

Beer in India

Market Direction | 2023-10-20 | 30 pages | Euromonitor

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Report description:

Beer volumes surpassed pre-COVID-19 levels in 2022. This was partly attributable to India's historically low per capita consumption and the lower starting point created by the pandemic. Indeed, 2020 witnessed a significant decline in beer consumption due to a 41-day lockdown that coincided with India's peak beer drinking season. This situation posed a challenge for beer manufacturers as the product has a limited shelf life, leading to the disposal of a significant portion of their inventory. Wit...

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 (2018-2022), 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 2027 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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unusually warm summer weather and low level of consumption ensure that demand for beer surpasses pre-COVID-19 levels

Companies launch premium products to counter inflation

Beer companies look at forward integration to provide holistic experience

PROSPECTS AND OPPORTUNITIES

High rate of taxation will prove to be most significant impediment during the forecast period

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MARKET BACKGROUND

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Legal purchasing age and legal drinking age

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