

## **Asia-Pacific Beer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2018 - 2029**

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### **Report description:**

The Asia-Pacific Beer Market size is estimated at USD 228.81 billion in 2024, and is expected to reach USD 295.81 billion by 2029, growing at a CAGR of 5.27% during the forecast period (2024-2029).

Significant changes in the social lifestyle of the working population have majorly contributed to the growth of the Asia-Pacific beer market. The rise in disposable income has led to high demand for premium and expensive beer among consumers. Social media, regional and local events, and advertising play a vital role in the artisan movement, leading to an increase in craft beer demand across the region. For example, BentSpoke Brewing's Crankshaft IPA retained its crown as Australia's favorite craft beer in the annual GABS Festival Hottest 100 beer countdown.

Due to its rich and lively flavor, different variants of beer are more appealing to millennials across the region. The market players are engaged in several product innovations as a result of the growing demand for beers among the young population and the region's growing desire for low-alcohol beers. Observing the immense growth potential in the Asia-Pacific region, international players are tapping the markets in developing economies such as India and China. Additionally, manufacturers have been experimenting and launching innovative products by drawing inspiration from the regional beverages of Asian countries. For example, in 2022, "Imagined in India," a limited edition of four seasonal beers inspired by regional ingredients and creative culture, was launched by the Indian brewery Bira 91. Bollywood IPA, Kokum Sour, Brown Ale, and Mango Lassi were among the beers offered. Bira's Wheat Ale and a "milkshake beer" were combined to create the Mango Lassi. Such innovations have piqued the interests of consumers and in turn contributed towards the growth of the market studied.

Asia Pacific (APAC) Beer Market Trends

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## China Dominating Beer Production

A wide range of beers is available in the market, each with its own characteristic tastes and flavors. A considerable increase in beer consumption has been observed in India due to its growing youth population with a preference for beer. Changing lifestyles and consumer preferences have considerably boosted the adoption of beer in the Asia-Pacific region. Owing to the increasing demand in the region, companies operating in the region have grown to feed the demand of other countries as well. Notably, China recorded the highest beer production across the Asia-Pacific region, followed by Thailand and Singapore.

Although alcohol has been produced and consumed in China for a very long time, the country's alcohol sector has only recently begun to play a significant role on the global stage, particularly in the case of beer. Market growth for beer in China has been rapid. Craft brewers are starting to target more affluent customers after years of witnessing the oversaturation of the Chinese market by mass-produced light lagers. According to the National Bureau of Statistics of China, beer production in China increased from over 34.11 billion liters in 2020 to about 35.6 billion liters in 2021. The production and availability of a wide range of beers across the region are driving the beer market across the country.

## Growing Preference for Low Alcohol by Volume (ABV)

There has been a consistent growth in preference for low-alcohol by-volume beverages, and the sales of no-alcohol and low-alcohol beers have been rising with the growing interest from health-conscious consumers and a wider choice of new ranges with improved taste. Another driving factor is that the low-alcohol beers are now cheaper than their high-alcoholic equivalents, for those of 2.8% ABV and less. The cost reduction would drive the market for low-alcohol such as craft beer. The scenario is much more prominent in developing countries like China, Singapore, Australia, and India.

One of the most consumed alcoholic beverages across the Asia-Pacific region is beer. The consumption of beer, especially non- and low-alcoholic beers, is rising noticeably during the current year. The low alcohol-by-volume beers' sensory properties are quite comparable to those of their alcoholic equivalents, but their psychoactive properties are diminished by the absence of alcohol. In addition, these drinks are a preferable substitute for soft drinks (for adults), especially sweetened carbonated beverages, due to their low-calorie contents. According to National Drug Strategy Household Survey during the current year, 12.8% alternate between alcoholic and non-alcoholic drinks. The health consciousness among consumers has led to the creation of opportunities for low alcohol-by-volume beer, driving the market across the region.

## Asia Pacific (APAC) Beer Industry Overview

The major players engaged in providing beer in the Asia-Pacific region are Asahi Breweries Ltd, Heineken NV, Anheuser-Busch InBev, Carlsberg Group, SABMiller PLC, Kirin Holdings Co Ltd, and others. The market is fragmented, as a large number of people are engaged in catering to the surging demand of the region. The key strategies adopted by the companies include product innovations, expansions, and strategic partnerships to attain a competitive advantage in the market. Mergers and acquisitions are found to be popular in the region among some companies to increase sales and meet the demands of consumers. The growth is supplemented by rising disposable incomes and changing lifestyles of consumers.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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