
5.2. Global Beer by Production Market Research and Analysis 2014-2020 (Million Hectoliters)
5.2.1. Global Macro Brewery Market Research and Analysis 2014-2020 (Million Hectoliters)
5.2.2. Global Micro-Brewery Market Research and Analysis 2014-2020 (Million Hectoliters)
5.3. Global Beer by Category Market Research and Analysis 2014-2020 ($Billion)
5.3.1. Global Super Premium Beer Market Research and Analysis 2014-2020 ($Billion)
5.3.2. Global Premium Beer Market Research and Analysis 2014-2020 ($Billion)
5.3.3. Global Normal Beer Market Research and Analysis 2014-2020 ($Billion)
5.4. Global Beer by Category Market Research and Analysis 2014-2020 (Million Hectoliters)
5.4.1. Global Super Premium Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
5.4.2. Global Premium Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
5.4.3. Global Normal Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
5.5. Global Beer by Packaging Market Research and Analysis 2014-2020 ($Billion)
5.5.1. Global Canned Beer Market Research and Analysis 2014-2020 ($Billion)
5.5.2. Global Bottled Beer Market Research and Analysis 2014-2020 ($Billion)
5.5.3. Global Draught Beer Market Research and Analysis 2014-2020 ($Billion)
5.6.1. Global Canned Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
5.6.2. Global Bottled Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
5.6.3. Global Draught Beer Market Research and Analysis 2014-2020 (Million Hectoliters)

6 Competitive Landscape
6.1. Market Share Analysis
6.2. Key Company Analysis

7 Regional Analysis
7.1.1. United States Market Research and Analysis, 2014-2020
7.1.2. Canada Market Research and Analysis, 2014-2020
7.2. European Market Research and Analysis, 2014-2020
7.2.1. Western Europe Market Research and Analysis, 2014-2020
7.2.2. ROE Market Research and Analysis, 2014-2020
7.3. Asia Pacific Market Research and Analysis, 2014-2020
7.3.1. India Market Research and Analysis, 2014-2020
7.3.2. China Market Research and Analysis, 2014-2020
7.3.3. Japan Market Research and Analysis, 2014-2020
7.3.4. Roapac Market Research and Analysis, 2014-2020
7.4. Rest of the World Market Research and Analysis, 2014-2020

8 Company Profiles
8.1. Anheuser-Busch Inbev
   8.1.1. Introduction
   8.1.2. Product Portfolio
   8.1.3. Recent Activities
   8.1.4. SWOT
8.2. Asahi Breweries Ltd.
   8.2.1. Introduction
   8.2.2. Product Portfolio
   8.2.3. Recent Activities
   8.2.4. SWOT
8.3. Beijing Yanjing Brewery Co Ltd.
   8.3.1. Introduction
   8.3.2. Product Portfolio
   8.3.3. Recent Activities
   8.3.4. SWOT
8.4. Boston Beer Company
   8.4.1. Introduction
   8.4.2. Product Portfolio
   8.4.3. Recent Activities
   8.4.4. SWOT
8.5. Carlsberg Group
   8.5.1. Introduction
   8.5.2. Product Portfolio
   8.5.3. Recent Activities
   8.5.4. SWOT
8.6. China Resource Snow Breweries Ltd.
   8.6.1. Introduction
   8.6.2. Product Portfolio
   8.6.3. Recent Activities
   8.6.4. SWOT
8.7. Diageo Plc
   8.7.1. Introduction
   8.7.2. Product Portfolio
   8.7.3. Recent Activities
   8.7.4. SWOT
8.8. D.G. Yuengling & Sons Inc.
   8.8.1. Introduction
   8.8.2. Product Portfolio
   8.8.3. Recent Activities
   8.8.4. SWOT
8.9. Heineken N.V.
   8.9.1. Introduction
   8.9.2. Product Portfolio
   8.9.3. Recent Activities
   8.9.4. SWOT
8.10. Kirin Holdings Co Ltd.
   8.10.1. Introduction
   8.10.2. Product Portfolio
   8.10.3. Recent Activities
   8.10.4. SWOT
8.11. Lagunitas Brewing Co
   8.11.1. Introduction
   8.11.2. Product Portfolio
8.11.3. Recent Activities
8.11.4. SWOT
8.12. Molson Coors Brewing Co.
8.12.1. Introduction
8.12.2. Product Portfolio
8.12.3. Recent Activities
8.12.4. SWOT
8.13. New Belgium Brewing Co
8.13.1. Introduction
8.13.2. Product Portfolio
8.13.3. Recent Activities
8.13.4. SWOT
8.14.1. Introduction
8.14.2. Product Portfolio
8.14.3. Recent Activities
8.14.4. SWOT
8.15. Pabst Brewing Co
8.15.1. Introduction
8.15.2. Product Portfolio
8.15.3. Recent Activities
8.15.4. SWOT
8.16. Pabst Brewing Co.
8.16.1. Introduction
8.16.2. Product Portfolio
8.16.3. Recent Activities
8.16.4. SWOT
8.17. Sabmiller Plc.
8.17.1. Introduction
8.17.2. Product Portfolio
8.17.3. Recent Activities
8.17.4. SWOT
8.18. Sierra Nevada Brewing Co.
8.18.1. Introduction
8.18.2. Product Portfolio
8.18.3. Recent Activities
8.18.4. SWOT
8.19. Tsingtao Brewery Co. Ltd.
8.19.1. Introduction
8.19.2. Product Portfolio
8.19.3. Recent Activities
8.19.4. SWOT
8.20. United Breweries Group
8.20.1. Introduction
8.20.2. Product Portfolio
8.20.3. Recent Activities
8.20.4. SWOT

List of Tables:
Table 1 Global Beer by Production Market Research and Analysis 2014-2020 ($ Billion)
Table 2 Global Macro Brewery Market Research and Analysis 2014-2020 ($ Billion)
Table 3 Global Micro-Brewery Market Research and Analysis 2014-2020 ($ Billion)
Table 4 Global Beer by Production Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 5 Global Macro Brewery Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 6 Global Micro-Brewery Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 7 Global Beer by Category Market Research and Analysis 2014-2020 ($ Billion)
Table 8 Global Super Premium Beer Market Research and Analysis 2014-2020 ($ Billion)
Table 9 Global Premium Beer Market Research and Analysis 2014-2020 ($ Billion)
Table 10 Global Normal Beer Market Research and Analysis 2014-2020 ($ Billion)
Table 11 Global Beer by Category Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 12 Global Super Premium Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 13 Global Premium Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 14 Global Normal Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 15 Global Beer by Packaging Market Research and Analysis 2014-2020 ($Billion)
Table 16 Global Canned Beer Market Research and Analysis 2014-2020 ($Billion)
Table 17 Global Bottled Beer Market Research and Analysis 2014-2020 ($Billion)
Table 18 Global Draught Beer Market Research and Analysis 2014-2020 ($Billion)
Table 19 Global Beer by Packaging Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 20 Global Canned Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 21 Global Bottled Beer Market Research and Analysis 2014-2020 (Million Hectoliters)
Table 22 Global Draught Beer Market Research and Analysis 2014-2020 (Million Hectoliters)

List of Figures:
Figure 1 North American Market Research and Analysis, 2014-2020
Figure 2 United States Market Research and Analysis, 2014-2020
Figure 3 Canada Market Research and Analysis, 2014-2020
Figure 4 European Market Research and Analysis, 2014-2020
Figure 5 Western Europe Market Research and Analysis, 2014-2020
Figure 6 Roe Market Research and Analysis, 2014-2020
Figure 7 Asia Pacific Market Research and Analysis, 2014-2020
Figure 8 India Market Research and Analysis, 2014-2020
Figure 9 China Market Research and Analysis, 2014-2020
Figure 10 Japan Market Research and Analysis, 2014-2020
Figure 11 Roapac Market Research and Analysis, 2014-2020
Figure 12 Rest of the World Market Research and Analysis, 2014-2020

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