

## **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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## **Table of Contents:**

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Global Beer Market Overview
  - 8.1 Key Industry Highlights
  - 8.2 Global Beer Historical Market (2018-2023)
  - 8.3 Global Beer Market Forecast (2024-2032)
  - 8.4 Global Beer Market Share by Region
    - 8.4.1 North America
    - 8.4.2 Europe
    - 8.4.3 Asia Pacific
    - 8.4.4 Latin America
    - 8.4.5 Middle East and Africa
- 9 India Beer Market Overview
  - 9.1 Key Industry Highlights
  - 9.2 India Beer Historical Market (2018-2023)
  - 9.3 India Beer Market Forecast (2024-2032)
- 10 India Beer Market by Product
  - 10.1 Lager
    - 10.1.1 Historical Trend (2018-2023)
    - 10.1.2 Forecast Trend (2024-2032)
  - 10.2 Ale
    - 10.2.1 Historical Trend (2018-2023)
    - 10.2.2 Forecast Trend (2024-2032)
  - 10.3 Craft
    - 10.3.1 Historical Trend (2018-2023)
    - 10.3.2 Forecast Trend (2024-2032)
  - 10.4 Others

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- 11 India Beer Market by Type
  - 11.1 Strong
    - 11.1.1 Historical Trend (2018-2023)
    - 11.1.2 Forecast Trend (2024-2032)
  - 11.2 Mild
    - 11.2.1 Historical Trend (2018-2023)
    - 11.2.2 Forecast Trend (2024-2032)
- 12 India Beer Market by Quality
  - 12.1 Standard
    - 12.1.1 Historical Trend (2018-2023)
    - 12.1.2 Forecast Trend (2024-2032)
  - 12.2 Premium
    - 12.2.1 Historical Trend (2018-2023)
    - 12.2.2 Forecast Trend (2024-2032)
  - 12.3 Super Premium
    - 12.3.1 Historical Trend (2018-2023)
    - 12.3.2 Forecast Trend (2024-2032)
- 13 India Beer Market by Packaging Type
  - 13.1 Bottles
    - 13.1.1 Historical Trend (2018-2023)
    - 13.1.2 Forecast Trend (2024-2032)
  - 13.2 Cans
    - 13.2.1 Historical Trend (2018-2023)
    - 13.2.2 Forecast Trend (2024-2032)
  - 13.3 Others
- 14 India Beer Market by Production
  - 14.1 Marco-Brewery
    - 14.1.1 Historical Trend (2018-2023)
    - 14.1.2 Forecast Trend (2024-2032)
  - 14.2 Micro-Brewery
    - 14.2.1 Historical Trend (2018-2023)
    - 14.2.2 Forecast Trend (2024-2032)
  - 14.3 Craft-Brewery
    - 14.3.1 Historical Trend (2018-2023)
    - 14.3.2 Forecast Trend (2024-2032)
- 15 India Beer Market by Region
  - 15.1 North India
    - 15.1.1 Historical Trend (2018-2023)
    - 15.1.2 Forecast Trend (2024-2032)
  - 15.2 West and Central India
    - 15.2.1 Historical Trend (2018-2023)
    - 15.2.2 Forecast Trend (2024-2032)
  - 15.3 East India
    - 15.3.1 Historical Trend (2018-2023)
    - 15.3.2 Forecast Trend (2024-2032)
  - 15.4 South India
    - 15.4.1 Historical Trend (2018-2023)

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- 15.4.2 Forecast Trend (2024-2032)
- 16 Market Dynamics
  - 16.1 SWOT Analysis
    - 16.1.1 Strengths
    - 16.1.2 Weaknesses
    - 16.1.3 Opportunities
    - 16.1.4 Threats
  - 16.2 Porter's Five Forces Analysis
    - 16.2.1 Supplier's Power
    - 16.2.2 Buyer's Power
    - 16.2.3 Threat of New Entrants
    - 16.2.4 Degree of Rivalry
    - 16.2.5 Threat of Substitutes
  - 16.3 Key Indicators for Demand
  - 16.4 Key Indicators for Price
- 17 Value Chain Analysis
- 18 Trade Data Analysis (HS Code - 2203)
  - 18.1 Major Importing Countries
    - 18.1.1 By Volume
    - 18.1.2 By Value
  - 18.2 Major Exporting Countries
    - 18.2.1 By Volume
    - 18.2.2 By Value
- 19 Price Analysis
- 20 Competitive Landscape
  - 20.1 Market Structure
  - 20.2 Company Profiles
    - 20.2.1 United Breweries Holdings Limited
      - 20.2.1.1 Company Overview
      - 20.2.1.2 Product Portfolio
      - 20.2.1.3 Demographic Reach and Achievements
      - 20.2.1.4 Certifications
    - 20.2.2 Carlsberg Group
      - 20.2.2.1 Company Overview
      - 20.2.2.2 Product Portfolio
      - 20.2.2.3 Demographic Reach and Achievements
      - 20.2.2.4 Certifications
    - 20.2.3 B9 Beverages Pvt. Ltd
      - 20.2.3.1 Company Overview
      - 20.2.3.2 Product Portfolio
      - 20.2.3.3 Demographic Reach and Achievements
      - 20.2.3.4 Certifications
    - 20.2.4 Anheuser-Busch InBev
      - 20.2.4.1 Company Overview
      - 20.2.4.2 Product Portfolio
      - 20.2.4.3 Demographic Reach and Achievements
      - 20.2.4.4 Certifications

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- 20.2.5 Devans Modern Breweries Ltd.
  - 20.2.5.1 Company Overview
  - 20.2.5.2 Product Portfolio
  - 20.2.5.3 Demographic Reach and Achievements
  - 20.2.5.4 Certifications
- 20.2.6 Heineken N.V.
  - 20.2.6.1 Company Overview
  - 20.2.6.2 Product Portfolio
  - 20.2.6.3 Demographic Reach and Achievements
  - 20.2.6.4 Certifications
- 20.2.7 SABMiller plc
  - 20.2.7.1 Company Overview
  - 20.2.7.2 Product Portfolio
  - 20.2.7.3 Demographic Reach and Achievements
  - 20.2.7.4 Certifications
- 20.2.8 Sinq Beverage Pvt Ltd.
  - 20.2.8.1 Company Overview
  - 20.2.8.2 Product Portfolio
  - 20.2.8.3 Demographic Reach and Achievements
  - 20.2.8.4 Certifications
- 20.2.9 Sona Beverages Private Limited
  - 20.2.9.1 Company Overview
  - 20.2.9.2 Product Portfolio
  - 20.2.9.3 Demographic Reach and Achievements
  - 20.2.9.4 Certifications
- 20.2.10 White Rhino Brewing Co.
  - 20.2.10.1 Company Overview
  - 20.2.10.2 Product Portfolio
  - 20.2.10.3 Demographic Reach and Achievements
  - 20.2.10.4 Certifications
- 20.2.11 Others

## 21 Key Trends and Developments in the Market

### List of Key Figures and Tables

1. Global Beer Market: Key Industry Highlights, 2018 and 2032
2. India Beer Market: Key Industry Highlights, 2018 and 2032
3. India Beer Historical Market: Breakup by Product (USD Million), 2018-2023
4. India Beer Market Forecast: Breakup by Product (USD Million), 2024-2032
5. India Beer Historical Market: Breakup by Type (USD Million), 2018-2023
6. India Beer Market Forecast: Breakup by Type (USD Million), 2024-2032
7. India Beer Historical Market: Breakup by Quality (USD Million), 2018-2023
8. India Beer Market Forecast: Breakup by Quality (USD Million), 2024-2032
9. India Beer Historical Market: Breakup by Packaging Type (USD Million), 2018-2023
10. India Beer Market Forecast: Breakup by Packaging Type (USD Million), 2024-2032
11. India Beer Historical Market: Breakup by Production (USD Million), 2018-2023
12. India Beer Market Forecast: Breakup by Production (USD Million), 2024-2032
13. India Beer Historical Market: Breakup by Region (USD Million), 2018-2023
14. India Beer Market Forecast: Breakup by Region (USD Million), 2024-2032

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15. Major Importing Countries by Volume
16. Major Exporting Countries by Volume
17. Major Importing Countries by Value
18. Major Exporting Countries by Value
19. India Beer Market Structure

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