

Beer & Cider: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

Beer & Cider Global Market 2016 Analysis and Forecast to 2021

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Summary

Global [Beer & Cider](#) industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Findings

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global beer & cider market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global beer & cider market
- Leading company profiles reveal details of key beer & cider market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global beer & cider market with five year forecasts by both value and volume

Synopsis

Essential resource for top-line data and analysis covering the global beer & cider market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

Reasons to Buy



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- What was the size of the global beer & cider market by value in 2015?
- What will be the size of the global beer & cider market in 2020?
- What factors are affecting the strength of competition in the global beer & cider market?
- How has the market performed over the last five years?
- Who are the top competitors in the global beer & cider market?

Key Highlights

The beer & cider market consists of the retail sale of beer and cider. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates.

The global beer & cider market generated total revenues of \$566,925.2m in 2015, representing a compound annual rate of change (CARC) of -0.9% between 2011 and 2015.

Market consumption volume increased with a CAGR of 0.9% between 2011 and 2015, to reach a total of 179,411.8 million liters in 2015.

Increased consumption in developing countries is leading to the value growth of the global beer & cider market. In more established beer markets, however, volume growth was slow due to increasing saturation.

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