

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.

Table of Contents:

Beer in India
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List Of Contents And Tables

BEER IN INDIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2021

Summary 2 Number of Breweries 2017-2021

CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2016-2021

Table 2 Sales of Beer by Category: Total Value 2016-2021

Table 3 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Beer by Craft vs Standard 2016-2021

Table 10 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 11 NBO Company Shares of Beer: % Total Volume 2017-2021

Table 12 LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 13 Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 14 Forecast Sales of Beer by Category: Total Value 2021-2026

Table 15 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 16 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

ALCOHOLIC DRINKS IN INDIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 3 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 4 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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SOURCES

Summary 5 Research Sources

Beer in India

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