Global Beer Market - Growth Trends and Forecasts (2016 - 2021)

Description: Market Insights

Beer is considered as the most cherished and leading alcoholic drink, globally. Beer accounts for 74.58% of the global alcoholic drinks market share. India, China, the USA, Brazil, Russia, Germany, and Mexico are among the leading markets in the world. Beer sale is following an upward trend, worldwide, with many brands now exploiting niche segments like malt liquors, alternatives, ice beers, and non-alcoholic beers, on account of increasing health consciousness among drinkers. The global beer market was valued at USD 520 billion in 2015 and is expected to reach USD 736 billion by 2021, with 6.0% CAGR during the forecast period of 2016-2021.

Market Dynamics

The global beer market is fueled by few drivers such as, changing lifestyle and consumption habits of alcoholic drinks, rapid urbanization, and high disposable income, and popularity among younger generation for beer products. However, there are a few restraints that are slowing down the pace of the industry, such as heavy taxation and legal regulations, health issues of beer consumption, and availability of beer substitutes. Innovative products with flavored and crafted beer and growing demand for imported beer are expected to provide the future growth opportunities for the industry.

Market Segmentation

The whole beer market can be segmented into four major segments, by the product type, category, packaging, and geography. By the product type, beer can be classified as light and strong beer; wherein, strong beer covers more than 60% of the global beer demand. Light beer would grow at a faster pace due to health consciousness among drinkers. By category, beer market can be segmented into premium, super premium, and standard beer. Premium beer segment is expected to register a high CAGR of 6.5% during the forecast period. The packaging segment is broadly categorized into canned, bottled and drought beer. Given the shifting buying pattern and attitude, demand for can beer is becoming more prevalent, globally.

Regional Analysis

Asia-Pacific region is the largest and fastest growing market for beer consumption. This region alone accounted for 36.8% share of the global beer market. The regional beer market growth is supported by a large population, more youngsters, growing middle class, and disposable incomes. Europe is the second largest consumer of beer, and its market growth rate is steady, currently. North America is the only region that recorded a drop in overall beer consumption, annually. South America and Africa are other developing regions and recorded a significant pace in the beer consumption.

Competitive Environment

The competition in the global beer market is reported to be high mostly in the developed countries, such as North America and Europe; these markets are at a saturation level with a slow growth rate and steady demand. In the North American region, total beer consumption is reported to be on the decline. Multiple product launches, innovative product packaging, flavored and crafted beers, huge marketing & promotional activities, and mergers and acquisitions with smaller level players, have been strong business strategies for the market growth in the region.

The top players of beer markets include -

Asahi Group Holdings Ltd
Anheuser-Busch InBev
Carlsberg Group
Heineken N.V
Molson Coors Brewing Company
SABMiller Plc
Tsingtao Brewery

Key Deliverables in the Study

Market analysis for the global beer market, with region specific assessments and competition analysis on a global and regional scale.

Market definition along with the identification of key drivers and restraints.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their market share.

Identification and analysis of the macro and micro factors at both global and regional levels.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

A wide-ranging knowledge and insight about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.

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Contents:

1. Introduction
   1.1 Key Deliverables of the study
   1.2 Study Assumptions
   1.3 Market Definition
2. Research Approach & Methodology
   2.1 Introduction
   2.2 Research Designs
   2.3 Study Timelines
2.4 Study Phases

2.4.1 Secondary Research

2.4.2 Discussion Guide

2.4.3 Market Engineering and Econometric Modelling

2.4.4 Expert Validation

3. Key Findings

4. Market Dynamics

4.1 Drivers

4.1.1 Changing Lifestyle and Consumption Habits of Alcoholic Drinks

4.1.2 Rapid Urbanization and High Disposable Incomes

4.1.3 Popularity Among Younger Generation for Beer Products

4.2 Constraints

4.2.1 Heavy Taxation and Legal Regulations

4.2.2 Health Issues Related to Beer Consumption

4.2.3 Availability of Other Substitutes For Beer

4.3 Opportunities

4.3.1 Innovative Products with Flavored and Crafted Beer

4.3.2 Growing Demand for Imported Beer

4.4 Porter's Five Forces Analysis

4.4.1 Bargaining Power of Suppliers

4.4.2 Bargaining Power of Buyers

4.4.3 Threat of New Entrants

4.4.4 Threat of Substitute Products and Services

4.4.5 Degree of Competition

5. Market Segmentation

5.1 By Product Types

5.1.1 Light Beer

5.1.2 Strong Beer

5.2 By Category

5.2.1 Premium Beer

5.2.2 Super Premium
5.2.3 Standard Beer

5.3 By Packaging
5.3.1 Bottled Beer
5.3.2 Canned Beer
5.3.3 Drought Beer

5.4 By Geography
5.4.1 North America
5.4.1.1 U.S.
5.4.1.2 Canada
5.4.1.3 Mexico
5.4.1.4 Others

5.4.2 Europe
5.4.2.1 Germany
5.4.2.2 U.K.
5.4.2.3 France
5.4.2.4 Spain
5.4.2.5 Italy
5.4.2.6 Russia
5.4.2.7 Others

5.4.3 Asia-Pacific
5.4.3.1 China
5.4.3.2 Japan
5.4.3.3 India
5.4.3.4 Australia
5.4.3.5 Others

5.4.4 South America
5.4.4.1 Brazil
5.4.4.2 Argentina
5.4.4.3 Others

5.4.5 Africa
5.4.5.1 South Africa
5.4.5.2 Others
6. Competitive Landscape
7. Company Profiles
  7.1 Asahi Group Holdings Ltd
  7.2 Anheuser-Busch InBev
  7.3 Boston Beer Company
  7.4 Beijing Yanjing Brewery Ltd
  7.5 Breckenridge Brewery
  7.6 Camden Town Brewery
  7.7 Carlsberg Group
  7.8 China Resources Enterprise
  7.9 Diageo Plc
  7.10 FEMSA
  7.11 Four Peaks Brewing Company
  7.12 Grupo Modelo
  7.13 Heineken N.V.
  7.14 Interbrew Company
  7.15 Kirin Holdings Co Ltd
  7.16 Molson Coors Brewing Company
  7.17 SABMiller Plc
  7.18 Tsingtao Brewery
  7.19 United Breweries Group (UB Group)

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