



New Report On Mexico Beer Market 2016 Edition

Beer saw a good growth as the economy improved seeing a rise in consumer's income aiding the rise in premium beers

PUNE, INDIA, September 30, 2016 /EINPresswire.com/ -- [Mexico Beer Industry](#)

Beer saw a good growth as the economy improved seeing a rise in consumer's income aiding the rise in premium beers. The premium and super premium segments saw growth of 16% and 24% respectively as consumers started to prefer better tasting beers generally found in this segment. Convenience stores saw an increase of 8% as multipacks, price promotions boosted the volumes sold through the channel. Metal packaging saw a boost to growth as eight and twelve packs have become successful in convenience stores, as consumers prefer to buy larger packs in order to get more beer for their money.

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Key Findings

- Mexico is one of the largest exporters of beer and the total exports grew by 10% in 2015.

Lager was the most popular beer type in 2015 with 95% of the market. The second most popular beer type in 2015 was dark beer. With 4% market share, the segment grew 1%.

With a third of the market, non-refillable packaging grew 12% driven by 'on the go' consumption.

The mainstream segment held 91% share of market and it showed 6% development as a result of the positive performances from many of the segment's most popular brands.

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Synopsis

Mexico Beer Market Insights 2016 Report provides a complete overview of the Mexico beer industry structure offering a comprehensive insight into historical background trends, 2015 performance and 2016 outlook.

Covering total market (on and off-premise) the report details:

2011-2015 actual detailed beer consumption volume data by segment, brand, brewer, packaging and distribution (on/off-premise), with 2016 forecasts

Top line production, import, export and consumption volume from 2005-2015 with forecasts for 2016

Value by distribution channel 2011-2015, with 2016 forecasts

2014-2016 selected on- / off-premise retail prices

Details of key beer new product launches in 2015 by company

Overview of the competitive landscape in the beer market, with analysis of key company performance

Insightful and valuable analysis of the drivers behind both current and emerging trends in the beer market

Data is also available in excel format

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Reasons To Buy

- Gain an in-depth understanding of the dynamics and structure of the Mexico beer industry, from the latest competitive intelligence of both historical and forecast trends to enhance your corporate strategic planning

Evaluate the current emerging trends and future growth opportunities in the Mexico beer market to support your brand development and marketing initiatives

Understand volume vs. value trends and identify the key growth opportunities across the super-premium, premium, mainstream and discount segments to best target profitability

Analyse domestic and imported beer brand performance and determine the key trends driving consumption preference to develop a competitive advantage

Interrogate the unique granularity of our data to analyse the market on a variety of levels to make

well-informed decisions on future threats and growth prospects in the marketplace for your company

Use our new PowerPoint add-on to quickly absorb a succinct summary of the key trends in the Mexico beer market

View a selection of the key 2015 product launches and identify competitor activity and product innovation and differentiation prospects

For more information or any query mail at sales@wiseguyreports.com

Check Related Reports:

Argentina Beer Market Insights Report 2016: Beer consumption increased by 2% in 2015. The surge in local microbreweries provided a healthy dynamism to the category that was not seen last year. Premium and super premium products continued to see a decline but the rise in microbreweries increased consumer knowledge surrounding the segments potentially aiding growth. Imports saw an increase of 37% despite the continuing quotas that restricted consumption.

Switzerland Beer Market Insights Report 2016: With growing trend of healthy living and decrease in spending power, the beer market witnessed slight increase. Swiss beer market continued to lose ground to foreign supplies fueled by the high value of the Swiss Franc. Lager remained the dominant beer type in the market with 94% of the total volume. The premium segment saw a growth of 1% as consumers looked to this segment for craft beers and premium regional brands.

Greece Beer Market Insights Report 2016: The Greek beer market continued to be affected by the mounting pressure on political and economic uncertainty. During the first half of the year beer faced heavy losses, especially at the end of June and early July. From then on, the situation was reversed and the market gradually recovered. However, the volume losses could not be fully retrieved.

Malaysia Beer Market Insights Report 2016: Beer market witnessed a mild increase in 2015. Lower consumer confidence due to slowdown in the economy and rise in the cost of raw material affected the sale of beer. Brand switching across the price segments due to decrease in purchasing power of the consumers, particularly in the premium and super premium segments, was the key story from 2015. The discount segment saw a growth of 12% as more consumers turned to this segment in times of economic uncertainty.

Taiwan Beer Market Insights Report 2016 : Beer continued to be the leading category in the alcoholic

drinks market as it had been in the market for a long time with no rivals increasing consumer preference. Increase in beer was aided by increased consumer confidence and a change in government by the end of the year. Mainstream beer saw an increase of 1% and held 70% of the market.

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