

India Beer Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-08-11 | 107 pages | EMR Inc.

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Report description:

The India beer market attained a value of INR 483.10 Billion in 2024 . The market is expected to grow at a CAGR of 9.90% during the forecast period of 2025-2034. By 2034, the market is expected to reach INR 1241.69 Billion .

The India beer market is increasingly driven by its young, urban population. As per the Economic Survey 2024, over 50% of India's population was below 30 years of age, adding to the beer consumption. Younger Indians, especially in metro cities, are open to experimenting with alcoholic beverages. Lifestyle changes, growing social acceptance of drinking, and exposure to global cultures have made beer a preferred casual drink. Urban consumers are also looking for premium, international experiences, further fuelling demand for diverse beer styles and brands. These shifts contribute significantly to market expansion and new consumption occasions.

Sustainability is becoming an important consideration for beer companies in India. Consumers and investors are pushing for environmentally responsible practices. Breweries are responding by reducing water usage, adopting eco-friendly packaging, and sourcing local ingredients. Some are investing in renewable energy for brewing operations. In June 2022, Corona launched 100% biodegradable six-pack in India using barley straw, reinforcing eco-friendly packaging for its iconic Mexican lager beer. By promoting green credentials, breweries align with global ESG trends and appeal to a growing segment of ethically minded consumers. Sustainable brewing also helps reduce operating costs over time, offering both ecological and financial benefits.

Key Trends and Recent Developments

January 2025

AB InBev committed USD 121 million (INR 1,000 crore) to establish a cutting-edge brewery in Unnao, Uttar Pradesh. Announced at Davos 2025, this investment will boost production capacity, generate jobs, and reinforce AB InBev's growth in the Indian beer

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market through a formal MoU with the UP government.

November 2024

LB Brewers (Latamarcem Brewers) launched MAKA di Oo Long Blanche, India's first bottled tea beer, in partnership with Taiwan's Jim & Dad's Brewing Company. This limited edition brew blends Belgian Blanche wheat beer with authentic Xiangzhuang Red Oolong tea flown in from Taiwan. At 4-5% ABV and ₹150, it debuts in Goa and Taipei.

September 2024

SOM Distilleries & Breweries Ltd. launched Woodpecker Premium Beer, India's first beer featuring a twist-cap bottle design. Debuting in Karnataka, this cross malt brew uses imported two row barley, Indian malts, and German hops and its twist cap offers effortless opening, redefining convenience and elevating India's beer experience.

June 2024

India's leading brewers, including United Breweries, AB InBev, and Carlsberg, jointly launched the Brewers Association of India (BAI), in partnership with the global World Brewing Alliance. Based in Delhi under Vinod Giri, BAI aims to promote sustainable growth, responsible consumption, innovation, and unified industry advocacy.

Premiumization and Product Innovation

Premiumization is a key trend in the India beer industry. Consumers increasingly seek quality over quantity, pushing brewers to innovate and upgrade their offerings. High-end brands, international imports, flavoured beers, and low-calorie options are now in demand. In April 2024, American craft brewer New Belgium partnered with Bira 91 to release a limited edition, tamarind infused Belgian style Dubbel "Chutney Sour." Companies are focusing on packaging design, branding, and limited-edition variants to stand out. This shift aligns with broader global trends and changing consumer expectations in India.

Rising Disposable Income

India's growing middle class and increasing disposable incomes have made beer more accessible to a wider audience. As per the GDP data, India's per capita disposable income was expected to touch ₹2.14 lakh in 2023-24. With rising earnings, consumers are willing to spend more on leisure and lifestyle products, including alcoholic beverages. This trend has also led to a shift from cheaper spirits to more premium beer offerings. Increased affordability has also encouraged consumers to explore new brands, flavours, and craft options, expanding the overall market base.

E-commerce and Digital Transformation

The accelerated digital adoption and discussions around legalizing e-commerce is proving favourable for the India beer industry. With the growth of food delivery apps and digital payments, the potential for e-commerce as a driver of convenience and variety is immense. In July 2024, Swiggy and Zomato disclosed plans of a pilot home delivery of low alcohol drinks, such as beer, wine, liqueurs in Delhi, Karnataka, Kerala, Goa. Moreover, breweries and brands also use digital channels for marketing, consumer education, and engagement, especially on social media platforms.

Tourism and Experiential Drinking

India's growing tourism and hospitality sectors are boosting beer consumption. With rising numbers of domestic and international

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travellers, especially in Goa, Kerala, Himachal Pradesh, and Rajasthan, beer is increasingly featured in resort, airports and leisure experiences. In November 2024, Susegado, India's first airport microbrewery was launched at Goa airport for serving authentic Goan beer to enhance traveler experience. Tourists often prefer lighter, session able drinks, making beer a natural choice. Additionally, the rise of beer festivals, brewery tours, and taproom experiences has popularized beer as part of leisure culture.

Entry of International Brands and Collaborations

The Indian beer market is witnessing increased participation from global beer giants and boutique international labels. Many international players are entering via joint ventures, licensing agreements, or local production facilities. In June 2025, Heineken NV invested ₹2,500-3,000 crore to establish its first Asia-Pacific Global Capability Center in Hyderabad to strengthen its presence and operations in India. These brands bring advanced brewing techniques, diverse product portfolios, and global marketing expertise. Collaborations between Indian craft brewers and international breweries are also expanding the flavour spectrum.

India Beer Industry Segmentation

The EMR's report titled "India Beer Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Breakup by Product

- Lager
- Ale
- Craft
- Others

Key Insight: Lager is the most dominant segment in the India beer market, due to its light, crisp taste and mass appeal. Popular among first-time and casual drinkers, lager is widely available and priced competitively. Leading brands offer strong and mild lager options that cater to a wide audience. In April 2025, Simba Beer and Rolling Mills Brewery co-created Los Pablos, a limited-edition Mexican lager, launching first in Goa outlets. With major breweries focusing on large-scale production and distribution, lager remains the go-to choice for mainstream beer consumers in India.

Breakup by Type

- Strong
- Mild

Key Insight: Strong beer contributes to the India beer market, especially in Karnataka, Kerala, and West Bengal, due to its higher alcohol content. Brands like Kingfisher Strong and Haywards 5000 lead this segment, offering robust flavors and higher alcohol strength. Strong beers also command significant sales volumes in rural and semi-urban areas where affordability and alcohol content are key purchase drivers. As per industry reports, over 85% of beer consumed across India is strong beer, which typically has ABV (alcohol by volume) of 5 to 8%. With this, strong beer remains a major contributor to the overall beer market revenue in India.

Breakup by Quality

- Standard
- Premium

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- Super Premium

Key Insight: The standard beer demand in India is growing driven by affordability and wide availability. This segment includes well-known brands offering both mild and strong lagers. Standard beers cater to mass-market consumers in both urban and rural regions, where price sensitivity is high. In March 2025, United Breweries rolled out a premium standard lager, Kingfisher Ultra Max Draught Beer in Karnataka to deliver a balanced taste and elevated beer experience in pub and on tap formats. Consistent taste, easy accessibility, and aggressive distribution also help sustain large volume sales.

Breakup by Packaging Type

- Bottles
- Cans
- Others

Key Insight: Glass bottles represent a significant packaging format in the India beer market, due to affordability, reusability, and familiarity. Most mainstream and premium beer brands primarily use bottles as they offer better shelf stability and distribution across liquor stores, bars, and restaurants. In February 2025, India's first bottled Basmati rice beer Aroz was launched in Goa for offering a crisp, low bitterness. Returnable bottles are also favored in semi-urban and rural markets for their cost-effectiveness. This segment continues to lead in volume sales, accounting for the bulk of India's beer consumption due to established infrastructure and consumer habits.

Breakup by Production

- Macro-Brewery
- Micro-Brewery
- Craft-Brewery

Key Insight: Macro-breweries are fostering the India beer market share as they control the majority of volume and revenue via large-scale production and extensive distribution networks. These breweries produce standard lagers, strong beers, and premium variants, catering to urban and rural consumers. In November 2023, United Breweries introduced Heineken Silver Draught Beer in India to provide consumers with premium and smooth-tasting beverage for social occasions. The macro-brewery segment's economies of scale and brand recognition ensure it remains the market's backbone despite growing craft interest.

Breakup by Region

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

Key Insight: North India is the largest regional segment of the beer market in India, driven by Delhi, Haryana, Punjab, and Uttar Pradesh. This region has a strong beer culture with high consumption of both strong and premium beers. As per industry reports, beer sales in Delhi witnessed a rise at 7% between April 1 and September 30 of 2024. Major players, such as United Breweries and Carlsberg have focused on aggressive marketing and distribution here. Brands, such as Kingfisher and Carlsberg are widely popular, and craft breweries are emerging in Delhi and Gurgaon, contributing to the market's vibrancy and growth.

India Beer Market Share

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Ale & Craft Beer to Gain Popularity in India

Ale holds a significant share in the India beer market, especially among discerning consumers in metropolitan areas. With its fuller body, complex flavour profile, and higher hop content, ale appeals to those seeking a more intense beer experience. Brands and imported labels have introduced Indian drinkers to styles, such as pale ale, IPA, and stout. Ale's growth is supported by premium pricing and increasing availability at upscale bars, restaurants, and niche retail outlets in urban centres.

Craft beer represents the dynamic segment in the India beer industry. Characterized by small-batch production, experimental flavours, and artisanal brewing techniques, craft beer caters to a niche audience seeking authenticity and innovation. In August 2024, prominent Indian craft brewery Effingut introduced its signature Bavarian Wheat Beer and InCider Ale Kashmiri Apple in 500-ml cans. Festivals, taprooms, and premium positioning continue to fuel this segment's evolution, despite regulatory and scalability challenges.

Surging Demand for Mild Beer in India

Mild beer, characterized by lower alcohol content, holds a smaller share of the India beer industry as it appeals mostly to urban consumers and first-time beer drinkers who prefer lighter, smoother flavours suitable for social and casual occasions. Premium and standard lagers dominate this segment, attracting youth and middle-class consumers seeking quality and taste over strength. In February 2025, Medusa Beverages launched Medusa Air, a low-alcohol mild beer offering that emphasizes light taste and easy drinking. The segment growth is also supported by increased health consciousness and premiumization trends.

Premium & Super Premium Beer to Record Preference in India

The premium beer segment in India is growing rapidly, fuelled by urbanization, rising disposable income, and changing lifestyles. Brands are offering smoother, more refined taste profiles with stylish packaging. In November 2024, United Breweries launched Amstel Grande, a premium strong beer in India for targeting urban consumers and expanding in key states. Premium beers are especially popular in metro cities and among younger consumers who seek higher quality and are willing to spend more. This segment is also witnessing innovation in ingredients and brewing techniques, including wheat beers and flavoured lagers, further boosting its appeal.

Super premium beer forms the most aspirational segment of the India beer market and includes imported or specialty craft beers, such as Corona, Hoegaarden, Bira 91 Gold, and Heineken Silver. These beers are available mostly in upscale urban markets, premium restaurants, and specialized retail stores. Super premium beers cater to affluent consumers seeking refined taste, exclusivity, and international appeal. The segment benefits from higher profit margins and brand loyalty. Growth is further driven by lifestyle shifts, international travel influences, and the desire for a premium drinking experience.

Beer Cans to Garner Higher Interest in India

The canned beer market in India is rapidly growing, particularly among urban, younger consumers who value convenience, portability, and modern aesthetics. Cans are lightweight, chill faster, and are ideal for outdoor events, making them a practical choice. Leading brands have expanded their canned offerings. In May 2024, 12th Man Brewing introduced Maharashtra's first canned craft beer in three variants. The can segment is growing fast and represents a premium, lifestyle-oriented alternative for the evolving Indian beer drinker.

Micro-Brewery & Craft-Brewery to Boost Beer Intake in India

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Microbreweries represent a crucial growth tier for beer consumption in India as they focus on small-batch brewing primarily for local consumption in brewpubs and restaurants. These breweries emphasize freshness, unique flavours, and experiential drinking, offering IPAs, stouts, and seasonal brews. While limited in volume compared to macro-breweries, microbreweries play a key role in diversifying India's beer culture and introducing consumers to novel styles and brewing techniques. They act as incubators for emerging trends in India's evolving beer market.

Craft breweries are the niche innovators in India's beer landscape, overlapping with microbreweries and distinguished by a strong focus on artisanal methods and experimental flavours. Brands have pioneered India's craft beer revolution, packaging their beers in bottles and cans for wider distribution beyond brewpubs. In December 2024, Indian Craft Brewery (ICB) was launched for enriching Bengaluru's craft beer scene with bold, locally inspired brews. Craft breweries appeal to urban millennials seeking premium, flavourful beers with unique identities, including IPAs, pale ales, and sours.

India Beer Market Regional Analysis

West India & South India to Witness High Beer Intake

West India is driving the India beer industry analysis. Maharashtra, home to Mumbai and Pune, is a major consumption hub with well-established markets for premium and craft beers. Goa's tourism-driven demand supports a thriving beer culture, especially for international and craft brands. The region witnesses innovative launches and a growing microbrewery scene. Strict regulations in Gujarat are likely to limit growth but neighbouring states compensate, making the west a vital beer market.

South India holds an important position in the beer market with Karnataka, Tamil Nadu, and Kerala. Karnataka, especially Bengaluru and Mysuru, is a hub for both macro and craft breweries, including local brews and craft brands. In June 2025, BLR Brewing Co. opened its fifth brewpub in Bengaluru, showcasing seasonal brews, such as Bellandur Saison, and a global-regional menu tailored for after work and weekend gatherings. The region favours strong beers and has witnessed growing demand for premium and flavoured variants. Local festivals and urban drinking culture stimulate consumption.

Competitive Landscape

Key players in the India beer market are employing key strategies to capture market share and drive growth. One major strategy is product diversification, including the launch of craft, flavoured, and low-alcohol beers to cater to evolving consumer preferences, especially among urban youth. Premiumization is another trend, with brands focusing on premium and super-premium segments to target higher-income groups seeking quality experiences. Localization and regional expansion are critical, with players tailoring offerings based on regional tastes and expanding distribution in Tier-II and Tier-III cities. Strategic partnerships and mergers, such as joint ventures with global brewers, help companies access advanced brewing technology and strengthen distribution networks. Aggressive marketing and digital engagement are also central, leveraging social media, influencer collaborations, and experiential events to build brand loyalty. Sustainability initiatives, like eco-friendly packaging and water conservation, are increasingly important to appeal to environmentally conscious consumers. Finally, regulatory navigation and lobbying are essential due to India's complex state-level alcohol laws.

United Breweries Holdings Limited

Founded in 1915 and headquartered in Bengaluru, United Breweries Holdings Limited is best known for its flagship brand, Kingfisher that plays a significant role in shaping India's beer space. The company gained acclaim for introducing premium lagers and expanding its distribution network nationwide, cementing its dominance in Indian brewing.

Carlsberg Group

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Carlsberg Group, established in 1847 and based in Copenhagen, Denmark, is a global brewing giant. In India, Carlsberg introduced international quality standards and popularized brands like Tuborg and Carlsberg Elephant. The company is recognized for its sustainability initiatives, innovative packaging, and use of renewable energy in its production processes worldwide.

B9 Beverages Pvt. Ltd.

Founded in 2015 and headquartered in Gurugram, B9 Beverages Pvt. Ltd. is the maker of Bira 91 and has revolutionized India's craft beer segment with bold flavours and youthful branding. The company is known for its creative marketing, wide flavour range, and fast international expansion across markets like the United States and Singapore.

Anheuser-Busch InBev

Anheuser-Busch InBev, headquartered in Leuven, Belgium, was formed in 2008 markets brands like Budweiser and Corona in India. The company is lauded for technological innovation in brewing, smart water usage, and digital engagement strategies, helping it maintain leadership in both global and Indian premium beer markets.

Other players in the India beer market are Devans Modern Breweries Ltd., Heineken N.V., SABMiller plc, Sinq Beverage Pvt Ltd., Sona Beverages Private Limited, and White Rhino Brewing Co., among others.

Key Features of the India Beer Market Report

- Comprehensive market size and share analysis with historical and forecast data.
- Detailed segmentation by product, type, quality, packaging type, and production.
- In-depth competitive landscape covering key players and market strategies.
- Consumer behaviour and demand trends across urban and rural demographics.
- Regulatory environment and impact on beer production and sales.
- Emerging trends shaping the India beer market outlook through 2025 .

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Call to Action

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Europe Beer Market

Vietnam Beer Market

Peru Beer Market

Mexico Beer Market

Chile Beer Market

Australia Beer Market

Argentina Beer Market

South Korea Beer Market

Light Beer Market

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends

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- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Beer Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Global Beer Historical Market (2018-2024)
 - 5.3 Global Beer Market Forecast (2025-2034)
 - 5.4 Global Beer Market Share by Region
 - 5.4.1 North America
 - 5.4.2 Europe
 - 5.4.3 Asia Pacific
 - 5.4.4 Latin America
 - 5.4.5 Middle East and Africa
- 6 India Beer Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 India Beer Historical Market (2018-2024)
 - 6.3 India Beer Market Forecast (2025-2034)
- 7 India Beer Market by Product
 - 7.1 Lager
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Ale
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Craft
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 Others
- 8 India Beer Market by Type
 - 8.1 Strong
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Mild
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
- 9 India Beer Market by Quality
 - 9.1 Standard
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Premium
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Super Premium
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 10 India Beer Market by Packaging Type
 - 10.1 Bottles

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- 10.1.1 Historical Trend (2018-2024)
- 10.1.2 Forecast Trend (2025-2034)
- 10.2 Cans
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
- 10.3 Others
- 11 India Beer Market by Production
 - 11.1 Marco-Brewery
 - 11.1.1 Historical Trend (2018-2024)
 - 11.1.2 Forecast Trend (2025-2034)
 - 11.2 Micro-Brewery
 - 11.2.1 Historical Trend (2018-2024)
 - 11.2.2 Forecast Trend (2025-2034)
 - 11.3 Craft-Brewery
 - 11.3.1 Historical Trend (2018-2024)
 - 11.3.2 Forecast Trend (2025-2034)
- 12 India Beer Market by Region
 - 12.1 North India
 - 12.1.1 Historical Trend (2018-2024)
 - 12.1.2 Forecast Trend (2025-2034)
 - 12.2 West and Central India
 - 12.2.1 Historical Trend (2018-2024)
 - 12.2.2 Forecast Trend (2025-2034)
 - 12.3 East India
 - 12.3.1 Historical Trend (2018-2024)
 - 12.3.2 Forecast Trend (2025-2034)
 - 12.4 South India
 - 12.4.1 Historical Trend (2018-2024)
 - 12.4.2 Forecast Trend (2025-2034)
- 13 Market Dynamics
 - 13.1 SWOT Analysis
 - 13.1.1 Strengths
 - 13.1.2 Weaknesses
 - 13.1.3 Opportunities
 - 13.1.4 Threats
 - 13.2 Porter's Five Forces Analysis
 - 13.2.1 Supplier's Power
 - 13.2.2 Buyer's Power
 - 13.2.3 Threat of New Entrants
 - 13.2.4 Degree of Rivalry
 - 13.2.5 Threat of Substitutes
 - 13.3 Key Indicators for Demand
 - 13.4 Key Indicators for Price
- 14 Value Chain Analysis
- 15 Trade Data Analysis (HS Code - 223)
 - 15.1 Major Importing Countries
 - 15.1.1 By Volume

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- 15.1.2 By Value
- 15.2 Major Exporting Countries
 - 15.2.1 By Volume
 - 15.2.2 By Value
- 16 Price Analysis
- 17 Competitive Landscape
 - 17.1 Supplier Selection
 - 17.2 Key Global Players
 - 17.3 Key Regional Players
 - 17.4 Key Player Strategies
 - 17.5 Company Profiles
 - 17.5.1 United Breweries Holdings Limited
 - 17.5.1.1 Company Overview
 - 17.5.1.2 Product Portfolio
 - 17.5.1.3 Demographic Reach and Achievements
 - 17.5.1.4 Certifications
 - 17.5.2 Carlsberg Group
 - 17.5.2.1 Company Overview
 - 17.5.2.2 Product Portfolio
 - 17.5.2.3 Demographic Reach and Achievements
 - 17.5.2.4 Certifications
 - 17.5.3 B9 Beverages Pvt. Ltd
 - 17.5.3.1 Company Overview
 - 17.5.3.2 Product Portfolio
 - 17.5.3.3 Demographic Reach and Achievements
 - 17.5.3.4 Certifications
 - 17.5.4 Anheuser-Busch InBev
 - 17.5.4.1 Company Overview
 - 17.5.4.2 Product Portfolio
 - 17.5.4.3 Demographic Reach and Achievements
 - 17.5.4.4 Certifications
 - 17.5.5 Devans Modern Breweries Ltd.
 - 17.5.5.1 Company Overview
 - 17.5.5.2 Product Portfolio
 - 17.5.5.3 Demographic Reach and Achievements
 - 17.5.5.4 Certifications
 - 17.5.6 Heineken N.V.
 - 17.5.6.1 Company Overview
 - 17.5.6.2 Product Portfolio
 - 17.5.6.3 Demographic Reach and Achievements
 - 17.5.6.4 Certifications
 - 17.5.7 SABMiller plc
 - 17.5.7.1 Company Overview
 - 17.5.7.2 Product Portfolio
 - 17.5.7.3 Demographic Reach and Achievements
 - 17.5.7.4 Certifications
 - 17.5.8 Sinq Beverage Pvt Ltd.

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- 17.5.8.1 Company Overview
- 17.5.8.2 Product Portfolio
- 17.5.8.3 Demographic Reach and Achievements
- 17.5.8.4 Certifications
- 17.5.9 Sona Beverages Private Limited
- 17.5.9.1 Company Overview
- 17.5.9.2 Product Portfolio
- 17.5.9.3 Demographic Reach and Achievements
- 17.5.9.4 Certifications
- 17.5.10 White Rhino Brewing Co.
- 17.5.10.1 Company Overview
- 17.5.10.2 Product Portfolio
- 17.5.10.3 Demographic Reach and Achievements
- 17.5.10.4 Certifications
- 17.5.11 Others

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