

India Beer Market Report and Forecast 2024-2032

Market Report | 2023-12-22 | 178 pages | EMR Inc.

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Report description:

India Beer Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India beer market is projected to grow at a CAGR of 9.2% between 2024 and 2032. Aided by the changing social norms in the country, the market is expected to grow significantly by 2032.

Beer, a widely consumed alcoholic beverage, has gained significant traction in India due to evolving social norms, changing lifestyles, and a growing preference for low-alcohol drinks. The increasing acceptance of social drinking, coupled with the rising disposable incomes, particularly among the young and middle-class population, has fuelled the demand for beer in the country. The burgeoning cafe culture and the proliferation of microbreweries have also contributed significantly to the India beer market growth. The younger demographic, seeking diverse flavours and unique experiences, has shown a marked preference for craft beers, leading to a surge in the number of microbreweries and brewpubs across urban centres.

Additionally, the Indian beer market is witnessing a shift in consumer preferences, with a growing inclination towards premium and international beer brands. This shift is attributed to increased international exposure and the desire for quality and distinctiveness in alcoholic beverages.

Marketing and branding strategies by the key players further influence the India beer market outlook. Prominent players in the industry are investing heavily in advertising campaigns, product innovation, and attractive packaging to entice the younger population. Seasonal and festival-related promotions have become a norm, further augmenting beer sales in the country. The Indian government's regulatory landscape presents both opportunities and challenges for the beer industry. While there are stringent regulations and high taxes on alcoholic beverages, progressive policies in certain states have paved the way for the establishment of microbreweries and the promotion of low-alcohol-content beers.

The emergence of online retail and home delivery services for alcoholic beverages, especially during the pandemic, has opened new avenues for India beer market growth. This trend has provided convenience to consumers and has expanded the reach of beer brands to a wider audience.

Market Segmentation

The market can be divided based on product, type, quality, packaging type, production, and region.

Market Breakup by Product

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- Lager
- Ale
- Craft
- Others

Market Breakup by Type

- Strong
- Mild

Market Breakup by Quality

- Standard
- Premium
- Super Premium

Market Breakup by Packaging Type

- Bottles
- Cans
- Others

Market Breakup by Production

- Marco-Brewery
- Micro-Brewery
- Craft-Brewery

Market Breakup by Region

- North India
- West and Central India
- East India
- South India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India beer market. Some of the major players explored in the report by Expert Market Research are as follows:

- United Breweries Holdings Limited
- Carlsberg Group
- B9 Beverages Pvt. Ltd
- Anheuser-Busch InBev
- Devans Modern Breweries Ltd.
- Heineken N.V.
- SABMiller plc
- Sinq Beverage Pvt Ltd.
- Sona Beverages Private Limited
- White Rhino Brewing Co.
- Others

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