

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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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

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