

# U K Beer Market 2017 Share, Trend, Segmentation and Forecast to 2020

*U K Beer Market Consumption 2017  
Forecast to 2022*

PUNE, INDIA, March 15, 2017

[/EINPresswire.com/](http://EINPresswire.com/) -- Summary

The UK beer market declined by 1% in 2015, with cool damp summer conditions contrasting with the previous year, where there was growth for the industry. Although there is an increasing interest in craft beer the segment still remains small in volumes.

The rugby world cup hosted by

England and Wales gave a boost to

multiple industries but the beer industry is still untouched by this. Sales were also hit by the lack of a global sporting event on the scale of the 2014 FIFA World Cup.



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## Key Findings

- Cool damp summer conditions led to decline in market by 1%.
- Beer duty was cut by 1p a pint for the third year running in the March 2015 budget, and the profile of the UK beer market was as high as it has been for many years, with consumers willing to pay a premium for quality beverages.
- Market conditions for soft drinks are set to remain turbulent in 2016, as the buildup to the sugar tax continues.
- Tax cut affected the whole beverage market proving beneficial to alcoholic drinks.
- Volume losses were witnessed by all key alcoholic categories except spirits and FABs.
- Younger customers show interest in craft beer.

## Synopsis

United Kingdom Beer Market Insights 2016 Report provides a complete overview of the United Kingdom 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

Reasons to Buy

- Gain an in-depth understanding of the dynamics and structure of the United Kingdom 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 United Kingdom 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 United Kingdom beer market
- View a selection of the key 2015 product launches and identify competitor activity and product innovation and differentiation prospects

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