

Beer in India

Market Direction | 2024-10-03 | 29 pages | Euromonitor

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Report description:

In 2023, beer maintained double-digit total volume growth in India, but the rate of increase saw a slowdown to 10%, after two years of growth at over 30%. However, it should be noted that in 2020 India saw a significant drop in beer consumption due to a 41-day lockdown that coincided with the peak beer-drinking season. Therefore, the strong growth in these years was due to growth from a very low base. Sales returned to the pre-pandemic level in 2022, which therefore hampered growth in 2023. In a...

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 (2019-2023), 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 2028 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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Table of Contents:

Beer in India
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List Of Contents And Tables

BEER IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer witnesses a slowdown, following two years of exceptional growth

Heineken leads the oligopoly in beer in India

A challenging macroeconomic environment and the associated rising cost of living hinder the growth of smaller players in craft beer

PROSPECTS AND OPPORTUNITIES

Lack of differentiation in taxation between low ABV and high ABV categories, coupled with the inability to set prices, restricts the growth of beer

Premiumisation will remain a strategic priority for companies throughout the forecast period

Retail e-commerce remains underdeveloped and has scope for expansion

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2023

Table 1 Number of Breweries 2019-2023

CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2018-2023

Table 3 Sales of Beer by Category: Total Value 2018-2023

Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 Sales of Beer by Craft vs Standard 2018-2023

Table 11 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN INDIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

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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

Table 18 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 Research Sources

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