

Beer in India

Market Direction | 2022-10-17 | 31 pages | Euromonitor

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Report description:

In 2020, beer faced the steepest decline because the 41-day lockdown coincided with peak consumption season in India. Additionally, as beer has a limited shelf life, many manufacturers were forced to destroy inventory. While the second wave of the pandemic in the first half of 2021 presented challenges for on-trade's recovery, off-trade availability was not impacted. In addition, close to half of beer sales occur during the summer months and India experiencing an early summer boded well for the...

Euromonitor International's Beer in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BEER IN INDIA

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Low base and new launches drive recovery of beer in India

On-trade gradually recovers, supported by increasing mobility and outlet footprint

Taxation continues to be the most significant factor limiting beer's growth

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Premiumisation supports beer manufacturers as they continue to grapple with inflation

Beer players will continue to diversify across channels over forecast period

E-commerce can disrupt distribution, but current implementation needs developing

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